

SALES TEAM PLAYBOOK

V

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STANDARDS OF EXCELLENCE

I agree with and accept the following Standards of Excellence and further agree to provide my strongest efforts towards making this sales force the best of any industry. I accept the rewards that will come from my best work, and I accept the consequences of failing to do my part.

1. The customer is the most important person I will ever meet. My customers will be treated with respect, dignity, courtesy and a helpful attitude at all times. The ultimate benefit as I exercise these principles will be a sale or a referral.
2. The sales office, model homes and inventory are three of my most important tools. At all times I will ensure that these tools are in good working order and condition, and that they are being utilized to the fullest extent possible. I will not open my Sales Office later than scheduled nor close earlier than scheduled, I will walk my models & inventory regularly, I will keep my sales office neat, I will look at the sales tools through the buyers' eyes and I will diligently manage my sign program. This is *my* business and I will treat it as such.
3. I will establish, or attempt to establish, a relationship with any customer that I come in contact with.
4. I will diligently follow the 7 Steps of Selling and the 7 Steps of Urgency in forming relationships, qualifying and investigating, demonstrating value and gaining emotional urgency, eliminating objections, closing and follow-up.
5. I will acknowledge every visitor that walks through my doors. I will rise to greet all visitors. My greeting will be warm, sincere and buyer-centered.
6. I understand the importance of obtaining as much information as possible about my customer and their housing needs on my registration/information card. I will attempt to obtain information from everyone that walks through my door. I will enter all prospects in my Prospect Manager system and use it to follow up on all prospects. I understand that my efforts will be monitored by my Sales Manager.
7. I will not begin the home and community tour until I can summarize back the vision of what the customer is looking for and why they are looking for it.
8. I will not come back to the Sales Office until I have helped the customer select the best home as it relates to their budget, time frame and vision of home they desire from the homes that we offer.
9. I will diligently qualify all of my traffic for motivation, experience, ability, status, urgency and requirements. I will use this time as investigation of the buyer, knowing that I cannot fulfill their needs until I understand what those needs are.
10. I will demonstrate the value in the community at every opportunity.
11. I understand that the community tour is one of the highest and best uses of my time. I will use this opportunity to build emotional urgency with the ultimate objective of leading the prospect towards a purchase decision.
12. I will learn and practice strong closing techniques, and I will attempt a formal close on every qualified prospect, without fail.
13. I am committed and responsible for managing all of my leads and I agree to put forth my best efforts in this area. I will follow-up on 100% of the registered traffic, without exception, and I will diligently track each of my buying prospects in Prospect Manager.
14. I am committed to post-sale follow-up and I agree to do all I can to make the buying process as pleasant as it can be for each homebuyer. I will call each buyer at least once per week with an update on their purchase. I will serve as a liaison to the other departments involved in the process. I will own problems that arise and diligently work to provide a satisfactory resolution in every case.
15. I will diligently work with the Lenders and Transaction Department to make the process of buying a home as easy and seamless for my customer.

I desire excellence. In all that I do I will strive towards outstanding performance. I have read and understand all sections of the Standards of Excellence, and I agree that these standards will represent the benchmarks by which my own performance will be measured. I embrace that very challenge.

THE 4 MANTRAS

1. Don't leave your sales office until you can summarize back to the customer what they need in a home/lifestyle...and what kind of monthly payment they are looking for (or how much they are currently paying for housing).
2. Avoid voluntarily raising an objection or being negative on you, your homes, your community or the market.
3. Present incentives/promotions after you have created interest in the community and home – when they have picked out their favorite. “Sell emotionally, close circumstantially.”
4. Do not return back to the office until they have picked out a favorite.

THE PRINCIPLES OF OUR TEAM

1. Be excellent--by doing your very best and then striving to go beyond it.
2. Do what's right.

GENERAL TACTICS

SALES CONSULTANT PROFESSIONALISM

Dress code for this position is business casual, no shorts or sneakers. Pants and shirts are to be pressed or wrinkle free. Approved HTA shirt is recommended. Name badges clipped/pinned to shirts IS MANDATORY—no exceptions. No name badges are to be clipped to a necklace of any type and worn around the neck. Respect and implement the “4 mantras” and the two “team principles.” Carry your HTA provided clipboard with you at all times with the customer—NO EXCEPTIONS.

SMOKING

Smoking is prohibited anywhere inside the sales offices. It is also prohibited anywhere the customer may see you clearly, i.e.: in and around the back door of the office if it overlooks the parking lot. Cigarette butts are to be disposed of immediately. Smokers must ensure breath and clothes smell fresh after smoking.

OFFICE STANDARDS

All sales offices are to:

- Have a radio in the waiting room area – easy listening, top 40 or country...no rock, no rap. Ensure quality signal.
- Have Welcome doormats or HTA approved logo doormats at front door inside office, not outside. Ensure the doormats are vacuumed regularly.
- Have water bottles, coffee and candy for all sales centers—fully stocked at all times.
- Have an exterior wall mounted “Info Center” box located at left/right of office front door. Stock with 3 to 4 customer info packets, pen and guest cards.
- Have home sale flyers—inventory and brokered displayed on a board and in a 3-ring binder.
- Have pre-made customer information packets made up for reception to hand out if sales is not there.
- Have general brochures and community maps available in the waiting room.
- Have EZ sale brochures in the Sales Office and Community Management Office.
- Have the computer default web browser set to www.htagateway.com -- not yahoo, Google, etc...
- Keep your desk clean and clear of papers, files and general clutter.
- Keep the personal effects directly on the desk limited to two items.
- Ensure areas of the sales office are organized, clean and professional looking.
- Ensure the bathrooms
 - have a hidden air freshener
 - toilets, showers and sinks are spotless at all times.
 - toilet paper rolls remain full with back up under the sink. Quality toilet paper is to be purchased.
 - have individual paper towels on the counter, NOT cloth hand towels.
 - with windows have blinds if window is not glazed—ensure the blinds are dust free.
- Ensure all baseboard molding is dusted and free from dirt that builds up.
- Ensure floors are vacuumed regularly, stains removed, hard surface floors mopped regularly.
- Have air fresheners in the waiting area hidden from view.

SALES PHONE ANSWERING MESSAGE

The following message is to be used on your voice mail for your office telephone line.

Thank you for calling (COMMUNITY NAME). Our office hours are (DAY) to (DAY), (TIME) through (TIME).

We are sorry we missed your call as your phone call is very important to us.

Please leave your name and number and a brief message and (Sales Consultant NAME), Sale Consultant for (COMMUNITY NAME), will call you back as soon as possible.

You are welcome to phone our National Contact Center in Texas and speak with a Specialist regarding information on homes at (COMMUNITY NAME). To reach the Contact Center, simply dial 1- 888-652-1360. That’s 1-888-652-1360; or feel free to check us out on the web at www.hometownamerica.com

Thanks for calling (COMMUNITY NAME).

LEAVE REQUESTS

Please complete the "leave request" form in the Back Office when you want to take vacation. Fax to and follow up with the RSM. For sick and personal days call/email the RSM to process with payroll.

EXPENSES

If you are going to be spending more than \$75 on STAPLES or supplies or PRO-CARD expenses you need to check with the RSM first. Staples expenses do not provide receipts and the RSM needs to approve of expenses over \$75. At month end the RSM needs to account for ALL expenses. If you have expenses that will exceed \$75, send the RSM an email placing the request. The RSM will approve it and then you will have written back-up.

PRO-CARDS

If you have a Pro Card you need to mail the receipts to the RSM for reconciliation. The RSM will submit to corporate.

The procedures to reconcile the ProCards are as follows:

1. Tape (do **not** staple) all your receipts in order by date on a blank piece of paper (max 2 receipts per page).
2. Make notes on the receipts explaining details of the charges and specific home site numbers if the charges should apply to a house.
3. Make two copies of the receipts. One you keep and the other is for your RSM.
4. Mail original receipts and a photo copy to RSM office for reconciliation.

UPS

DO NOT ship your material overnight unless it is month end--NO EXCEPTIONS. Instead, check "second day air." Chances are, due to the UPS contract, it will get there overnight (at half the cost)!

SELLING STANDARDS

SHOWING HOMES/WRITING CONTRACTS – NON-SHOW READY HOMES

- We CAN NOT show homes that are not “HOME SHOW READY”.
- We CAN NOT write contracts on homes that are not “HOME SHOW READY”.

If you show a home that is not “home show ready” you are going against our Sales Team Playbook as well as Corporate Policy. It is NOT healthy for our company if you show homes to potential customers that are not completed by Operations (Community Management) for several reasons:

1. It is unsafe.
2. Expectations of the customer may not be the same as the expectations of HTA as to the finished product.
3. Final pricing has not been guaranteed. The scope of work may not be fully established. Leadership may decide to remove the home.
4. It is the decision of corporate leadership.

DO NOT show homes, promote homes, or write contracts on homes that are not officially “home show ready” as indicated in the Back Office system. It is critical that you understand, respect and follow this directive. If you absolutely feel the need to break from this policy you need the approval of the RSM.

HOME SHOW READY – OPERATIONS TO SALES HAND OFF

The sales department needs to physically inspect EACH inventory home coming into “home show ready” status and sales is responsible for completing and submitting the Home Walkthrough Summary found in the Back Office under each home PO. Now more than ever, each inventory home is equipped uniquely and one home WILL differ from the next. After sales completes and submits the Home Walkthrough Summary the Sales Consultant needs to indicate what the total monthly housing cost (TMHC) and retail selling price needs to be in the comment section of the PO. Setting the retail price will be paramount in helping to create value and distinguishing the amenities/options one home has over another.

Example: Air conditioners MAY NOT be included in the selling price of SOME homes.

Example: Appliances MAY NOT be included in the selling price of SOME homes.

TOTAL MONTHLY HOUSING COST (TMHC) AND RETAIL PRICING SHOULD REFLECT DIFFERENCES IN WHAT YOU HAVE TO OFFER FROM ONE HOME TO ANOTHER.

Sales needs to post the comment: “suggested retail price of \$ XXX and total monthly housing cost of \$XXX”. Doing this will help the RSM expedite the PO approval process and also make the RSM feel comfortable that sales has inspected and knows the options/amenities each home has to offer.

SELLING HOMES AS “HANDYMAN SPECIALS” OR “GIVE-AWAYS”

Under certain circumstances, we elect to sell homes as “handyman specials” rather than renovate them. This is to clarify the standards when selling this type of home.

