



FOR IMMEDIATE RELEASE

## Making its Mark: Home-Mart Earns Prestigious Retailer of the Year Award

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The Manufactured Housing Institute (MHI) recently announced that Home-Mart, Inc., a Tulsa based company, has been selected as their Retailer of the Year. Making the announcement at their 2008 National Congress and Expo Annual Meeting in Las Vegas, MHI cited Home-Mart's continuing dedication to customer service, its "Open Doors and Posted Prices" policy, and its technological progress as factors helping Home-Mart make its mark on the industry in 2008.

The winner of the "Retailer of the Year" was judged by an independent panel of professionals, made up of representatives from the planning, community development, lending, realtor, and home-building professions. These evaluators, experienced businessmen who are well versed in the importance of customer service and quality built homes, chose Home-Mart because of its management philosophy, retail center aesthetics, marketing materials, and community/industry involvement.

Each year MHI honors outstanding manufacturers, lenders, retailers and other industry leaders. In response to the efforts of companies like Home-Mart, MHI President Gail Cardwell said of this year's winners, "We are extremely proud of these companies for their vision, dedication and energy in enhancing and moving the manufactured and modular housing industries forward. These prestigious awards represent the highest achievement within the manufactured and modular housing industries and are a testament to the hard work and pride each winner has put into their business."

In a year of uncertainty across many economic fronts, Doug Gorman's Home-Mart has made its mark upon the industry by continuing its emphasis on customer satisfaction through posted prices and by keeping up with the technology curve. For example, Home-Mart invites customers to tour the homes on display either with a guide or on their own. Because prices are clearly posted, customers who come to Home-Mart know the cost of the homes, options and amenities they are considering and are able to customize their home as they desire.

Home-Mart also assists its customers through innovative use of technology. Each computer at Home-Mart has access to Home-Mart's interactive web site that also links to the web sites of its manufacturers, suppliers and trade organizations. Additionally, each desk is equipped with a proprietary software package that includes: a prospect management system; a site selection database for private lands and parks; a home selection database that allows for personalization of floor plan literature and permits a search process in accordance with customer parameters; a personalized pricing proposal module; a generic credit application; a customer budget analysis; a profit analysis; and service history.

About Home-Mart, Inc.

Home-Mart, Inc. is Oklahoma's only National Award winning retailer of manufactured and modular homes. Founded in October of 1988, Home-Mart's long history of open doors and posted prices has firmly established the company with the reputation of being the preeminent "customer friendly" place to shop. For more information, please visit [www.homemart.us](http://www.homemart.us).



Mitch, Millie and Doug Gorman receive national award for Home-Mart.