

**Productivity By Driver  
Average**

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| <p>Answers the question <i>Who is my most productive driver</i>? Who delivers the most difficult orders? Which vehicles are leaving full? How long does a driver sit around waiting to go out again?</p> |
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Report Criteria

Date Range: 9/21/2011 To 10/21/2011

Locations: Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

Parameters: Average

|                 | Delivery Time | Turn Time   | Distance | Trips/Orders | Load Rating | Utilization | Load Weight | \$ Sell     | \$ GM       | Delivery Cost |
|-----------------|---------------|-------------|----------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|
| Alfred Timely   | 1:58 h:m      | 1:14 h:m    | 36       | 22 / 28      | 4.3         | 36%         | 4,650       | \$40,167.36 | \$10,228.93 | \$2,120.08    |
| Art Lately      | 1:15 h:m      | 1:31 h:m    | 37       | 20 / 31      | 3.7         | 75%         | 5,894       | \$5,297.10  | \$1,562.91  | \$178.18      |
| Bill Jennings   | 1:29 h:m      | 1:22 h:m    | 39       | 47 / 41      | 6.1         | 56%         | 9,098       | \$7,295.26  | \$2,039.13  | \$10,487.35   |
| Bob Buyer       | 1:55 h:m      | 1:00 h:m    | 48       | 41 / 35      | 4.2         | 59%         | 5,266       | \$9,957.42  | \$3,047.23  | \$245.63      |
| Carlos Springer | 2:00 h:m      | 00:45h:m    | 50       | 2 / 14       | 8.0         | 72%         | 14,340      | \$53,043.46 | \$44,707.74 | \$14,554.92   |
| Chubby Checker  | 1:33 h:m      | 1:02:00 h:m | 99       | 2 / 12       | 4.0         | 64%         | 6,396       | \$79,081.88 | \$6,800.00  | \$694.00      |
| Frank Charles   | 1:43 h:m      | 1:00:00 h:m | 105      | 31 / 10      | 4.0         | 39%         | 16,776      | \$97,923.08 | \$22,452.00 | \$2,500.00    |
| George Dodson   | 3:18 h:m      | 0:59 h:m    | 150      | 15 / 22      | 4.2         | 25%         | 5,012       | \$6,835.20  | \$1,545.24  | \$157.00      |
| Howard Duck     | 2:00 h:m      | 1:00h:m     | 105      | 21 / 31      | 6.0         | 25%         | 860         | \$2,819.66  | \$1,204.92  | \$325.00      |
| James Edwards   | 7:47 h:m      | 2:00 h:m    | 205      | 22 / 8       | 3.8         | 22%         | 739         | \$50,205.11 | \$33,352.56 | \$399.00      |

**Austin**  
**Productivity By Driver (Performance)**

Productivity by driver that also compares how well each driver did in terms of what our optimization routine predicted a trip should take in miles and minutes.

Report Criteria

Date Range: 10/14/2011 To 10/14/2011

Locations: (undefined), Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

Parameters: Total

| Driver Name     | Delivery Time    | Beyond Est % | Turn Time        | Distance     | Beyond Est % | Trips/Orders Per Trip | \$ Sell          | Delivery Cost   | GM % | Net Margin % |
|-----------------|------------------|--------------|------------------|--------------|--------------|-----------------------|------------------|-----------------|------|--------------|
| Jr Johnson      | 6:00 h:m         | 0            | 2:00 h:m         | 125          | 30           | 10 / 2.0              | 3,759.69         | 685.00          | 30   | 12           |
| Ricky Bobby     | 4:28 h:m         | 12           | 1:00 h:m         | 110          | 15           | 8 / 2.8               | 2,181.04         | 275.00          | 28   | 15           |
| Willie Nelson   | 7:01 h:m         | 6            | 2:10 h:m         | 201          | 61           | 7 / 1.0               | 1,223.65         | 88.58           | 25   | 18           |
| Cal Naughton Jr | 6:32 h:m         | 5            | 1:13 h:m         | 201          | -7           | 12 / 1.6              | 4,361.57         | 658.00          | 29   | 14           |
| Commander Cody  | 4:25 h:m         | 18           | 2:12 h:m         | 125          | -34          | 12 / 1.3              | 1,682.02         | 395.00          | 29   | 6            |
| Jeff Gordon     | 7:00 h:m         | 24           | 1:10 h:m         | 125          | 9            | 9 / 1.0               | 2,010.56         | 412.91          | 29   | 8            |
| Barak Obama     | 4:55 h:m         | 30           | 1:00 h:m         | 128          | -12          | 8 / 2.0               | 5,359.27         | 490.65          | 29   | 20           |
| Sam Houston     | 2:00 h:m         | 20           | :25 h:m          | 67           | -5           | 2 / 1.0               | 5,851.25         | 238.52          | 30   | 26           |
| <b>Totals:</b>  | <b>42:35 h:m</b> | <b>14</b>    | <b>11:10 h:m</b> | <b>1,082</b> | <b>13</b>    | <b>68 / 1.6</b>       | <b>26,429.05</b> | <b>3,243.66</b> |      |              |