1. Exterior appearance of the home should meet the minimum community standards. Therefore there is skirting broken or missing, windows broken, screen doors broken, these should be fixed/replaced as minimally necessary to bring home into compliance. We cannot assume that an “handyman/give-away” buyers will remedy these items and we don’t want to give them a home inspection violation and fight the battle 30 days after they move in.
2. If a buyer can live in the home upon closing (i.e. it is “habitable”), the interior of the home should be trashed out.

RETAIL PRICING

For all newly created used purchase/repo/abandoned/abandoned repo home PO's in the "Originator Q," we need the Sales Consultant at each community to post a comment into the comment section indicating the "suggested retail price" YOU feel HTA should be charging for the home. Your comment should be: "Suggested retail price of \$ XXX and total monthly housing cost of \$XXX". Feel free to mention more information, about the homes like: concerns, defects, or unique options like "has a garage".

The decision should be based off of several key factors when suggesting the retail price:

1. Market value. How does the used home compare with the competition?
2. Past history. What did you sell a similar home for in the recent past?
3. Location. Large home site? Nice back yard? On a natural preserve private site? Nice homes on either side? On a pond/lake? ... if so you should be able to get more money for the home.
4. Financing availability. Do not "gouge" however, we can charge more for our homes because we offer financing...take this into consideration when setting retail price. Factor in the current interest rates/terms/down payment and how it relates to pricing the home.
5. Age of home. Typically homes constructed post 1997 are noticeably more money than pre 1997 due to H.U.D. construction improvement mandates. Consider this fact when pricing homes.
6. Level of refurb. HTA may be doing more refurb to lender owned homes that it purchases than homes of the same model year that are MHFS REPO homes--- price accordingly! Price to value based on options/amenities.
7. Floor plan and size. Large kitchens, formal DR, large bedrooms, walk-in closets, glamour baths and physical size of the home all increase the selling price of the home.
8. Factory-built options/amenities. Note things like thermal pane windows VS. self-storing storm windows or upgraded solid wood cabinets VS. a vinyl wrapped cabinet, ceramic flooring VS. vinyl flooring, Vinyl siding VS. metal, stomped ceiling VS. popcorn ceiling texture, fireplaces, upgraded appliances, molding package, interior doors and decorative exterior doors when establishing retail pricing. Charge more for a home that has these features.

WALKTHROUGH - NEW HOMES

When a new home is purchased by a customer, Sales uses the "home check list" and walks the home with BOTH the Community Manager and the customer. The Community Manager, going off of indicated items for repair from the checklist, fixes the home BEFORE closing. A final walk through involving the Sales Consultant and customer is performed just prior to closing.

WALKTHROUGH – USED HOMES

When you sell a USED inventory home you are selling the home "AS IS/WHERE IS". This means there is not an implied or written warranty AND it also means that HTA is selling the home in the condition existing at that moment in time with NO agreement to make cosmetic or structural repairs.

Understand that your customer only receives a pre-closing walk thru to ensure the home is in the same condition as when they first contracted for the home. We DO NOT do a pre-walk through on used inventory to give the customer a chance to create a "punch list" of things they want fixed to make the home new again. This said there are always exceptions and reasons why we would fix things above and beyond what we normally do...but the RSM is the one who approves that. If you give your Community Manager a punch list of items (especially cosmetic in nature) that costs HTA money and you have not cleared it through the RSM you are not making a good decision.

Unless you receive pre-approval before your closing and you get the RSM to agree to fix something to make the sale there should not be a punch list of repairs beyond what is "reasonable and normal."

EXAMPLE: On a pre-closing walk through list – a broken toilet is acceptable; a request to paint the master bedroom is not (unless you received approval from the RSM ahead of time). Overall, your punch list should be minimal...this is why you walk your inventory two times per month—to ensure the home is sellable and show ready for the typical customer.

NO SIGN-OFF from the RSM on customer requested repairs, changes, alterations, NO FIXING OR SPENDING HTA MONEY.

WARRANTY CARDS

For all NEW home purchases, it is law that we complete the warranty card with the new owner's name/address and mail it. The card is included in the manufacturer's paperwork or warranty booklet. We need to be doing this on every new home we sell as well as any new RTO home.

If the home sells again in less than 15 months we need to complete a second card and mail that in. This case comes up in dealing with RTO's that convert in less than 15 months. This form needs to be completed and mailed by the Sales Consultant - do not leave it up to your customers to complete.

SET APPOINTMENTS (FOR COMMUNITIES WITH MULTIPLE SALES CONSULTANTS)

1. The Contact Center knows that the longer the appointment set date is from the initial call, the more chance the appointment will not show. The Contact Center makes every attempt to schedule appointments for the next day but ultimately the customer needs to agree. This said, once the appointment has been set by the Contact Center it is imperative that a Sales Consultant follow up and confirm.
2. We feel strongly that that if the Contact Center sets an appointment for a day where only one Sales Consultant is working...that consultant gets that appointment and assigns the lead to themselves. We do not want sales to call the customer and pressure them to come in on a day that is perhaps not comfortable with them. The Contact Center specialists are well trained to pull the best day out of the prospect...and, as mentioned in #1, the Contact Center knows time is of the essence when setting the appointment date.
3. Set appointments by the Contact Center are to be treated differently than leads randomly entered into PM by the Contact Center. An appointment has been better qualified than a random lead. Therefore, if the appointment is set by the Contact Center for a day that both agents work then the standard "up system" is implemented to divide the appointments between two Sales Consultants fairly. If the set appointment is for a day where only one sale consultant is on duty then THAT Sales Consultant owns that appointment and lead and is responsible for ASAP following up to confirm the appointment.
Example: The Contact Center sets an appointment on a Monday for Friday, a day where only one agent is on duty. Monday both agents are working. Both agents see the new appointment set for Friday. The ONLY AGENT to follow up on the appointment is the agent who will be on duty that Friday. That agent needs to ASAP contact the appointment to confirm.

CUSTOMER UP SYSTEM (FOR COMMUNITIES WITH MULTIPLE SALES CONSULTANTS)

If your community already has a working up system to deal with walk-ins and appointments set in the community calendar then continue as is. If your community has no set agreement then this is the default and will become the standard way to handle new customers: First Sales Consultant in the office in the morning gets the first up—walk-in and on the appointment calendar. Walk-ins and appointments set in the community calendar are then divided evenly after the first one has been issued to the first Sales Consultant in the office in the morning. In-coming phone calls are first come first serve. Customers coming from the Property Management Office (CM) are to be divided up evenly between all Sales Consultant's.

PROSPECT MANAGER

Please remember to be SPECIFIC when it comes to identifying where your prospect heard about us in the Prospect Manager system. If you are not specific and just select "other" we can't track the ad source. What happens is that if other forms of advertising do not yield sales they may be dropped. Similarly, if an add source yields a higher percentage of approved applications or sales then we may want to consider "beefing up" the ads in that paper. We need accurate information.

The first time a prospect comes to see you for an appointment, after you give your initial presentation, indicate this by checking the "Presentation Given" box in your Prospect Manager. After the initial visit, if the customer comes in again and again...and again you can simply press the "record visit" button towards the right, top side of your Prospect Manager. All of this is important when we track advertisements and closing ratios.

Regarding prospect notes – it is expected that a "short story" be entered with every prospect so that other departments can understand where you are with the prospect.

Utilize the "Top Ten" designation and subsequent "urgency matrix" within the Back Office. Note: identifying your prospect as Top Ten allows the Contact Center to become a fulfillment center and mail post cards and literature at your choosing. Ensure complete address.

PROSPECT VS. CUSTOMER – AND YOU (FOR COMMUNITIES WITH MULTIPLE SALES CONSULTANTS)

A prospect becomes your “customer” only when they walk-in and ask for you. If the prospect does not voluntarily ask to speak with you or mention your name, that prospect is “fair game” for any and all Sales Consultants in the region to sell a home to. General phone-in’s or walk-in’s are the property of HTA and this means if a prospect walks in the door and never mentions any Sales Consultant’s name (s) then the Sales Consultant working the floor gets to sell the prospect free and clear just as normal.

If a prospect walks in the door and asks specifically for a particular Sales Consultant, this means that the prospect feels a connection to that Sales Consultant. The Sales Consultant on floor duty immediately needs to communicate with his/her sales partner and inform him/her that their customer is at the office. If the Sales Consultant whose customer is at the office cannot make it to the sales office in 5 minutes or less then the prospect MUST be attended to and sold by the Sales Consultant on duty. Commissions will either be given to the Sales Consultant on floor duty or split 50/50 as agreed by both Sales Consultant’s at that moment—only if a deposit is taken and credit application or contract written. It is noted that commission splitting is not normal and not advised. If a community continually requires commission splitting the RSM may adopt a “harder-line” approach in dealing with prospects attached to Sales Consultant’s thus eliminating the flexibility of commission splitting. Any deal that is a “Split” is to be submitted on the Form 500 as only one Sales Consultant, and then an email is to be sent to the RSM with the site number, customer last name and the two Sales Consultants involved in the sale – DO NOT put two Sales Consultants on the Form 500.

If a prospect (that does not mention any other Sales Consultant’s name) is sold but happens to be in another Sales Consultant’s Prospect Manager with recent comments (recent being within the last 30 days) and it is very clearly obvious that a substantial history between that Sales Consultant and the prospect exists, at the discretion of the RSM a \$100 referral may be issued to the Sales Consultant who entered the prospect into Prospect Manager. **THIS WILL ONLY QUALIFY WITHIN THE COMMUNITY’S SALES DEPARTMENT—APPLYING ONLY TO COMMUNITY SALES DEPARTMENTS WITH 2 OR MORE SALES CONSULTANTS.** Otherwise \$100 referrals only apply if Sales Consultant’s from sister communities set appointments that turn into actual sales at other communities.

