

PRESIDENT'S CLUB MONTHLY

e-news

DECEMBER 2001:

- One Company, One Brand
- Top 25 Salespeople
- Conventional Mortgage Success
- Manufacturing News
- Western Insurance Update

One Company, One Brand *Ronnie Richards*

As part of the company's customer focused marketing strategy, a single product name will be introduced effective January 1, 2002, with the changing of American Homestar of Lancaster to carry the Oak Creek Homes name. After that date, all of the homes we build will carry the highly recognized and respected Oak Creek brand. The legal entity at Lancaster will remain American Homestar of Lancaster, L.P., with an assumed name filing to achieve the d/b/a of Oak Creek Homes.

The Oak Creek brand awareness didn't come easy, only the tireless efforts and continuous quality achieved by the Oak Creek plant employees over the past 17 years (and 15,000 homes) created this awareness. Recently, Jim Fallon and his team have successfully focused their efforts on raising the quality and customer satisfaction level at the Lancaster facility to new heights, thereby allowing us to move forward with this initiative.

The benefits from this strategy are many. However, to achieve the maximum leverage from the use of the Oak Creek name, it will be necessary to clearly and consistently communicate the brand through all channels, and with award winning collateral materials. The American Homestar name and logo will now be primarily identified with our corporate holding company while our recognized Nationwide Manufactured Homes and Oak Creek Village brands will remain as retail sales center brands. After an initial transitional period, everything related to the homes we build will feature the Oak Creek name and oak tree mark. This includes all of the marketing literature, floor plans, business forms, signage, our primary consumer web site, the poly-wrap close up material on all doublewides, and a logo name plate to be affixed on each home we build.

Just as customer satisfaction has built the Oak Creek brand, it can adversely affect the brand if the highest customer satisfaction standards aren't met. It is imperative that every employee associate works to make certain that our high standards will be maintained and even raised as we go



**Merry Meridian Christmas!
Care of Jack Maxey, Reg.4**

Top 25 Salespeople

017	NAVARRO, JUAN	544.61
045	DUPRE, LISA	534.29
017	RUSSO, ROBERT	476.35
017	STALEY, JESSE	423.45
056	BERRY, DELBERT	418.23
057	HARVEY, NICOLE	376.83
078	MATTHEWS, BILLY	357.94
032	CALLOWAY, MERCRID	289.63
059	HAMILTON, ROBERT	288.41
051	JERGER, CHARLES	282.39
011	WHATLEY, JIMMY	281.02
040	TIGGEMAN, ERIC	278.94
110	DELAROSA, RICARDO	247.96
059	SCHOONOVER, CINDY	228.89
052	TAHT, HARRY	228.68
033	REED, PATRICIA	219.27
056	BURNETT, ROBERT	214.13
079	SANDS, LINDEL	213.94
068	DROMGOOLE, TOMMIE	211.76
060	COOK, RICK	211.01
032	SMITH, JEREMY	210.15
035	BIBB, BRIAN	198.32
044	GAMBOA, CARLOS	195.87
088	BALDWIN, DAVID	188.52
034	HAMMOND, HANS	187.77

"Best of luck" and "thank you" to outgoing Reg. 3 Executive Secretary, Jan Verde. You will be missed!

Conventional Mortgage Success

A year or so ago, Mike Levin – GM of SC #21 in Burleson, Texas came to the realization that many more like him are only coming to now....that Conventional Mortgage financing could pave the way to a more consistent pipeline of business by providing the opportunity to sell to all his customers, not just those with good credit. Today, Mike and his staff are working 30 Conventional Mortgage deals (9 of which show on his daily status report) and average 6 closings a month. According to Mike, this type of financing is not only a win for himself and the staff, by allowing for more consistent income levels, it is a win for the customer, too. "Customers get houses on foundations which are appraised the same as conventional homes and they get the best interest rates, a huge selling point in the market today." Mike Levin and his sales team were #2 in sales in Region 4 for the 1st Quarter of this year.



SC #21 Team: Greg Jones,
Mike Levin, Doug Pace and
Gary Atkins

**Congratulations to
Home Office Employee of the
Month for December:**
Barbara Clements

Five Forbidden Phrases

Here are five forbidden phrases that you do NOT want to use when talking to a customer:

1. "I don't know." – There is no need to utter these words. Instead say: "That's a good question. I'll find out."
2. "We can't do that." – This one is guaranteed to get your customer's blood boiling. Instead say: "Boy, that's a tough one. Let's see what we can do." And, find an alternative for the customer.
3. "You'll have to..." – Wrong! The only thing that a customer has to do is die and pay taxes! Instead say, "You'll need to..." or "Here's how we can help you with that".
4. "Hang on a second, I'll be right back." – If you've ever said that to a customer, you've misrepresented yourself. Instead say: "It may take me two or three minutes to find out for you while you wait...Do you mind waiting?"
5. "No" at the beginning of a sentence. – The word "no" is useless and conveys total rejection when working with a customer. Most sentences are grammatically correct without the word.

Manufacturing News

Oak Creek Celebrates 15,000th Home

From all accounts, Oak Creek's 15,000th Home Celebration on November 28th could not have gone better. The customers, Mr. And Mrs. Frost were very impressed, the food was great and all the employees had a ball! Chuck Carney and the other retail supporters got a huge ovation from the Oak Creek employees when he told them that they build the best home in Texas. And, that's no lie! Congratulations, again!