### Productivity By Map Zone By Location

Great Tool to evaluate Dispatcher productivity in a given geography. How effectively is equipment being used? Are we making good combination decisions

**Cedar Park**

| Map Zone | Delivery Time | Distance | Trips/Orders | Load Rating | Weight  | Utilization | Sell\$         | GM\$         | Delivery Cost\$ | Net Margin |
|----------|---------------|----------|--------------|-------------|---------|-------------|----------------|--------------|-----------------|------------|
| C - 34   | 38:44 h:m     | 724      | 18 / 25      | 3.1         | 111,321 | 33%         | \$101,740.84   | \$30,259.58  | \$2,006.56      | 28%        |
| B - 38   | 43:08 h:m     | 689      | 20 / 25      | 4.0         | 92,847  | 23%         | \$85,217.69    | \$24,912.03  | \$2,089.90      | 27%        |
| C - 36   | 41:29 h:m     | 383      | 48 / 73      | 4.3         | 36,671  | 13%         | \$1,036,544.28 | \$262,038.22 | \$3,576.31      | 25%        |
| C - 38   | 11:03 h:m     | 284      | 9 / 11       | 3.7         | 44,646  | 28%         | \$40,198.01    | \$11,708.06  | \$329.75        | 28%        |

Austin

**Territory Deliveries Detail**

Provides granular details on every order that falls "out of bounds" in terms of total delivery time. Helps management identify where the problem is. Do we have a picking problem? A Driver Problem where we are short

Report Criteria

Date Range: 9/14/2011 To 10/14/2011

Locations: (undefined), Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

10/12/2011

| Territory  | Area               | Customer Name        | Invoice  | Time Invoiced | Time Pulled | Time Left | Time Delivered | Pull Time | Wait Time | Drive Time     | Service Time   | Amount         | Driver          | Puller |
|------------|--------------------|----------------------|----------|---------------|-------------|-----------|----------------|-----------|-----------|----------------|----------------|----------------|-----------------|--------|
| Cedar Park | North Austin Route | Ariston Homes        | 0-400371 | 02:53 PM      | 03:05 PM    | 03:15 PM  | 03:31 PM       | :12       | :10       | :16            | :38            | 12.00          | Jr Johnson      | DSS    |
|            |                    | David Weekly Homes   | 0-400472 | 02:53 PM      | 03:15 PM    | 03:20 PM  | 03:33 PM       | :23       | :05       | :05            | :40            | 250.00         | Kyle Petty      | DSS    |
|            |                    | Pulte Homes          | 0-400479 | 02:59 PM      | 03:22 PM    | 03:34 PM  | 03:47 PM       | :23       | :12       | :12            | :48            | 55.98          | Cal Naughton Jr | CH     |
|            |                    | Bob's Remodeling     | 0-400480 | 03:30 PM      | 03:34 PM    | 03:39 PM  | 03:41 PM       | :04       | :05       | :05            | :11            | 87.55          | Ricky Bobby     | CH     |
|            |                    | Daves Construction   | 0-400483 | 03:30 PM      | 03:34 PM    | 03:44 PM  | 04:01 PM       | :04       | :17       | :10            | :21            | 12.55          | Richard Petty   | WM     |
|            |                    | Deerwood Homes       | 0-400484 | 04:05 PM      | 04:10 PM    | 04:15 PM  | 04:34 PM       | :05       | :19       | :19            | :29            | 14.55          | Jimmy Johnson   | JK     |
|            |                    | Jill's Construction  | 0-400485 | 04:15 PM      | 04:18 PM    | 04:20 PM  | 04:41 PM       | :03       | :21       | :21            | :26            | 307.55         | Jeff Gordon     | JK     |
|            |                    | Wayne Homes          | 0-400487 | 04:45 PM      | 05:00 PM    | 05:12 PM  | 05:32 PM       | :15       | :20       | :20            | :47            | 201.33         | John Cox        | JK     |
|            |                    | Don Builders         | 0-400488 | 04:50 PM      | 05:10 PM    | 05:12 PM  | 05:22 PM       | :20       | :10       | :10            | :32            | 92.54          | James Edwards   | DSS    |
|            |                    | <b>Average Times</b> |          |               |             |           |                |           |           | <b>0:12:11</b> | <b>0:13:22</b> | <b>0:13:11</b> | <b>0:32:44</b>  |        |