RULES OF LOAN APPLICATIONS AND CONTRACTS

1. To run credit, you must require your customer to complete a loan/residency application, collect at least \$100 and complete a Form 500 or 800 (whichever is applicable). It is required that the Sales Consultant complete a sales contract (Form 500) simultaneous to completing the loan application. Our goal is to lock the customer down on their favorite home and being serious about the purchase...rather than to just run the customer’s credit for the sake of finding out if they’re capable of purchasing. At HTA we assume everyone is capable of purchasing so it is only natural for them to pick out their favorite home to save time and advance the sale forward once they are approved. The \$100 deposit is required to hold a home for the period of time until loan approval is confirmed. This money is fully refundable if the applicant is denied, however, if approved the money will be applied towards the required down payment of the home that they have contracted for. RSM approval is required in order to submit a credit application without money and or sales contract.
2. Once your applicant is approved, you must complete a Report of Sale (ROS). The ROS is to be immediately faxed along with the signed Origen Approval/Condition sheet to the Closing Coordinator/Regional Sales Assistant. The transaction paperwork for the approved applicant is to be sent to the Transaction Department **that day**. NOTE: if the Origen Approval Sheet is not yet signed (as they just got approved), fax the unsigned copy with the date the customers will be in to sign it. Once the approval sheet is signed, fax it to the Closing Coordinator/Regional Sales Assistant.
 - Should your prospect applicant become approved but then wish to cancel you will need to immediately contact the RSM to discuss our options and decide ultimately if we are going to refund the money back to the customer as they signed a contract to purchase a home. **DO NOT AUTOMATICALLY REFUND THE APPROVED CUSTOMER’S INITIAL MONEY WITHOUT CONSULTING THE RSM.**
3. Once approved a \$500 deposit is what is technically required to lock a home up for 30 days. Closings over 30 days needs RSM approval. Hold your customer accountable to bringing in money to equal the \$500 deposit in a "timely fashion."
4. Communities with multiple Sales Consultants need to increase communication between each other. Every time you take a deposit, loan application/Form 500 you need to send an email out to each other so efforts to sell the same home are not duplicated. If the home you took credit and deposit on is loan denied you need to send an email out to the other Sales Consultants so that the home can be IMMEDIATELY offered to our customer base for sale/contract. WE DO NOT want to wait until the paperwork is complete and Chicago moves the home from pending back to available! ALSO, it is not acceptable to "hold" a home under one customer's name for another customer in an effort to not give the other Sales Consultant a chance to sell the home.

CONTRACT VS RIGHT OF FIRST REFUSAL

\$500 is the MINIMUM deposit required to take a home off the market. Anything less than OFF THE MARKET but it is enough to write a contract that grants the “right of first refus



that the home can still be shown to qualified customers, however, if another offer is presented to HTA then the right of first refusal has 12 hours to provide the balance of the \$500 deposit. A closing date also needs to be firmed up in the same 12 hour time period. Communities with multiple Sales Consultants must notify their co-workers when a right of first refusal contract is written as technically the home will be moved from "available" to "pending" in the Back Office. Any variance to this policy needs the approval of the RSM.

BACKGROUND CHECKS – CENTRALIZED RESIDENCY DEPARTMENT

1. Sales will be responsible for collecting all information needed on the residency application for not only the person(s) applying for the loan but ALSO for ALL permanent residents 18 years of age or older who will be living in the home. The procedure for this will be for the Sales Consultant to input the data required for all occupants but ONLY submit the loan/residency application on the person(s) applying for the loan. Upon loan approval the rest of the occupants can then be submitted. This way MHFS is not wasting HTA money completing background checks on occupants of a potential home sale when and if the primary owner is denied financing. Sales is to ensure that community is copied on all paperwork for the deal as it is needed for their residency files.
2. MHFS will be completing a national background check. There may be up to a 5 day waiting period for all background checks to come back to HTA so be advised and plan accordingly.
3. When entering an "Occupant" select "Add Family or Friend/Co-habitant Request (Background Only)" on the residency application. This will allow us to complete a background check but not run a credit check as well.
4. Community Management will be responsible for completing residency applications for all FSBO.
5. A denial for residency from MHFS can be reviewed for a residency denial "turn-a-round" by Sales and Corporate. Requests for a turn-a-round need to be address directly to the Corporate Office. MHFS only approves/denies residency based on set parameters and will not consider "special cases/situations." Regional Management has a say in the decision, but "Final Say" lies with corporate.

SURVEY

Corporate may mail a "customer survey" to your customer within 30 days of move-in.

CANCELLATIONS

Hometown America's contract cancellation policy requires its Sales Consultants to hold the customer accountable regarding canceling contracts after they have signed. If your customer decides to cancel a signed contract they place themselves in a position where they may lose their deposit.

Hometown America Sales Consultants are to notify their customers of interest rate or down payment increases beyond advertised amounts during the customer presentation. Once an applicant has been approved, it is required that HTA Sales Consultants get total monthly housing costs, interest rates, down payment amounts, and conditions on the Origen Approval/Condition sheet verified by customers via initials/signatures with dates. HTA may not refund deposit money for customer canceled contracts due to loan approvals that involve payment increases after a 3 day-72 hour time frame of being notified of such loan payment increase.

AS A REMINDER, ANY AND ALL CANCELLATIONS **MUST** GET THE APPROVAL OF THE REGIONAL SALES MANAGER REGARDLESS OF ANY REQUEST FOR DEPOSIT MONEY REFUND—NO EXCEPTIONS. Reports of cancellation **MUST** have the signature of the Regional Sales Manager. Cancellation forms are to be faxed to the Regional Sales Office for approval.

Below are customer disclosures found in two separate areas of the Form 500 sales contract and need to be disclosed and highlighted for your customer at contract signing. The customer is to initial these disclosures.

	(Excerpt from Form 500 above customer signature line)	(Excerpt from Form 500 back page)
MICHIGAN	<p>THIS AGREEMENT CONTAINS THE ENTIRE UNDERSTANDING BETWEEN DEALER AND BUYER AND NO OTHER REPRESENTATION OR INDUCEMENT, VERBAL OR WRITTEN, HAS BEEN MADE WHICH IS NOT CONTAINED IN THIS CONTRACT. BUYER(S) ACKNOWLEDGE RECEIPT OF A COPY OF THIS ORDER AND THAT BUYER(S) HAVE READ AND UNDERSTAND THE BACK OF THIS AGREEMENT.</p> <p>SEVEN DAYS AFTER THE PURCHASER RECEIVES A LEGIBLE COPY OF THE EXECUTED PURCHASE AGREEMENT, OR IF ANY TIME WITHIN THE SEVEN (7) DAYS AN APPLICATION FOR A CERTIFICATE OF MANUFACTURED HOME OWNERSHIP IS FULLY EXECUTED, THE SALE IS FINAL AND THE RETAILER IS NOT OBLIGATED TO REFUND THE CONSUMER DEPOSIT IF THE PURCHASER SUBSEQUENTLY CANCELS THE AGREEMENT. IF THE PURCHASER ELECTS TO CANCEL THE PURCHASE AGREEMENT WITHIN THE SEVEN (7) DAY LIMIT AND AN APPLICATION FOR A CERTIFICATE OF MANUFACTURED HOME OWNERSHIP HAS NOT BEEN FULLY EXECUTED, THE PURCHASER SHALL NOTIFY THE RETAILER IN WRITING BY CERTIFIED MAIL POSTMARKED BEFORE THE END OF THE SEVENTH DAY TO BE ELIGIBLE FOR FULL REFUND OF THE CONSUMER DEPOSIT.</p>	<p>6. FAILURE TO COMPLETE PURCHASE. If Purchaser fails or refuses to complete this purchase within the time frame specified in this agreement or as specified in the Uniform Commercial Code of the state in which Purchaser signs this agreement, or within an agreed upon extension of time, for any reason (other than cancellation because of any increase in price), Retailer may keep that portion of Purchaser's cash deposit which will adequately compensate Retailer for Retailer's consequential damages, incidental damages, and all other damages, expenses, or losses which Retailer incurs because Purchaser fails to complete Purchaser's purchase. Purchaser agrees, however, that this agreement shall not be interpreted as containing a "liquidated damages" provision. If Purchaser has not given Retailer a cash deposit or it is inadequate and Purchaser has given Retailer a trade-in, Retailer may sell the trade-in at public or private sale, and deduct from the money received an amount that will adequately compensate Retailer for any and all of the above mentioned damages, expenses, and losses incurred because Purchaser failed to complete this purchase. Purchaser understands that Retailer shall have all the rights of a seller upon breach of contract under the Uniform Commercial Code, except the right to seek and collect "liquidated damages" under Section 2-718. If Retailer prevails in any legal action which Retailer brings against Purchaser, or which Purchaser brings against Retailer, concerning this agreement, Purchaser agrees to reimburse Retailer for your reasonable attorneys' fees, court costs and expenses which Retailer incurs in prosecuting or defending against that legal action.</p>
NEW JERSEY	<p>THIS AGREEMENT CONTAINS THE ENTIRE UNDERSTANDING BETWEEN DEALER AND BUYER AND NO OTHER REPRESENTATION OR INDUCEMENT, VERBAL OR WRITTEN, HAS BEEN MADE WHICH IS NOT CONTAINED IN THIS CONTRACT. BUYER(S) ACKNOWLEDGE RECEIPT OF A COPY OF THIS ORDER AND THAT BUYER(S) HAVE READ AND UNDERSTAND THE BACK OF THIS AGREEMENT.</p>	<p>6. FAILURE TO COMPLETE PURCHASE. If Buyer fails or refuses to complete this purchase within the time frame specified in this contract or as specified in the Uniform Commercial Code of the state in which Buyer signs this contract, or within an agreed upon extension of time, for any reason (other than cancellation because of any increase in price), Dealer may keep that portion of Buyer & apos;s cash deposit which will adequately compensate Dealer for Dealer & apos;s actual, consequential, and incidental damages, and all other damages, expenses or losses which Dealer incurs because Buyer failed to complete Buyer & apos;s purchase. If Buyer has not given Dealer a cash deposit or it is inadequate and Buyer has given Dealer a trade-in, Dealer may sell the trade-in at public or private sale, and deducted from the money received an amount that will adequately compensate Dealer for any and all of the above mentioned damages, expenses, and losses incurred because Buyer failed to complete this purchase. Retention of any portion of the cash deposit or the application of sale proceeds shall be in addition to, and not to the exclusion of, any other remedies Dealer may have at law, and this contract shall not be interpreted as containing a liquidated damages provision. Buyer understands that Dealer shall have all the rights of a seller upon breach of contract under the Uniform Commercial Code, except the right to seek and collect "liquidated damages" under Section 2-718. If Dealer prevails in any legal action which Dealer brings against Buyer, or which Buyer brings against Dealer, concerning this contract, Buyer agrees to reimburse Dealer for Dealer & apos;s reasonable attorneys & apos; fees, court costs and expenses which Dealer incurs in prosecuting or defending against that legal action.</p>
NEW YORK	<p>THIS AGREEMENT CONTAINS THE ENTIRE UNDERSTANDING BETWEEN DEALER AND BUYER AND NO OTHER REPRESENTATION OR INDUCEMENT, VERBAL OR WRITTEN, HAS BEEN MADE WHICH IS NOT CONTAINED IN THIS CONTRACT. BUYER(S) ACKNOWLEDGE RECEIPT OF A COPY OF THIS ORDER AND THAT BUYER(S) HAVE READ AND UNDERSTAND THE BACK OF THIS AGREEMENT.</p> <p>Dealer warrants and represents that Dealer is in compliance with Article 21-B, Chapter 729 of the Executive Law of the State of New York and all applicable Regulations, (the "Act"). It shall be the <input type="checkbox"/> Owner's <input type="checkbox"/> Installer's (check one) responsibility to obtain a New York State Installer's Warranty Seal and attach the seal to the Manufactured Home in the manner prescribed by the Act. Owner expressly waives any claims against Dealer arising out of, related to or in connections with any Manufacturer's, Installer's.</p> <p>Lending entity's, or Mechanic's failure to comply with the Act. Owner and Dealer expressly acknowledge that it <input type="checkbox"/> IS <input type="checkbox"/> IS NOT (check one) a condition of the sale of this Unit, that Owner shall be required to utilize a state certified installer to install the Unit. NOTE: THE MANUFACTURER MAY VOID ITS WARRANTIES IF OWNER DOES NOT UTILIZE A STATE CERTIFIED INSTALLER TO INSTALL THE UNIT.</p>	<p>6. FAILURE TO COMPLETE PURCHASE. If Buyer fails or refuses to complete this purchase within the time frame specified in this contract or as specified in the Uniform Commercial Code of the state in which Buyer signs this contract, or within an agreed upon extension of time, for any reason (other than cancellation because of any increase in price), Dealer may keep that portion of Buyer & apos;s cash deposit which will adequately compensate Dealer for Dealer & apos;s actual, consequential, and incidental damages, and all other damages, expenses or losses which Dealer incurs because Buyer failed to complete Buyer & apos;s purchase. If Buyer has not given Dealer a cash deposit or it is inadequate and Buyer has given Dealer a trade-in, Dealer may sell the trade-in at public or private sale, and deducted from the money received an amount that will adequately compensate Dealer for any and all of the above mentioned damages, expenses, and losses incurred because Buyer failed to complete this purchase. Retention of any portion of the cash deposit or the application of sale proceeds shall be in addition to, and not to the exclusion of, any other remedies Dealer may have at law, and this contract shall not be interpreted as containing a liquidated damages provision. Buyer understands that Dealer shall have all the rights of a seller upon breach of contract under the Uniform Commercial Code, except the right to seek and collect "liquidated damages" under Section 2-718. If Dealer prevails in any legal action which Dealer brings against Buyer, or which Buyer brings against Dealer, concerning this contract, Buyer agrees to reimburse Dealer for Dealer & apos;s reasonable attorneys & apos; fees, court costs and expenses which Dealer incurs in prosecuting or defending against that legal action.</p>
PENNSYLVANIA	<p>THIS AGREEMENT CONTAINS THE ENTIRE UNDERSTANDING BETWEEN DEALER AND BUYER AND NO OTHER REPRESENTATION OR INDUCEMENT, VERBAL OR WRITTEN, HAS BEEN MADE WHICH IS NOT CONTAINED IN THIS CONTRACT. BUYER(S) ACKNOWLEDGE RECEIPT OF A COPY OF THIS ORDER AND THAT BUYER(S) HAVE READ AND UNDERSTAND THE BACK OF THIS AGREEMENT.</p> <p>PENNSYLVANIA USE TAX HAS BEEN PAID ON THIS HOME BY THE SELLER, AS REQUIRED BY ACT 23 OF 2000.</p> <p>IN THIS CONTRACT, "BUYER" REFERS TO THE PERSON(S) WHO'S NAME APPEARS BELOW. "SELLER" REFERS TO SUBJECT TO THE TERMS AND CONDITIONS ON BOTH SIDES OF THIS PURCHASE AGREEMENT, SELLER AGREES TO SELL AND BUYER AGREES TO PURCHASE THE FOLLOWING "UNIT" WHICH MEANS THE MOBILE/MANUFACTURED HOME AND ANY ITEM OR ANY COMBINATION OF ITEMS AS DESCRIBED.</p>	<p>4. FAILURE TO COMPLETE PURCHASE. If Buyer does not fulfill this contract, Seller may keep the down payment, keep any trade-in and may sue Buyer for any other damages Seller incurs. If Seller hires an attorney to collect the money, Seller may charge the Buyer for those attorney fees and court costs. Any lawsuit must be filed in the county and state in which this contract was signed, and it must be filed within one year from the time either Buyer or Seller does not fulfill the contract.</p>