Burleson Refurb Center Update

Congratulations to Bill Ribinskas and Jim Fallon for their feature benefit presentation to Bob Winstead (Assistant VP) and Richard Kelly (Credit Manager) of CIT Consumer Group. They have agreed to begin refurbishing homes with Bill and his team ASAP. Great Job!

December Retail Birthdays

John Alanis 12/26
John Blair 12/03
Debra Bozant 12/22
Kevin Broussard 12/17
Peggy Brummett 12/26
Chuck Carney, Sr. 12/12
Gregory Cooley 12/28
Tommie Dromgoole 12/20
Charla Ferguson 12/08
Tyrone Guidry 12/12
Sandra Gutierrez 12/31
Robert Hamilton 12/14
Harry Hannon 12/15
Curtis Hardick 12/11
Jennifer Jay 12/08
Debbi Jones 12/09
Susan Ketchum 12/30
Janet Lavallies 12/05
Neil LeBlanc 12/10
Karen Martinez 12/26
Mary Morton 12/19
Lori Beth Osborne 12/06
Brad Pack 12/18
Jackie Patin 12/13
Bryan Root 12/06
Bradley Schwartz 12/04
Janice Tomaszewski 12/07
Dru West 12/07
Jimmy Whatley 12/19
John Wickert 12/12



Oak Creek Debuts Olympia Series *Mike Heninger*

The Oak Creek Homes, Fort Worth Division recently announced our newest and most versatile series of homes called "Olympia". Olympia was developed to provide a multi-level line of homes based on a "**Bronze – Silver – Gold**" specification level. **Bronze level** is an entry level product with a VERY AFFORDABLE price! **Silver package** uses the same floor plan and adds some extra visual impact options to create a true value for the customer. **Gold** is a full blown Tape and Textured home with many of the high residential features you have come to depend on with an Oak Creek product. Our customers will agree that we have a real winner with the Olympia Series of homes!

Lancaster Bulletin

Brian Owens

Things are really jumping here at Lancaster. With the introduction of our new models 549/550 and the hot new Bronze and Silver package model 572. Butch Newman @ 288 in Houston has retailed two 550's this month alone. Dave Swartz @ Pine Trace can't even set one up on his lot before he and his staff sell it. Now that we have stocked these models on most of your locations, you have retailed 18 of these incredible houses since November. The newly revamped Bronze and Silver 572's are already setting a new precedent here at Lancaster with four retailed off the floorplan alone and with prospects of a lot more in the pipeline. Once we get these on your lots they're sure to be a heavy hitter for You and Lancaster.

Western Insurance Update *Laura Wilson*

The world of manufactured home insurance has been challenging for all of us lately. For you at the retail level, even though it presents a challenge, it also can afford extra profits to the bottom line. Extra training is available to your location, either in a group, or individually as the need may be. Please call and speak to Laura Wilson at 281-334-9771, to arrange scheduling (or email laura@hstr.com).

It is an American Homestar Corporation requirement that your retail center be in compliance with state law. If you do not have a licensed agent at your location to speak to the customer and close the insurance sale, you still have a way to gain insurance income by using Western's Compliance Center. My fully trained, and fully licensed Customer Service Department will do the insurance sale for you. Call Charla Ferguson (or email Charla@hstr.com) for instructions.

The successful sale of insurance by the Customer Service Department of Western directly for Western speaks for itself. During these challenging times, the Customer Service Department has been busy and has brought in \$36,768.00 in premium sales, from September 22, 2001 to December 17, 2001. This department is headed by Charla Ferguson, and her C.S. Representatives are Peggy Brummett and Kelly Poling, with the added bilingual assistance of Amy Villarreal.

You do the "warm turn" and they will do the rest, AND we remain legal and more profitable.

Retail Anniversaries

Congratulations, everyone!

1 Year

Philisha Miller – OM SC #56
Danny Daniels – Liquidation Team
Linda Lopez – Home Office
Marjanna Russell – Home Office

5 Year

Renee Kale – OM SC# 33

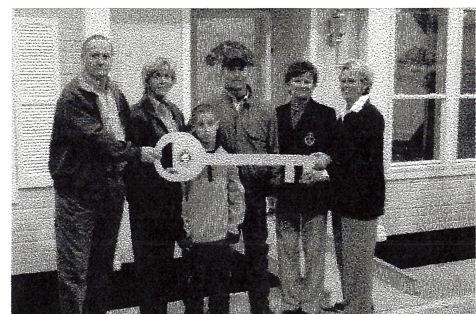
December Photo Album



Lisa Dupre - #2 Salesperson
Companywide, #1 Salesperson Reg.4
for 1st Quarter



Patricia Reed - #2 Salesperson,
Reg. 4 for 1st Quarter



OCH's Mike Heninger, the Frost family,
SC #33 GM Carrie Shipp and Home
Loan Rep. Shellie Steele pose with the
15,000th home and the gigantic key.

Thanks to all this month's contributors.
The deadline for articles and photos
for the January issue will be Monday,
January 14th.

