



## Why Should I Buy From Bropfs? " I'm Glad you Asked"

I want you to have this brochure to help show how and why Bropfs stands out as your most secure source for a Manufactured home. Your New Home is an investment that You will be proud of !

You may be saying to yourself

**Self**, "I know Bropfs has been around longer than the others, and Bropfs sells more Manufactured homes that anyone in the entire state"

"I wonder what Bropfs will do for me that makes Bropfs the Better choice?"

**Dennis**, "Glad You Asked"

"I will go over just a few of the many here, then read on and I will try to cover as much as possible throughout this brochure.

- **Price.** We buy more for Less and the lower prices are passed on to you. Our lower prices are not from lower quality but from higher volume buying and lower profit margins, your home from Bropfs is better and at a lower Price. (Just like Wal Mart or a Costco can sell for less because of volume buying).
- **Service.** We have our own service department this greatly speeds up response time if your home happens to need a repair, Many dealers rely on "Factory Service" causing their customers to have to wait weeks for the Factory to "be in your area". We strive to take care of you Quick.
- **Quality.** We provide only the Best home for the money, Every home from the lowest priced up to the most expensive largest homes at Bropfs are high quality homes, all our homes are built to the federal Hud code or higher and all are insulated to Thermo Zone 2 or Zone 3.
- **Power.** The power to help you. Bropfs supports us, I have total control, if I promise you something, they let me stand behind it. I can stand behind it no mater what the cost to Bropfs is. I won't hear "we are going to lose money we can't do this" They say "if that's what you said you were going to do, we'll do it"



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### Inside this issue:

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Flood of 1993

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#1 Question  
We are asked?

Mission  
Statement

How'd we get the  
name "Bropfs"?

### Special points of interest:

- Started in business in 1946
- Helped in flood of 1993 for free
- #1 in State of Mo.
- #1 in U.S.A. with Many of Home Builders
- Voted # 1 Every Year by Readers of Journal 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002
- We are here to Serve You. With out You None of this Matters
- We Sell For Less



# At Bropfs Retailing is " All in the Family"

Family operations are not unusual in manufactured home retailing. Many retailers run small, low-volume sales centers not requiring many more employees than the average dry-cleaning shop. In such cases, the proverbial "mom and pop" management team is often a literal reality.

But move up from that to a powerhouse retail operation that expects to be ranked number one year after year. Start out with a sales center featuring ... fully furnished model homes displayed on a sales lot that sweeps a third of a mile back from the front entrance. Add on on-the-spot servicing center that is equipped to inspect and repair incoming homes before they are installed on the customer site, and is so well stocked with supplies and equipment that other retailers come in to buy from it.

Then stir in an aggressive advertising campaign, including media events that attract thousands of visitors. Given these ingredients, you'd more expect to find a slick corporate operation... rather than a hands on family business. But such a business is Bropfs



A 32x80 Bropfs Display

from [Manufactured Home Merchandiser Magazine](#),

## Service First

Dear, Sales Manager, and/or owner of Bropfs.  
 It would like to take this opportunity to express my appreciation for the service I received at Bropfs.  
 From the time of my purchase to present, I received the highest attention, service, and respect from my sales person, everything went smooth, and all little things were taken care of with prompt attention.  
 I have never dealt with such honesty and honesty from a sales person before. I look forward to purchasing a newer home from you in the future.  
 And a special thanks to our great sales person, and he makes the worlds difference in feeling that we were treated right.  
 Yours truly  
 Jeff & Joann Dennis

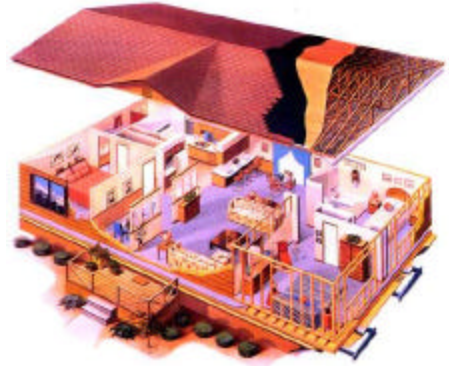


Why Should I Buy From Bropfs?

# Hud Code Construction and Thermo Zone 2 and 3 Insulation

## Energy Efficiency And Quality Construction

Manufactured homes must meet H.U.D. building standards, there are those who offer homes which go beyond this strict code and build a new breed of strong construction in manufactured homes. Bropfs has homes available with upgrade insulation, thermal efficient window systems, and superior construction, all to ensure you years of worry free living.