Customer Productivity  
Total

Activity Based Costing Report provides insight into what it costs to serve each account on an order by order, customer by customer basis. Overlays Del. cost on top of ERP GP\$

Report Criteria

Date Range: 6/2/2010 To 7/2/2010

Locations: (undefined), Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

Parameters: Total

|                            | Account #  | #Orders | Order Rating | Weight  | Sell\$       | Gross Margin      | Delivery Cost     | Net Margin         |
|----------------------------|------------|---------|--------------|---------|--------------|-------------------|-------------------|--------------------|
| ADAMS BUILDERS & DEVELOPER | A1000      | 2       | 5.5          | 6,027   | \$4,273.97   | \$1,044.45 / 24%  | \$133.34 / 3%     | \$911.11 / 21%     |
| Ariston Homes Inc          | 5773       | 22      | 4.3          | 48,312  | \$76,046.46  | \$7,694.48 / 10%  | \$11,933.45 / 16% | (\$4,238.97) / -6% |
| Armel Construction Co      | 4333       | 7       | 3.6          | 24,014  | \$54,893.75  | \$23,068.11 / 42% | \$422.53 / 1%     | \$22,645.58 / 41%  |
| Arrow Homes Inc            | 2667       | 10      | 3.4          | 48,706  | \$44,407.50  | \$13,322.24 / 30% | \$686.49 / 2%     | \$12,635.75 / 28%  |
| Ash Creek Homes            | ASH        | 12      | 4.7          | 36,583  | \$66,484.26  | \$9,893.93 / 15%  | \$862.65 / 1%     | \$9,031.28 / 14%   |
| Ashton Woods Homes         | AWH        | 14      | 3.8          | 43,119  | \$72,332.44  | \$11,445.78 / 16% | \$985.53 / 1%     | \$10,460.25 / 14%  |
| Austin Flair Homes         | 5514       | 12      | 3.2          | 43,760  | \$101,340.00 | \$10,602.00 / 10% | \$621.81 / 1%     | \$9,980.19 / 10%   |
| Bach Brothers Construction | BACH       | 12      | 4.7          | 32,590  | \$63,065.15  | \$8,612.91 / 14%  | \$1,092.02 / 2%   | \$7,520.88 / 12%   |
| Baker Properties           | BAKER      | 16      | 3.5          | 56,316  | \$84,617.32  | \$15,171.20 / 18% | \$1,047.82 / 1%   | \$14,123.38 / 17%  |
| Inter Branch Transfer      | Transfer   | 13      | 5.3          | 14,042  | \$29,833.95  | \$8,936.51 / 30%  | \$1,472.65 / 5%   | \$7,463.85 / 25%   |
| Mallard Homes Inc          | MALLARD    | 16      | 3.1          | 67,814  | \$78,465.80  | \$18,432.57 / 23% | \$1,266.11 / 2%   | \$17,166.46 / 22%  |
| Mark Hall Custom Bldrs     | MARK       | 14      | 3.6          | 52,244  | \$64,363.64  | \$14,093.28 / 22% | \$1,459.48 / 2%   | \$12,633.80 / 20%  |
| Newmark Homes 02           | RYLAND     | 28      | 4.6          | 96,159  | \$100,158.30 | \$24,469.84 / 24% | \$12,445.17 / 12% | \$12,024.66 / 12%  |
| Perry Homes                | Perry      | 3       | 2.7          | 4,119   | \$20,424.03  | \$981.00 / 5%     | \$379.67 / 2%     | \$601.33 / 3%      |
| Timbermill Custom Homes    | TIMBERMILL | 3       | 2.7          | 5,475   | \$21,780.26  | \$1,280.41 / 6%   | \$142.82 / 1%     | \$1,137.59 / 5%    |
| Transfer Austin            | Buiderswhs | 1       | 6.0          | 1,618   | \$1,541.67   | \$385.42 / 25%    | \$0.00 / 0%       | \$385.42 / 25%     |
| Westside Builders          | A5         | 2       | 3.0          | 2,895   | \$20,152.84  | \$796.48 / 4%     | \$62.24 / 0%      | \$734.24 / 4%      |
| Grand Totals:              |            | 281     | 3.9          | 583,793 | 904,181      | 170,231 / 29%     | 35,014 /          | \$135,216.79 / 24% |