CONTRACT PAPERWORK

REGIONAL CLOSING COORDINATOR/REGIONAL SALES ASSISTANT

The Regional Closing Coordinator (RCC)/Regional Sales Assistant (RSA) is here to help you complete paperwork that remains outstanding after the initial submission to the Chicago Transaction Department/Origen. The RCC/RSA will be reviewing missing documents via the Back Office and will call the Sales Consultant directly if missing paperwork lingers too long in an effort to see if assistance can be provided. It is recommended that you use the Region RCC/RSA for this paperwork follow up so you can then shift gears and use your time to sell a new prospect. However, you are ultimately responsible for your own paperwork and getting it in to the Chicago Transaction Department/Origen. Sales Consultants are required to give the RCC/RSA business card to the customer once the Form 500 has been signed. Reference the RCC/RSA by name and provide an explanation as to the position and that they be contacted by the RCC/RSA regarding closing documents.

CREDIT APPLICATIONS

All credit applications need to be completed and submitted online. Our sales team does not accept handwritten applications. Before submitting, print a copy and have your customer verify all information is complete and accurate. Have them initial all pages and then sign the last page – on both signature lines.

DEPOSITS

All deposits received **MUST** be sent to the transaction department **the day the customers are approved from lending**. You are NOT to hold a deposit while waiting for paperwork to be brought in. When sending in a deposit, all transaction deal paperwork is to be sent with it. The initial \$100 deposit is **ONLY** to hold the home until the loan approval is confirmed. Once the customer is approved, an additional \$400 is required to lock the home up for 30 days (\$500 total). You need to hold your customer accountable to bring this money in a “Timely Fashion”.

FORM 500 AND CONTRACT PAPERWORK

The Sales Consultant is responsible for getting all the contract paperwork into the Chicago Transaction Department correctly and timely. Paperwork is to be sent directly from the Sales Consultant to the Chicago Transaction Department. Deposits **MUST** be sent into the Chicago Transaction Department **the day the customers are approved by lending**. You are NOT to hold onto a deposit while waiting for paperwork to be brought in.

- The Form 500 must be completed/printed/signed by the customer immediately after the application is entered.
- Use the “remarks” section of the Form 500 to list any critical information involved in the transaction. Examples: Home sold as is/where is, Home includes washer/dryer at no charge, Home does not include any implied or written warranty, Contract contingent on management approval.
- Sales Person Indicate your name in the drop down box on the Form 500 as “Sales Person.” Only indicate your name once even though there are two fields.
- Promotions All promotions need to be labeled and identified by the official promotion name on the Form 500. This is found in the “Form 500 set-up page” under “promotional program.”
- Sales Consultants are required at contract signing to highlight the area above the signature line as well as the “Failure to Complete Purchase” paragraph of the Form 500.
- Once the Form 500 is completed, print all additional contract paperwork – starting with the Report of Sale. Use the Report of Sale as a checklist for all the additional forms needed to complete the “Contract Paperwork Packet” for the Chicago Transaction Department.

REPORTS OF SALE

Immediately upon lending approval, fax the Report of Sale and Origen Approval Condition page to Regional Sales Office. Originals are sent to the Chicago Transaction Department.

Sales Consultants are to notify the customers of interest rate or down payment increases beyond advertised amounts during the customer presentation. Once an applicant has been approved, it is required that Sales Consultants get total monthly housing costs, interest rates, down payment amounts, and conditions on the Origen Approval/Condition sheet verified by customers via initials/signatures with dates. HTA may not refund deposit money for canceled contracts due to loan approvals that involve payment increases after a 3 day-72 hour time frame of being notified of such loan payment increase.

LENDING CONDITIONS

The Sales Consultant is responsible for getting all their lending conditions into Origen correctly and timely. Paperwork needs to be faxed directly from the Sales Consultant to Origen. Our sales team requires that you:

1. Get your customer to initial next to ALL conditions on your conditions sheet from Origen.
2. Have your customer initial the approximate total monthly housing cost.
3. Under the conditions, in the available space you will need to write: "All conditions must be returned to HTA Sales Consultant within 2 weeks from (DATE)." You will need to have them sign this. NOTE: if customer is wishing to close quicker than 2 weeks you will need to adjust the above statement. For example: "All conditions must be returned to the HTS Sales Consultant by (DATE)."
4. Under the conditions box you will need the customer to sign the "notice" indicating that if conditions are not produced/approved HTA may revoke the approval. You need to explain to the customers that the lending conditions are used to verify the information that was entered on the application. If the conditions they brought us do not match the application, they may be denied. For example, if the customer brings in their pay stubs, but their income on the pay stubs do not match the amount they stated on the application – they may be denied. Another example would be if the customer brought you a copy of their birth certificate as Identification. That is NOT a form of ID that is acceptable they will need to produce another acceptable form of ID.
5. Provide a signed copy to your customer once complete.
6. Once the above is completed, fax this sheet to the Regional Sales Office.

If a deposit is received, it MUST be sent into the Chicago Transaction Department that day of lending approval. You are NOT to hold onto a deposit while waiting for paperwork to be brought in.

SALES HISTORY FILE

You are required to maintain a Sales History file for every sale/RTO. The Sales History file is to **contain** and be **sorted** in the following manner:

- Copies of all transaction paperwork - which would be all items pertaining to the sale (use the Report of Sale as your checklist)
- Copies of all lending condition paperwork – which would be all items needed to clear the loan (use the Origen Approval/Condition sheet as a checklist)
- Copies of all closing paperwork – which would be all the paperwork associated with a loan contract or cash sale (use the emails and attachments sent from the Transaction Department as checklists)

Use letter sized MANILLA folders for Inventory Sales. Use letter sized RED folders for Broker Sales.

The file is to be labeled with the customer information as follows: LAST NAME, FIRST NAME – SITE ###

The files are to be placed in a secure file cabinet – sorted alphabetically by the Last Name of the customer.

