

PRESIDENT'S CLUB MONTHLY

e-news

SEPTEMBER 2002:

- Jim Mixon Returns to the Basics
- 2003 President Club – Top 25
- Customer Thanks Oak Creek
- Regional Scoop
- Manufacturing News
- Congrats from Home Loan Corp.
- Cabo PC Trip Scrapbook

GM Jim Mixon Returns to the Basics

After months of lack luster sales, **Lake Charles GM Jim Mixon** has a new attitude and the sales to show for it. Last month, Jim and his team of new sales recruits closed four new sales and it looks like the same is on tap for August. What did the trick? Jim will tell you that his new wife-to-be, Diana is responsible for the new attitude but a "back to basics" sales approach is what is delivering sales. He now T.O.'s every deal because afterall, "you have to inspect what you expect" and spends a tremendous amount of time training. He has also chosen to limit his advertising to line ads. One in particular, "4 bedroom, 2 bath, ½ acre with in-ground swimming pool for \$597", is really making the phone ring and giving he and his salespeople the chance to talk to customers, find out more about their needs and get them on the sales center. In addition to developing relationships with new customers, Jim is finding that his commitment to providing excellent service is paying off in referrals from previous ones. It looks like returning to the basics of strong management, on-going training, focused advertising and of course, superior service will lay the foundation for an even more successful future in Lake Charles. Great job, Jim!



Congratulations
Home Office Employee of the
Month for August:
Sheri Duay



PC Trip Winner and Salesperson
Emory Russell and wife **Donna**
mugged for the camera in Cabo.
Check out page 5 for more great
Cabo pics!

Presidents Club 2003 Top 25 thru July

094	CRAIG, ROBERT	434.76
059	SCHOONOVER, CINDY	360.84
092	SANDS, LINDEL	328.34
092	PROVOT, WILLIAM	305.52
058	FLANAGAN, KATHY	267.46
054	LEE, ROBERT	259.49
011	LOWERY, VIVIAN	240.50
090	BRASTAD, BRIAN	215.88
018	ROSAS, ARCADIO	210.76
078	GOLDEN, ROBERT	208.54
078	REINHOLD, ERNEST	203.42
011	TAYLOR, WILLIAM	200.97
024	AUGUST, LEONARD	198.80
028	HANNON, HARRY	197.02
017	NAVARRO, JUAN	192.35
064	PAVLE, NICHOLAS	176.48
078	COOLEY, GREGORY	174.90
090	CAMERON, PAUL	173.98
035	BULGER, BENNY	171.72
052	TAHT, HARRY	169.16
999	RICE, SANFORD	168.39
097	PALMIERI, ANGELA	164.87
018	SCHWAB, LAURIE	159.07
097	LAGNEAUX, RONALD	158.92
077	BYNUM, WELDON	158.31

Customer Thanks WHOLE Oak Creek Team!

8-12-2002

To Angela-Marie, Della, Ron & Oak Creek, Austin & Ft. Worth,

We didn't believe our house could be set up and coordinated from Austin to Llano with all the necessary crews, but it happened! Our new neighbors are simply amazed at the completeness of the total set-up in such good order and time. They all wanted to know how we got the crews to do such a good job. We didn't know any of them (neighbors) at the time, but they are sure impressed with Oak Creek!

The sub-crews were the best. They were all knowledgeable, hard working (in the Texas sun) and very, very polite. Don't change any of them or let them get away. Tell them all thanks - extra!

So far, all is well and we're proud of our choice of an Oak Creek home. Everyone who sees it thinks it's fantastic and are very impressed. The house looks good all around especially with the "siding" skirting.

Thanks for your patience in dealing with all the problems inherent with such a big coordination effort. Everything moved promptly as we made requests and as you said each time, "we'll take care of it". You are welcome to use our home as an example to prospective buyers. Thanks again so much for a job well done. We sincerely appreciate all your willingness to help at all stages of this complicated process. Ya'll made it seem much easier than we ever expected.

*Sincerely,
Doris & Charles Howard
Llano, Texas*

Western Welcomes New Employee

Laura Wilson, President - Western Ins Agency

Though you may have met her earlier, **Cecilia Jones** has just officially become employed by Western Insurance Agency. In the past 90-day period that she has served Western as our Receptionist and Operator, she has shown a team spirit that is conducive to her being a valuable employee at Western. Please welcome her to the home team! For a very very long time, we have had various temporary employees filling this position, but Cecilia is the first to be given this position on a full time basis. Welcome, Cecilia.

Training Reminder

Dennis Gassaway with the Assurant Group is available to our retail group for sales and/or insurance training. RVP's may contact **Laura Wilson** to arrange scheduling. This service is offered free of charge to AHC by The Assurant Group (formerly American Bankers)



OCH's Rick Hagler and Mike Heninger joined retail MIS support guru **Dwayne Teeter** at a recent TDHCA seminar to meet and greet new dealers and show-off our products. Glad these guys are on OUR team!