A manufactured home is in many ways no different than a home built board by board in a subdivision. Our homes use the same building materials found in traditional site built homes, but have several advantages. Manufactured homes are built to a single national building code stressing quality construction, energy efficiency, and safety. Homes are built year round under factory controlled conditions with the latest in efficient production techniques which allows you to buy more and pay less!

## The #1 Question that I am asked?

### Why are Bropfs prices so much lower than other places?

Bropfs is committed to selling the best homes at the lowest prices. Our buying power is only one of the many reasons we are able to bring you better homes at lower prices.

You can own a new home for less than many pay to rent!

Bropfs is certainly the most visible retailer in the Midwest. It would be difficult to miss our huge variable mes-

sage signs looming above the highways.

The first thing people notice is the incredible selection. Our sales centers are so large that we have a fleet of electric courtesy carts to transport people between the office and the displays.

With over 100 floorplans to choose from, you can find exactly what you are looking for. There is no reason to settle for less.

Best of all, because of our unmatched buying power, Bropfs offers you the lowest prices in the Midwest. So when people are in the market for a new home it is easy to see why more of them buy from Bropfs than from anywhere else.

**Voted #1**  
Every year by the readers of *Journal* 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002

## Custom Build, Your Home, Your Way.

Many of the builders allow customization. Most will allow you to pick the décor, carpet, wall coverings and more. Allowing you to make your home just the way you want it. Some select builders will also allow you to truly custom build your home, your floor plan from scratch, or start with an existing floor plan and add a den, move a wall, window, door, whatever it takes to make your home truly outstanding.

We will build the home you have been dreaming about, at the prices you never imagined possible.

By being the largest, we bring greater efficiencies in every aspect. Because of our size, we buy at the most competitive prices.

Equally important, the value of buying from us isn't just the lower up-front cost. Your money will work hard through the entire life of your home. Unlike buying a used home, you won't have to worry about hidden costs. Every home is built with high-quality materials, for longer and better wear. All construction is inspected and certified to our exacting standards, meaning you will spend less time and money on maintenance. Every one of our homes is furnished with new appliances. We select only the finest brands. Best of all, you'll receive the benefits of owning a long-lasting home without the long wait. It could take only a few weeks from the day you order your home until the day we receive it here at Bropfs.



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▶ We Sell For Less

**We Are on the Web**  
[www.bropfs.com](http://www.bropfs.com)

**"Flood of 1993"**

As in any disaster, there were some who saw a chance to make a quick dollar at the expense of those in dire straits. Local newspapers in July told of price-gouging by towing companies that charged up to 600 percent the normal cost for moving homes from communities in the path of the approaching flood...Bropfs chose a different approach. Responding to an appeal by City Administrator Allan T. Williams, Bropfs moved homes from the path of the flood— *free of Charge*.

"We had two toters and two service trucks with at least four people, working Friday, Saturday, and Sunday, from about 6 a.m. to about 9 at night" Bob said.

Customer loyalty, according to Bob Bross, is a two-way street. "I have no interest going around, trying to make a profit [on this disaster]," Bob Said. "I mean, in that one community, all up and down the street were \$20,000 -to- \$40,000 homes that we had sold.

"If one of your major customers was flooded and needed some sandbags, would you charge them, or would you just go and give it to them?"



**" how in the world did you come up with the name " BROPFS"**

Henry Bross started out as an insurance salesman during the Depression, but in 1946 he went into the mobile home business. He started a home court that still stands today, now a reminder of the industry's early past, set up long before the HUD Code. Later, He moved into the restaurant business. He bought a restaurant

called the The Drive In Café (although, it was not a drive-in restaurant). He decided to put his name on it, but couldn't decide how to spell the possessive form of Bross. (Bross'? Bross's?)

Finally, he concluded there were too many s's to contend with, so instead

he went back to the old German spelling of the name and came up with Bropfs. After the Sign was manufactured and installed, they discovered he did not quite get the spelling correct, but the name stuck to the restaurant, and now more that 40 years later remains Bropfs

**Home Info Sheets, a Bropfs Exclusive**

I can get you a home info sheet on any home you are interested in here at Bropfs. This powerful tool allows you to have a print out of the display home. It will show you the Manufacture builder and series. A floor plan showing the general lay out of the home. "Manufacturer Features" which is a list of the standard features. "Bropfs Added Features" this is the most important part of the home info sheet it lists all of the optional features that cost you nothing extra, We want your home to be extraordinary and that is why we customize all of our display homes with extras and what you see is what you get. If a display home has an Added Feature your home will also have the same added features and at no extra cost to you :