REPORT OF CANCELLATION

1. Sales Consultants are required at contract signing to highlight the area above the signature line as well as the "Failure to Complete Purchase" paragraph of the Form 500.
2. If your customer requests a cancellation, work with them to reconsider. If after you have exhausted all options, inform them that you are not authorized to refund deposits on canceled contracts and that the RSM will be contacting them shortly to discuss why they are canceling and if a refund is possible.
3. Any contract that has been requested to be canceled by the customer requires the approval of the RSM. Contact your RSM before you cancel anything or promise anything to your customer.
4. DO NOT promise that HTA will agree to cancel the contract OR refund any deposit money. This decision is at the sole discretion of the RSM.
5. Please process the Report of Cancellation (see page 33) which is available under Transactions Documents in the PO in the Back Office. Complete the comment section AND check request information, including the customer's name and telephone number where indicated. DO NOT check the refund box yes/no.
6. Fax all Reports of Cancellation to the Regional Sales Office – DO NOT fax them to the Chicago Transaction Department.

UTILITIES

When you sell a home YOU are responsible for ensuring that your customer transfers the gas and electric utilities from HTA's name into your customer's name. Prior to closing you need to get the "confirmation number" from your customer or from the utility company proving that the utility was successfully transferred into the resident's name. Once you have this confirmation number you need to then forward it to your Community Manager. Your Community Manager will then double-check and call the utility company just to make sure all has been completed. If the utilities have not been transferred, you will NOT be able to close on the home.

CLOSING DATES

CLOSING DATE CHANGES

Date changes for ALL closings need the approval of the Regional Sales Office. If you need to have a closing date changed, email the Regional Sales Office with the site, the new closing date, and the reason for the date change. If the date change is not approved, you will be contacted by the Regional Sales Office with an explanation as to why. DO NOT contact the Chicago Transaction Department directly for date changes.

CONTRACT TO CLOSING OVER 30 DAYS

40% of the customers who want to close beyond 30 days from signing the Form 500 cancel their sale. Therefore, any customer that wishes to set a closing date beyond 30 days from contract signing needs RSM approval. Please prepare to explain the reason.

MULTIPLE CLOSING DATE CHANGES

67% of the customers that change or postpone their closing date more than once cancel the sale. Therefore, any customer that changes or postpones their closing date more than one time needs RSM approval to change or postpone it a second time. Please prepare to explain the reason.

END OF MONTH CLOSINGS

To help prevent the large number of “End-of-month Cancellations” – you need to work with your customers to close earlier and take advantage of the non-prorated site rent offered between the 15th and Operations End of Month – which is typically around the 23rd/24th of the month. Therefore, **NO closings can take place after the 27th** of each month without discussing with your RSM why your customer wishes to close so late and not live for FREE for a couple of weeks in the community.

ASAP CLOSINGS

Typically the fastest closing turn-a-round takes HTA’s Transaction Department 3 full days to complete once all paperwork is received at the Chicago Transaction Department, loan conditions have been met and cleared, and insurance has been established. ASAP closings need the approval of the Regional Sales Office. The Regional Sales Office will be responsible to expedite the closing process with the Transaction Department.

PROMOTIONS AND DISCOUNTS

TRADE-IN'S

HTA will only consider a trade-in/trade-up program if the “all in cost” is less than 12 times the monthly rent. IE: \$700 per month in RTO income (site and home) times 12 months is \$8,400. This means that in order for us to take in a trade for a new home in this example we have \$8,400 to purchase the home and fix it up, otherwise we can't do the trade

Residents hoping to Trade-In their home must pay to have HTA order a Datacomp Appraisal. This appraisal generally ranges in cost between \$375-\$495 and must be paid before the trade-in request can be forwarded to the Loan Department. The resident should also be advised that should they decide to go forward with the Trade-In application after the appraisal, Hometown America will purchase their home at NO MORE THAN 80% of the Datacomp appraised value – but that offer may even be less depending on the RSM's and Sales Consultant's value of the home.

How do I order a Datacomp Appraisal? You first must receive a money order from the customer for \$375 made out to Hometown America. Then, contact Cameron Riggs and Michael Hatch in the MH Financial Loan Dept. They will order and pay for the Appraisal on the customer's behalf. If for any reason the appraisal costs is less than the \$375 prepaid by the customer, a refund will be sent to the customer. If the charge is over \$375, the customer will be billed for the remainder.

- As a customer service, sales professionals may want to give customers a general idea of the home's value before processing the Datacomp appraisal. If the sales person believes the value of the home is equal or less than the customer's loan payoff, it would not be worth the customer's time or money to have an appraisal ordered in hopes of trading in their home.

Trade-In financing will only be considered in the following instances:

- If customers have been in their current home and home loan a minimum of 1 year
- To avoid reposing or evicting a previously good-standing resident, MHFS may consider a Trade-In application to get the customer in a less expensive payment (note: this unique offer would have to be approved by the MHFS Service Dept and Community Manager. A flat commission of \$200 is paid on these transactions as this is more of a customer service versus a sale transaction).

Trade-In Commissions In terms of commissions involved in Trade-In transactions, HTA will calculate commission based on the difference between the value of the home to be traded-in and the sales price of the inventory home to be sold. For example, assume a Sales Consultant is selling a \$50,000 inventory home to a customer that has been given a \$16,000 trade-in value for their home. The sales commission on the \$50,000 home will be based off of \$34,000 (the difference between the price of the home to be sold and the value given by HTA for the home to be traded).

LEASE BUY-OUTS

HTA will offer up to 1 ½ times the Total Monthly Housing Cost towards a lease buy-out. For example, if the TMHC is \$950, HTA will buy out a lease up to \$1,425. Sales Consultant must obtain an invoice from the apartment complex/landlord with outstanding balance and W-9 from same apartment complex/landlord. Once these are obtained – send them directly to the Regional Sales Office for processing. DO NOT send this paperwork to accounts payable or Chicago Transaction Department.

OFFERS

We do not normally take offers and you need to let your customer know this up front if s/he is working you down on the listed price. If you decide to take an offer because it is a reasonable one it must be in writing (signed Form 500) and you need to take at least \$100 refundable earnest money. DO NOT sign the contract but rather let your customer know that you have to check with your RSM. Let them know you will get back to them ASAP—24 hours or less. Hint to them that there may be a counter-offer. Then call your RSM immediately and review the details.

CUSTOMER PROMISES – ADDED “EXTRAS”

“Customer Promises” such as Cap X, landscaping, washers and dryers, need the approval of the RSM. These “Promises” need to be noted on the Form 500, but you as the Sales Consultant DO NOT sign the Form 500 until it is approved by the RSM and a note has been entered into the PO that the “promise” to provide “extra” was approved.

GIFT CARDS

Gift cards are no longer acceptable to give customers as “Closing Gifts”. Hometown supplies each community with Gift Baskets that should be used as a Closing Gift. No gifts should be given to brokered or RTO customers (RTO Conversion customers are OK).

Visa Gift Cards are not acceptable for any type of promotion.

A "Gift Card Acknowledgement" form is mandatory when you give a Gift Card to a customer with exception to items noted on Form 500. – Example on page 32. This form is also used when giving anything away to promote future business.

INVENTORY HOMES

MODEL INSPECTIONS

Model inspections are to be completed using the “model inspection form” located in the Back Office under Misc links—sales handbook—forms, it can also be found on page 31. Inspections of the entire inventory are to be completed by the sales department two times per month and faxed or emailed to the RSM. The RSM will process with operations and see to it that all issues are handled. Divide up the new, used and repo inventory between all Sales Consultants working so this task is not overwhelming. Indicate items that need fixing in order to sell the home faster. Indicate any resident violations that make your jobs harder like: a dirty, un-kept yard next door to your inventory home. You can hand copies to your community manager as a courtesy, but not necessary.

“TAKE ONE” BOXES

- All inventory homes should have a plastic “take-one” box with home sale flyers (10 copies only) mounted to the front steps of each home. The “Take-One” boxes are available thru Staples -Item #558242.
- Mount these boxes to the front step railing but ensure that the plastic “ties” are cut to size—make it look professional.
- Home sale flyers are to be PHOTO COPIED from the original color home sale flyer. This will prevent it smearing and running in the rain as the containers leak. The photo copy will be black and white but the image will not run as it is not ink.
- Ensure that BEFORE you photo copy the colored home sale flyer you carefully and neatly white out the total price in the upper left corner of the flyer. We only want the monthly payment info to be given out to the customer that decides to view homes without the assistance of you—the sales professional.

FOCUS 4 HOMES

The four homes that are the oldest are in this program—ensure different floor plans. Homes need lights on in AM—including ceiling fans set to run at lowest speed. Lights off in PM. Ensure that climate control is set to standard level. Ensure all window blinds are wide open but not pulled up. Ensure air fresheners are working. Straighten up mini model décor. You do not need to fax in the “focus four inspection form” daily to the RSM anymore—just make sure you are following it and what is mentioned in this policy. Example of Focus Four Inspection form is located on page 34.

MINI MODELS

Any homes that are selected to be mini modeled must have RSM approval in writing beforehand. Mini modeling will be case-by-case and only on homes that are significantly aged, have difficult floor plans or show dark inside.

USED HOME PURCHASES

Be advised that when we receive PO approval from corporate for a used inventory home purchase we DO NOT COMPLETE A SALES CHECK REQUEST TO RECEIVE THE CHECK TO PAY FOR THE HOME. The Transaction Department will automatically complete the sales check request and process it with accounting. Accounting will then mail you the check so you can purchase the home. Email Donna Van Nett ahead of time to ensure she is aware and alerted that we are getting ready to purchase a used home.