September Retail & Manufacturing Birthdays

Moreau, Charlene	2-Sep
Ingram, Ben	4-Sep
Mardenborough, Willard	5-Sep
Villarreal, Amalia	6-Sep
Driver, James	6-Sep
Sherrill, John	7-Sep
Turner, Rebecca	8-Sep
Williams, Waydean	10-Sep
Comstock, Stevens	10-Sep
Neerdaels, Karen Marie	10-Sep
Dupre, Lisa	11-Sep
Kale, Renee	12-Sep
Smith, Drucilla	13-Sep
Davis, Gene	13-Sep
Hernandez, Irma	17-Sep
Poling, Kelly	17-Sep
Dufner, Joe	17-Sep
Mantilla, Nestor	18-Sep
Burnett, Greg	18-Sep
Handley, Becky	20-Sep
Bryant, Craig	20-Sep
Ruperto, Michael	20-Sep
Norton, Devra	22-Sep
Clute, Michael	24-Sep
Dollar, Richard	27-Sep
King, Phil	27-Sep
Gilligan, Chris	29-Sep

Regional Scoop

Region 3 Highlights

Larry Speck

- Regions 3, 4 & 5 are focused on training !!! On August 27th, Sixty-Six GM's, OM's and Sales Associates attended a 1-day Conventional Mortgage training class with American United Mortgage Corporate in Lake Dallas, TX. We appreciate Mr. David Jackson, CEO/President and Mr. Jack Smith, VP of AUM and their stellar staff for the very informative and useful training we received. Mr. Jackson's team covered the full spectrum of the CM loan. We agreed to meet regularly and focus on specific "issue oriented" training. Thanks, David and team for the support!!!
- I am pleased to announce in the past few months, Region #3 has been able to attract and re-hire 3 very strong, experienced and capable previous Nationwide General Managers.
 - **Mr. Brian Shear and wife Dana**, OCV#19 Denton, came back to the company in May, to return his "old store" to profitability. Brian has been in the Manufactured Housing Industry for over 18 years working for Palm Harbor, Fleetwood and Nationwide. Brian previously had 7 years of service with Nationwide.
 - **Mr. Ed Sampson and wife Marilyn**, OCV#51, came back with our Team in April. He has been focused on turning around our Lancaster and Desoto sales centers. Ed has over 18 years experience in the MH business working in the Albuquerque, Austin and the Dallas Markets and 6 years of service with Nationwide.
 - **Mr. Dave Shetler and wife Dayna**, NW#60, came back to work with the company the first of August. Dave brings a strong commitment to turning his old store in Mesquite back to the industry leader that it used to be. Dave has over 19 years experience working with Palm Harbor and as an independent and 6 years experience with Nationwide in Mesquite.

Thanks, guys for your commitment and confidence in our great company. We are all glad to have you back!

Region 4 Highlights

Jack Maxey

- **John Lee** at SC#24 funded his 1st loan with Homeloan Mortgage. It took 33 days to get to title close. His payable gross was \$19,000. Good job John!! Steve Wiggins is in the process of closing 3 loans with Homeloan, way to go Steve!!
- **Greg Jackson** is the new GM at SC#33 OCV Fort Worth...Welcome back Greg.
- Abilene SC# 26 would like to say Welcome to **Ernest Escumilla** and **Shane McCloud** to the sales team in Abilene, TX.
- Burleson SC# 45 Welcomes the DYNAMIC DUO from Texarkana- **Trey Reed** and **Greg Stephenson**, long time buddies and experienced sales duo...with great expectations. Good luck guys!!
- **Michael Bledsoe and his wife Lacie** are expecting their first child in the spring of 2003...Congratulations!

Region 4 Highlights cont'd next page



Our Tyler Team, (from left) **Ben Beall, Judy Weems, Cindy Schoonover and Mike Barnes** celebrated on July 27th with birthday boy and GM **Dave Fortriede**.

September Retail & Manufacturing Anniversaries

1 year:

Debra Bozant, SC# 40
Neil LeBlanc, SC# 40
Peggy Blakely, SC# 51
Rosa Melott, SC# 51
Jesse James, SC# 57
Ronny Melton, SC# 64
William Provot, SC# 92
Bryan Root, SC# 97
Mary Kovar, NHO

5 year:

Peggy Brummett, Western Ins
Steve Comstock, NHO
Ronnie Richards, NHO
Dave Schwartz, RVP
Deborah Wells, NHO

10 year:

Johnny Lindsay OCH
Congratulations, everybody!



RVP Sam Rice lands the big one!

Steve & Marilyn Comstock's

Tiki Island abode hosted July's RVP meeting after-party. Corporate Contoller **Steve Saterbak** enjoys a hug from Marliyn (left)



- **Lisa DuPre** is settling into her new position as General Manager of Burleson SC#45 and "loving every minute of it"!!!! She came back from Cabo nicely tanned instead of crispy fried!
- **Sherrie Halbert** will be filling in at OCV Granbury SC#24 as Office Manager as well as continuing to be at OCV Burleson SC#45. (You go girl!)

Manufacturing News

Lancaster Update

Chad Gaston

Lancaster has been working hard at continuously improving our product for you and your customers. Two of our newest options will give your customers better value and a more attractive home.

- Lancaster is now offering the Celebration carpet grade. This carpet is an FHA approved 25 oz. carpet that we will lay at the factory with tack strips on 28' wides. 36 wides will still require the carpet to be shipped loose. The price for 28' wides up to 60' will be \$795 and 28' wides over 60' will be \$995. Compared to Designers Choice and Commander carpet that would be a savings of \$450 and \$950 respectively on a 28x60 and it delivers to you with the carpet already installed. Lancaster has rid you of upgrade carpet headaches when your customers order the new 25oz. FHA approved Celebration carpet!
- The 647 model has a new 3 door kitchen overhead cabinet with extended base cabinet option that your customers are going to love. This new option will give this best seller a more finished look when looking at the kitchen from the Living room. This option will be priced at \$395 and in addition to the 3 door overhead cabinet and longer base cabinet you get 3 mirrored overhead doors that face into the living room with a 4 shelf spice rack at the end.

Also, please welcome the newest member of the Lancaster Sales team **Bret Berend**. Bret is fresh out of college and ready to help you with product literature, décor samples, invoices and whatever else you can throw at him. Bret is catching on quickly and will be spec-ing out houses very soon so bare with us on the extra time it takes to get a spec while we are short handed.

Community Development Team Expands

Larry Wilkinson, Director of Community Development

Great News! Join us in welcoming **Bob Legg** to the community development team. Bob, formerly of Champion Genesis, was instrumental in taking their IHB or "modular" home sales from commencement to nearly 70% of the new Athens' plant production, (prior to the downsizing of the manufacturer and closing of the facility earlier this month). He will assist in developing additional business for the Ft. Worth plant from independent dealers and home builders, many of whom he previously supplied modular product. A former employee of Homestar, Bob brings a high level of professionalism and commitment to his customers as well as American Homestar.

Kudos from Home Loan Corp's Jim Rea

Over the last 90 days, we have been working with a few exceptional salespeople and their GMs to expedite land/ home transactions and build impressive commissionable pipelines.

Congratulations thus far go to:

SC#40 – Brookshire, TX

GM- Rick Crosby

SA - Thomas Kurz

Thomas should have three refer customers 30-60 days old finalized and closed at the title company within the next 7-10 days.

Keys to his success:

1. Has embraced land/home and the commission potential 100%
2. Great at controlling his customers
3. A total *Bear* at gathering conditions

SC#79 – Lufkin, TX

GM- Dave Miller

SA - Rebecca Grant

Rebecca has two LP accepts and a possible third that will go to Title closing in the next 7-10 days. This is really impressive considering the customers have been written by her and submitted to me within the last two weeks.

Keys to her success:

1. Believes land/home is the best product for her customers
2. Builds total value in home ownership
3. Gets customer's commitment to endure the mortgage process
4. Gets involved in helping and supporting customers with gathering conditions

When we initially met 90 days ago, we all envisioned a mortgage banking service that would provide a tremendous service to retail and build additional profit potential over time. We set 1-2 funded land/home transactions monthly per retail store as a realistic initial goal to build towards. As you can see, we already have individual salespeople exceeding those goals! Take charge! Good selling!

2001 Presidents Club Trip to Cabo Scrapbook Pictures

Here are a few of the many fabulous pictures from our recent trip to Cabo. Everyone had a great time, as you can see....



CEO Buck Teeter and wife, Charlotte



Michelle Butler and Shane Claunch



GM Ashley Webb and her husband, David



Homestar kids enjoyed the beautiful beach.



OCH's Brian Owens and wife, Julie



#1 GM Tim
Foster and
new wife,
Stephanie

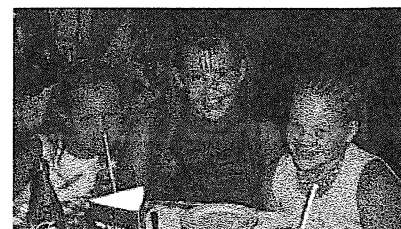


RVP Jack
Maxey
and the
"napping"
fish.

Muchos Gracias from the Editor

Thanks to all the contributors to this month's issue, especially Steve Comstock, Jack and Deb Maxey and Greg Burnett for forwarding the great photos.

If anyone would like to submit an article or photo for the next issue of the PCM, please e-mail the editor at or mail to Laurie Lowery at the Houston Home Office. The deadline for articles and photos for the next issue will be Monday, September 23rd.



Homestar's Braided Beauties