INVENTORY INTERIOR STANDARDS/EXPECTATIONS

- All inventory homes will be climate controlled to a temperature of 79 degrees in the summer.
- All inventory homes will be heated to 50 degrees in the winter with the exception of the focus four homes which are to be kept between 65 to 68 degrees. Duplicate homes and lender homes should be winterized.
- During winter months, extra attention needs to be paid to mopping the floors and vacuuming to remove salt and mud stains due to weather conditions.
- All homes need the most recent financial presentation as well as the home sale flyer in a plastic “pop-up”—one for the home sale flyer, one for the financial presentation and then placed on the counter in the kitchen.
- All homes need to have a “sign-in sheet” so you can indicate your name and your customer’s name every time you show the home. Keep this in one of the kitchen drawers, not on a counter.
- Wow spots need to be in frames/plastic pop-ups—not star-burst or taped to walls.
- Remove homeowner’s manual from kitchen drawer and keep in sales office for closing.
- Air fresheners working—minimum of two per home, hidden in areas of the home that are less noticeable to customers. These are to be ordered from Staples or Willmar. “Tropical Mist” or “Vanilla” are the APPROVED “HTA scents.” If you have several plug-ins that are not compatible with the Staples you can purchase the refills with your ProCard at a local retail store. However, any new plug-in holders are to be ordered from our typical vendors.
- Kitchen sinks clean from water spots, food, cigarette ashes and any other type of debris. Special attention noted to the edge where the sink meets the countertop—clean all trapped food and debris from this area.
- Wipe down kitchen countertops, backsplash, counter edging and wall behind range.
- Wipe clean outside and inside of ALL cabinets.
- Clean all appliances to make look new again. Remove ALL food debris from range, microwave, dishwasher and refrigerator. Remove all stickers from appliances and place manuals in a kitchen drawer. Install refrigerator handles and place cooking racks in range.
- Ensure that base cabinet under kitchen sink is clean and clear from debris.
- Wipe clean all light switches and outlet covers.
- Clean and sanitize all toilets.
- Clean soap scum from all sinks, tubs and showers. Wipe clean shower glass doors.
- Clean vanity mirrors and lights.
- Vacuum carpet in all rooms and closets--regularly. Ensure that vacuum strokes can be seen at all times and throughout the home’s carpeted areas.
- Remove stains in carpet where applicable.
- Mop all vinyl floors including entry tile. Ensure vinyl floor remains clean and free of mud and dirt.
- Wipe down wire shelving in closets and pantry.
- Wipe down baseboard molding.
- Clean mini blinds and all windows.
- Wipe clean exterior door jambs and threshold plates.
- Wipe clean exterior doors—inside and out. Re-paint if too dirty.
- Wipe clean ceiling fan blades and all light globes.
- Remove all plastic hooks that are glued/taped onto the surface of the shower or walls.
- Remove all picture hooks still in walls.
- Every 30 days run ALL water faucets—tubs, showers, sinks and flush toilets. Do this to ensure P-Traps remain full so sewer gas does not flow back into home.
- Cut mini blinds to appropriate window length.
- Ensure AC/Heat is working properly and that fan blower is not running continually.
- Keep all window blinds wide open. If unsightly view out of a particular window then close blinds half-way.
- Keep closet doors closed but room and bathroom doors open.
- Set clocks on microwave and range.
- Maintain at least 3 bottles of water in every refrigerator.
- Ensure that at least one “For Sale” sign is hanging in the upper sash of the front window.
- Mini model at least the “Focus Four” homes however ALL homes 180 old or older need to have mini model kits installed.
- Do not clutter the entire countertop area of the kitchen with marketing collateral. Display these items on one section of the countertop area only.
- Ensure that ALL “personal” items have been removed from pre-owned homes.
- Install a front door mat and keep it vacuumed and dirt free.
- Make sure the home is smelling fresh and clean.
- Complete inventory inspections lists twice per month.

INVENTORY EXTERIOR STANDARDS/EXPECTATIONS

- Exterior weeds pulled
- Surrounding trees/bushes trimmed.
- Driveways/sidewalks, shed, skirting need to be edged and have grass trimmed neatly.
- Homes that do not work on the universal pass key need to have a lock box for easy access. We do not want you to have to carry multiple sets of keys when showing homes.
- Grass cut and regularly maintained. Weed killer and fertilizer administered to appropriate level.
- Yard “weed wacked” and trimmed. Special attention to long grass around skirting that could not be cut with lawn mower.
- Flower beds and landscaped areas weeded and mulch inspected for proper coverage.
- Driveways and sidewalks edged and weeds pulled from cracks.
- Damaged skirting noted and replaced when needed.
- Skirting and vinyl siding power washed when needed.
- Steps, sidewalks and driveways swept free from debris.
- Steps level and sturdy as well as cosmetically finished (painted and broken areas fixed).
- Tape residue and stickers removed from storm doors and windows.
- TV cable lines run under home, NOT on top of siding around home where one can see the cable wire.
- Trees and shrubs pruned to a “fit looking” cosmetic nature.
- Storm door plungers installed and in correct working order to keep storm door shut tight.
- “Take One” boxes securely installed on step railing. Assist sales in checking to ensure marketing material is present inside the “Take One” box.
- Ensure that skirting access panels are securely fastened and operational.
- Ensure that vinyl siding is not loose or damaged around home.
- Assist sales in noting if the homes on either side are cosmetically in accordance with the community guidelines. Also note this with the Community Manager.
- Ensure both the front and rear doors are locked and secure. Ensure all windows are closed and locked.
- Complete inventory home inspection reports twice per month.

BROKERED HOMES

BROKERED LISTINGS

The HTA sales department will not enter into a contractual obligation to list a brokered home unless it complies with the below standards:

1. Priced competitively. The home needs to be priced to what the CASH market will pay...NOT to what HTA inventory homes are listed and sold at. This is because there is no financing (that we are aware of) for brokered homes. Without financing your buyer will have to pay cash. This makes the home harder to sell and marketable to a narrow group of potential buyers. If you are considering taking a brokered listing and the owner refuses to agree to sell the home TO WHAT you in your professional opinion need to set the price at, DO NOT take the listing.
2. Looks, smells and feels right. If the home is cluttered with old furniture or loaded with personal artifacts, or if the home smells bad and just feels dark and dingy point these facts out to the owner. Require the owner to make the necessary changes to the home BEFORE you accept the brokered listing. If the owner refuses or fails to make the professionally recommended changes—DO NOT take the listing.
3. Meets the Community Management re-sale inspection report. All brokered homes need to have the Community Manager complete a re-sale inspection to ensure the home is compliant with community exterior standards. If the inspection requires action to be taken on the home owner's part—DO NOT take the listing until these items have been addressed - no exceptions.

BROKERED LISTINGS – TAXES (PENNSYLVANIA)

HTA should NOT be paying this \$30 to \$55 fee for paid tax verification. Checking to ensure taxes have been paid and are current really is “preparing the home for sale” and as such, should be the responsibility of the SELLER to pay for this. The seller is the one who must provide evidence that his home is ready for sale. This is similar to us requiring the seller to provide proof of ownership as evidenced by title. The seller needs to prove that all taxes have been paid for and he is current BEFORE we attempt to sell the home to a new owner/resident.

Explain up front during the listing of the home that you will need checks made out to the county, school and municipal authorities in the proper amounts and explain to the seller the reasoning. Have the state documents prepared and ready to go in the stamped, addressed envelopes so that all you seller needs to do is write out the checks. Complete and mail the paperwork into the respective authority for tax verification check—do this for your seller as a professional courtesy.

In doing this tax check this way, HTA not only will not have to pay for this sales function but also you will not have to use any of HTA's money to complete this necessary task in order to properly sell a brokered home.

BROKERED PURCHASE AGREEMENT

Brokered Purchase Agreements are entered via the Back Office. For procedures on how to input the buyer information:

1. From the Back Office main menu, select Inventory/Brokerage System
2. Under the Tools section (on the right side of the page) select Transaction Forms.
3. Under the Instructions section, click “Open” on the Broker Buyer Input Instructions.

RENT TO OWN - RTO

RTO DEPOSITS

HTA Requires that rental deposits are 100% cleared before closing. This means that if you plan on closing an RTO 14 days or less from when you receive a personal check, you will need to require that the customer bring certified funds for the entire amount of the required RTO deposit.

Since the community management are to immediately cash all checks associated with RTO Deposits, you need to make sure of your closing date and do not hand the CM a personal check if you need to close within the 14-day time frame. Instead, tell your CM that you are holding the personal check and that the customer will bring certified funds for the entire amount at closing.

RTO PRORATE GUIDELINE

1. RTO rent (home rent + site rent) is to be pro-rated for all RTO customers regardless of move-in date. This means that the operation's month-end site rent waiver is not available to RTO customers---they will pay rent from the day they move in regardless of date of move-in.
2. Pro-rate example: If a customer wishes to move in March 20th they need to bring to closing 11 days of the total RTO rent (home rent + site rent) PLUS a security deposit equal to one month's rent. On April 1st they need to bring in the FULL month of April's RTO rent. On the first day of the 13th month the renter needs to pay for a FULL month of RTO rent (even though the contract reads they will vacate the home on the 20th of the month). On the 20th day of the 13th month (contract termination date) the renter vacates the RTO home and the Community Manager issues a pro-rated rent check for the balance of days remaining in that 13th month...plus any applicable security check refund amount.
3. NOTE: if your renter has a pet the security deposit is 1.5 months of rent (extra half month).

RTO CONVERSION TIMELINE

The earliest time we can convert a customer from a RTO to a purchase, depends a on what the "home rent" amount is, but lending usually will allow a conversion at 8 months. However, if the Home Rental portion of the RTO is around \$450 or more per month, lending may lower that to 6 months...the theory being if the customer paid us a home rent of \$450/month for 6 months, which equals \$2,700 which is pretty close to the \$3k credit lending would give the customer. That said, if there is a strong applicant we'd really like to lock into a loan, lending could try to convert just 3-4 months after they start the RTO- lending would just lower the price credit to \$1k-\$1,500 and may require an extra \$200-500 from the customers.

MARKETING

SALES ACTION

1. At least 4 Craig's List ads placed weekly—2 with pictures, 2 without pictures. 3 of the 4 ads should be in your primary market area, the 4th one should be in a secondary market area. THIS IS REQUIRED OF EVERY SALES CONSULTANT WITH TWO OR MORE INVENTORY HOMES FOR SALE. See the "Craig's List" instructions on page 26.
2. Signage out front. Boot leg/Bandit signs with specific "calls to action" need to be at EVERY community entrance. See attached for sign verbiage proven to work to bring in drive-by traffic on page 25. Also placing these signs at the intersections beyond your community is excellent too!
3. "Nice Notes." These are the card stock with envelopes corporate mailed out to you a few months ago. EVERYONE should be sending at least 5 of these out per week—HAND DELIVERY is highly recommended. Start with your best residents or your past customers. Find something nice to compliment them on or simply wish them a good holiday. Doing this brings good feelings to everyone and will subconsciously promote our referral program.
4. Rent Notices. Every month your Community Manager sends out rent payment notices. In the envelope, EVERY MONTH you should be inserting the flyer we made promoting the referral program. You may also use the tri-fold colored brochure provided you by corporate as an insert in the rent notice envelope. NOTE: Pennsylvania properties cannot use the Referral Program flyers at this time. An example of this flyer is on page 35.
5. Open Houses. Doing an open house gets you out of your regular routine if nothing else. Balloons at all entrances and at inventory homes. Signage at entrances saying "OPEN HOUSE TODAY!" with balloons. Signage at inventory homes with balloons. Light refreshments at office. Make sure you have me post the event on your web site!
6. Think. Spend just ten minutes thinking about how YOU can generate your own sales traffic. There are other ways in which you can personalize what you do to make things special for your customers as well as your prospects. The highly successful sales person does not wait for the customer to come to them, nor do they solely depend on the company to drive traffic to their desk. Get out from behind the desk and be creative. This is what we depend on you to do every day!

NEWSPAPERS

See RSM for details. We are always looking for new publications.

SIGNS / BANNERS

If you are in need of signs/banners for the community, contact your RMS for approval on signage prior to ordering.

SIGNAGE- EXAMPLES OF "BOOT LEG" TEMPORARY SIGNS



CRAIG'S LIST PROCEDURES

CREATE A CRAIG'S LIST ACCOUNT

Use the procedures below if you do not already have an account set up.

1. Go to [Http://detroit.craigslist.org](http://detroit.craigslist.org)
2. Click the **My Account** link on the left side of the screen.
3. Click the link to the right of "Don't Have an Account? Link states **"Click Here to Sign Up"**.
4. Enter the **E-mail Address** you will be using.
5. Enter in the **Verification Word** displayed in the box.
6. Click the **Create Account** button
7. **Check your e-mail** for the confirmation link
 - **Didn't receive the e-mail confirmation?**
 - i. Go to the Craig's List main screen.
 - ii. Click the My Account link.
 - iii. Select the Forgot Password? link
 - iv. Type your e-mail address then select Reset Password.
8. **Click the link** inside the confirmation e-mail.
9. Create a **new password** for your account.
10. Click the **Submit Password and Log In** button.
11. You have now created an account.

POST AN AD ON CRAIG'S LIST

1. From the Craig's List main screen, select the **Post to Classified** link (left side of screen). Make sure you are in the Detroit Metro section.
2. Select the **Housing Offered** link.
3. Select the **Apts/Housing for Rent** link.
4. In the Rent box, enter the **Total Monthly Housing Payment** (RTO or Sale).
5. Select the **Number of Bedrooms**.
6. Enter the **Title** of the ad – make sure to use all Capital Letters.
7. Enter the **City** name or **Macomb County**
8. Select the button next to **Hide** – to hide the e-mail address
9. Enter a **short or long description** depending on the ad.
10. Click the **Add/Edit Images** button to upload photos.
 - a. Click the **Browse** button
 - b. Select the **Photo** – may take a few minutes depending on photo size
11. Enter the **Street Address** of the home or Sales Center.
12. Enter the **Cross Streets**.
13. Enter the **City**.
14. Enter the two-digit **State** code – MI.
15. Check both the **Cat** and **Dog** welcome boxes.
16. Click on **Continue** button.
17. Proof your ad
 - a. if you have errors, click the **EDIT** button to make corrections
 - b. if no errors, click the **CONTINUE** button.
18. Enter the Verification Code in the box then click CONTINUE button. The ad is now posted.

EXAMPLE #1 – PERSONAL AD

\$900 / 4br - 4 BEDROOM HOMES AVAILABLE!

Reply to: see below

Date: 2009-03-01, 12:28PM EST

Stop renting and own a 4 bdr home!! Kitchen includes black or white kitchen appliances, large master suite, family room/living room combination, bar area, window over kitchen sink, separate utility room, shed. All types of credit are accepted!! What are you waiting for pick up the phone and call today? (XXX) XXX-XXXX



EXAMPLE #2 – COMMUNITY AD

\$650 / 2br - 2-4 BEDROOM HOMES

Reply to: see below

Date: 2009-03-07, 1:19PM EST

Rent to Own or In-house financing available!!

2-4 bdr pre-owned homes starting from \$650.00 a month to purchase with all kitchen appliances, shed, central air. Amenities include indoor basketball court, fitness center, arcade center, children's activity center, playground areas, banquet facility, 2 outdoor swimming pools. Close to malls and fine dining!! Open 7 days a week!! Call today for an appt!! XXX-XXX-XXXX



123 Main St at Shelby/Huron Rd [google map](#) [yahoo map](#)

- cats are OK - purrr
- dogs are OK - woof
- Location: Clinton Twp
- it's NOT ok to contact this poster with services or other commercial interests

CRAIG'S LIST TIPS & IDEAS

Below are some Tips and Ideas to use when placing an ad on Craig's List.

- Use a cell phone number in the ad.
- Add 4 photos of interior of home – none of the exterior
- Take interior photos without exposing the ceilings if possible. Focus on kitchen, baths, fireplaces, etc.
- On the Community Ad, explain amenities and add 4 photos.
- Use eye catching titles in caps -4 BEDROOM HOMES AVAILABLE!!
- Do description for the ad in lower case
- Always include in ad- "All types of credit considered!!"
- Include HTA or personal website link in ad
- Use lowest monthly payment in a Community Ad- Example – 2-4 Bedroom homes ranging from \$600.00 mo. available for Rent to Own or Purchase.
- Run a Personal Ad with a higher monthly payment –Example - \$900.00 a month to capture home buyers
- Keep ads to a minimum if running a Personal Ad
- Expand description when placing a Community Ad
- Post 2 ads per week for best call response.

Post some ads without pictures – change things up.

SALES CONSULTANT BIOGRAPHY PROCEDURES

Every Sales Consultant will be “advertised” on the public website. Prepare for this by following the procedures below.

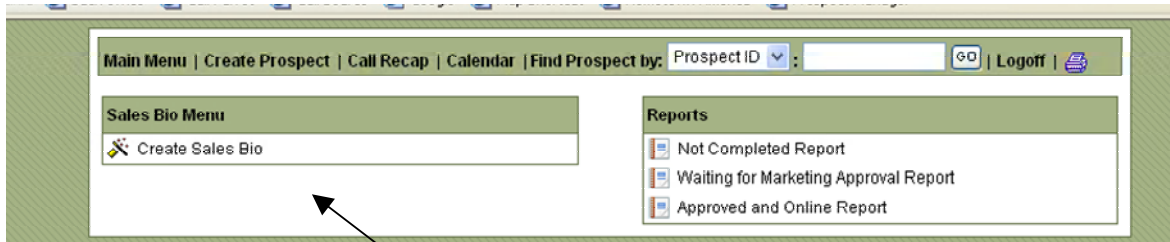
Log into BackOffice and click on Marketing.



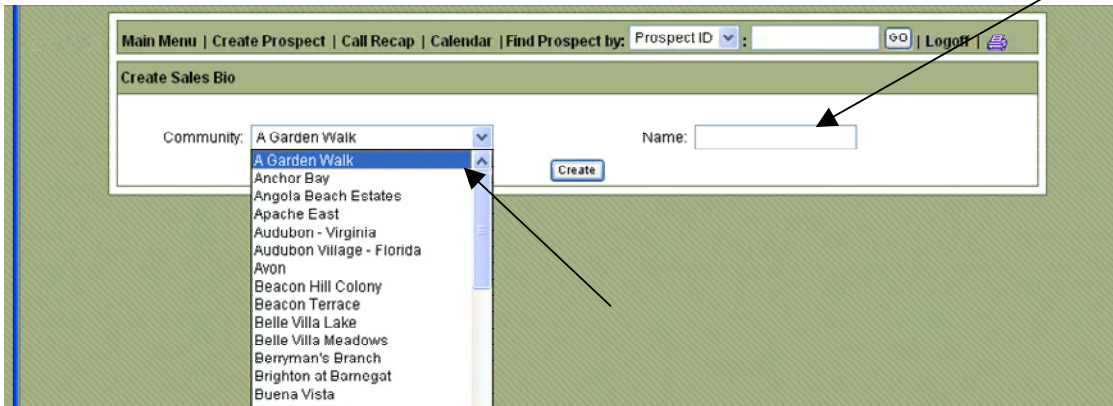
Next, click on Sales Bio link.



Next, click on Create Sales Bio.



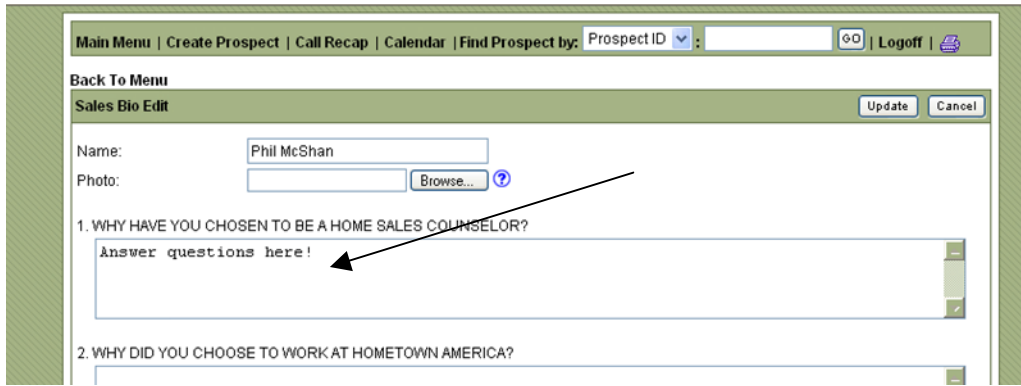
Next, select your community and enter your first and last name, then click the Create button.



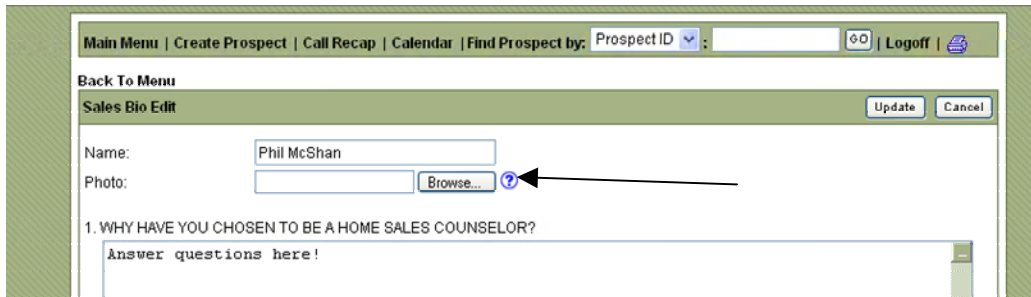
On the next screen there is a list of questions. Click the edit button in the top right corner of that section.



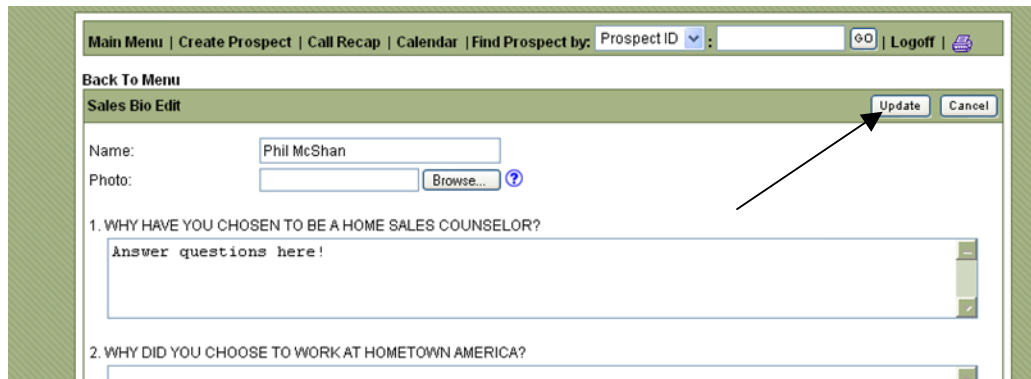
Next, enter the answers to the questions. Currently, there is a limit of 1700 characters. If you have too many characters, you will receive a popup when you try to save. If that happens, shorten some of your answers and resave.



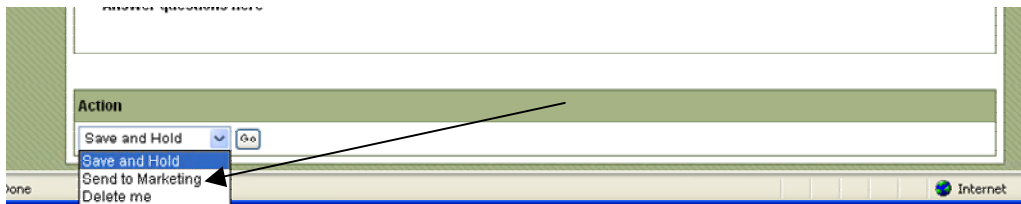
There is also a place to upload your photo. Click browse, select your photo and upload it. Please note the photo should be of you sitting behind your desk with your HTA name tag on.



Once you have answered the questions, click the update button in the top right corner.



You will be returned to the screen displaying your answers. Scroll to the bottom and select Send to Marketing from the drop down box.



Your bio will be sent to Marketing for proofing, the photo will be sized to fit and then the bio will be live on the site. It will take approximately 48 hours for the bio to appear on the website. If there are issues, the bio will be sent back to you for revisions.

LENDING QUICK REFERENCE SHEET

Inventory Financing	Brokered (FSBO) Financing
<ul style="list-style-type: none"> • Rate and down payment based on risk (although “standard” rates, down payments and terms are in the Back Office “Financial Statement”) • Standard new, used or repo inventory (<i>Special Order</i> homes have unique guidelines- see box below) • Be aware of special promotion requirements! 	<ul style="list-style-type: none"> • <i>Minimum 16% down payment in MI (10% in states with no sales tax on brokered homes)</i> • If Seller has an MH Financial lien, standard inventory rates, terms & guidelines apply • New loan amount cannot exceed payoff balance of current loan – <i>appraisal may be required to justify sales price</i> • If Seller does NOT have an MH Financial lien, app may be forwarded to outside broker
RTO (Rent-to-Own)	Transfer Loans
<ul style="list-style-type: none"> • Edit the Financing Information section on the BackOffice app: <ul style="list-style-type: none"> ➢ ‘Sales Price’ = RTO payment times 12 months ➢ Sales tax = \$0 ➢ Down payment = \$1 • Select ‘Rent-to-Own’ Loan Option • If approved, Buyer completes one-year lease w/option to buy (convert to purchase), or can extend another year 	<ul style="list-style-type: none"> • Key new app into BackOffice, ‘Save & Hold’, then contact Lending by email • ‘Sales price’ is the Seller’s current MHF loan payoff, w/15-day ‘cushion’ • \$500 Transfer Fee, <i>but total down payment will also include any sales tax</i> • No appraisal needed • Dependant on Buyer risk, Buyer might NOT receive same rate/term of Seller’s loan (or additional down payment money may be required) • Seller receives no proceeds
RTO Conversions	Trade-In Loans
<ul style="list-style-type: none"> • Key new app into BackOffice, ‘Save & Hold’, then contact Lending by email • If approved, up to \$3k sales price credit • Typically no additional cash down, but may be required based on risk • Rate will be based primarily on Buyer qualifications, credit & RTO payment history 	<ul style="list-style-type: none"> • Key new app into BackOffice, ‘Save & Hold’, then contact Lending by email • If approved & <u>Buyer HAS MH Financial lien</u>, send money order for \$310 payable to DataComp to Lending – Buyer will be offered 80% of resale value minus loan payoff • If approved but <u>Buyer does NOT have MH Financial lien</u>, RSM/community must agree to buy back home at cost/value they determine
RTO Extensions	‘Buy-For’ / Co-Signer Loans
<ul style="list-style-type: none"> • Print <i>complete</i> lot rent ledger from ManageAmerica • <i>Community Manager</i> signs front page of ledger, authorizing stay in community • Fax to Lending at (312) 604-3142 or -3143 	<ul style="list-style-type: none"> • MH Financial prefers all actual Residents also apply with their co-signer to strengthen the total monthly income of the application • Select ‘Buy-for’ Residency Type on BackOffice app • Select ‘Buy-For Relationship’ and specify <i>home occupant’s</i> name(s)
Special Order Financing	Second Home Financing
<ul style="list-style-type: none"> • Select ‘Special Order Inventory’ Home Type on BackOffice app • Minimum 10% down payment • Promo rates do NOT apply 	<ul style="list-style-type: none"> • Select ‘Secondary’ Residency Type on BackOffice app • Minimum 10% down payment (although more may be required depending on credit risk)

MODEL INSPECTION REPORT

Completed and emailed to the RSM every other week.

Northern Region MODEL INSPECTION REPORT

COMMUNITY _____ LOT NUMBER _____
 INSPECTED BY _____ DATE INSPECTED _____

EXTERIORS	PASS	FAIL	N/A	DESCRIBE PROBLEM
CLEAN AND READY TO SHOW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CARPORT/GARAGE/SHED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
DRIVEWAYS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FLOWER BEDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
GUTTERS AND DOWNSPOUTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
LAWN APPEARANCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
PAINT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
PATIO COVERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
PATIO SLAB AND PORCH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FOR SALE SIGN VISIBLE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FRONT STEPS AND PORCH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
RAILINGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
ROOFS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
SHRUBBERY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
SIDING / STUCCO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
SPRINKLER COVERAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
STREET	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
STORM DOOR/SCREEN DOOR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
SURROUNDING HOMES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
TAKE ONE BOX STOCKED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WALKWAYS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WINDOWS, OUTSIDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
INTERIORS				
CLEAN AND READY TO SHOW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
AIR CONDITIONING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
AIR FRESHENERS (hidden)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
BATHTUBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CABINETS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CARPETING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
CEILINGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
COUNTERTOPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
DOOR LOCKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
DRAPES/BLINDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
DUSTING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FLOORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FURNITURE PACKAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
MINI MODEL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
MIRROR WARDROBE DOORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
MIRRORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
PAINT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
SINKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
TOILETS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WALLS/TRIM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WINDOW LEDGES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WINDOWS, INSIDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

- APPLIANCES** REFRIGERATOR STOVE MICROWAVE DISHWASHER WASHER DRYER
- MARKETING MATERIALS** HOME SALE FLYERS FINANCIAL PRESENTATION SIGN IN SHEETS
 BUSINESS CARDS WATER CANDY DISH

Updated: 10/15/09



HOMETOWN AMERICA
COMMUNITIES

Award/Gift Card Acknowledgement Form

I _____ received \$ _____ from

Hometown America for _____,

received on _____.

Signature

EXAMPLE: REPORT OF CANCELLATION FORM

Report of Cancellation			
Community Hometown Community Name		Lot # 1148	PO # (if inventory sale) UP6268
		Cancellation date 2/9/2009	
Buyer(s) Customer Name		Seller(s) (if Brokered Sale) Green Tree Services, LLC	
Year 1996	Make Friendship	Model not listed	Serial MY9742915AB, .
The pending sale transaction referenced above has been cancelled for the following reason(s):			
Is the buyer entitled to a refund of their deposit?			
<input type="checkbox"/> Yes (complete the refund check request section below) <input type="checkbox"/> No			
Name of salesperson		Signature	
Name of Regional Sales Manager		Signature	
Signed & Completed Form MUST be Faxed Transactions FAX/ SCAN to the Transaction Coordinator Listed in the Buyer Detail Section of the PO/ Listing INCOMPLETE FORMS CANNOT BE PROCESSED			
Refund check request:			
If the deposit was in the form of a personal check Transactions must wait 15 business days to request Refund Check or Fax Proof the check cleared to Transactions if you need it sooner			
Today's date 2/9/2009	Refund amount \$ \$0.00	Description Refund of deposit on site # 1148	
Buyer(s) or Seller(s) name (between names use either AND - OR)			Phone (w/area code)
Buyer's address			
Entry # 8109	Account 3530	Corporate Internal Use Only State: MI	
NOTE: Refund Check will be sent to the community sales office <ul style="list-style-type: none"> • Transactions enters the UPS Tracking # in the Buyer Detail Page so please check here for information 			
Authorized by:		Transaction Coordinator	Date
Authorized by:		Transaction Center Signature	Date
Report of Cancellation		Updated: 1/23/2009	



Focus Four Daily Maintenance Checklist

MY FOCUS FOUR SITE #'S ARE ____/____/____/____.

Morning

- All lights in home turned on and fans set to slow speed
- All window blinds open
- A/C or heat turned to comfortable level –
68° in winter 78° in summer
- Home clean and free of debris – inside & out
- For Sale sign in window and visible
- Restock supplies
 - o Take One Box stocked with Home Sale Flyers
 - o Financial Presentations – in plastic stands
 - o Home Sale Flyer – in plastic pop-up
 - o Customer information packet
 - o Sign in sheets (kept in drawer)
 - o Welcome letter in plastic stand
 - o Candy
 - o Water

Evening

- Turn off all lights and fans
- Adjust A/C or heat level
- Lock all doors & windows

Resident Referral

Refer a family member / co-worker/
friend and receive UP TO

\$1,000*

For each referral you submit, enter to win a

\$50 Gift Card



Referral Name:

Referral Phone:

Referral Address:

Referral Email Address:

Your Name:

Your Phone:

Your Address/Site Number:

Your Email Address:

* Ask Sales Representative for details.



HOMETOWN AMERICA

C O M M U N I T I E S®

ACCEPTANCE AGREEMENT

I have read and agree to all of the guidelines in the Sales Team Playbook including the Standards of Excellence, 4 Mantras, and 2 Principles.

I understand that a significant amount of my success on the Sales Team will come from adhering to these standards.

X

Sales Consultant

Date

X

Regional Sales Manager

Date