Austin

**Customer Main Account  
Detail**

Report Criteria

Date Range: 9/14/2011 To 10/14/2011

Locations: (undefined), Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

Parameters: Detail

Combines Delivery Activity Based Costs from ODT with gross margin from the ERP system. Provides visibility into what it costs to serve each customer over time so management can properly adjust pricing.

| Customer Main             | Orders     | Deliveries | Total Weight | Deliv Cost | Sold        | Cost       | Gross Margin | Net Margin |
|---------------------------|------------|------------|--------------|------------|-------------|------------|--------------|------------|
| <b>David Weekly Homes</b> | 11         | 8          |              | \$1,182.09 | \$10,881.88 | \$7,627.81 | 30%          | 19%        |
| 47500                     | 10/9/2011  |            |              | \$35.53    | \$225.00    | \$157.50   | 30%          | 14%        |
| 47200                     | 10/10/2011 |            |              | \$36.77    | \$142.00    | \$99.40    | 30%          | 4%         |
| 47400                     | 10/10/2011 |            |              | \$35.17    | \$176.00    | \$123.20   | 30%          | 10%        |
| 47800                     | 10/10/2011 |            |              | \$34.18    | \$59.86     | \$44.90    | 25%          | -32%       |
| 38900                     | 10/11/2011 |            |              | \$129.32   | \$1,015.00  | \$710.50   | 30%          | 17%        |
| 47100                     | 10/11/2011 |            |              | \$54.65    | \$164.00    | \$114.80   | 30%          | -3%        |
| 47600                     | 10/11/2011 |            |              | \$64.55    | \$150.02    | \$112.51   | 25%          | -18%       |
| 35400                     | 10/13/2011 |            |              | \$143.19   | \$1,952.50  | \$1,366.75 | 30%          | 23%        |
| 40600                     | 10/13/2011 |            |              | \$573.69   | \$3,952.50  | \$2,766.75 | 30%          | 15%        |
| 29200                     | 10/14/2011 |            |              | \$59.70    | \$2,030.00  | \$1,421.00 | 30%          | 27%        |
| 29400                     | 10/14/2011 |            |              | \$15.33    | \$1,015.00  | \$710.50   | 30%          | 28%        |

### Delivery vs Returns By Customer

#### Total

Provides excellent visibility into not only what it costs to service each customer for delivery, but what it costs to handle returns. Can be run by customer or sales person to pinpoint accounts that are continuously more expensive to service, or salespeople that need help better estimating a job.

Report Criteria

Date Range: 9/24/2011 To 10/24/2011

Locations: (undefined), Austin, Cedar Park, Dallas, Ft Worth, Houston, Round Rock

| Parameters: Total          | Orders/Rtns | Mileage | Weight  | \$Amount     | \$Return    | \$GM         | GM \$Return | Delivery Cost | Return Cost |
|----------------------------|-------------|---------|---------|--------------|-------------|--------------|-------------|---------------|-------------|
| Ariston Homes Inc          | 30 / 5      | 680     | 78,019  | \$154,596.08 | \$2,612.11  | \$44,611.03  | \$628.03    | \$11,875.75   | \$750.00    |
| Armel Construction Co      | 10 / 6      | 199     | 38,129  | \$92,505.00  | \$8,627.68  | \$40,951.48  | \$2,156.92  | \$422.41      | \$3,598.00  |
| Ashton Woods Homes         | 17 / 5      | 354     | 59,206  | \$112,350.84 | \$7,920.50  | \$30,130.51  | \$1,980.11  | \$2,280.00    | \$587.00    |
| Austin Flair Homes         | 22 / 2      | 85      | 74,445  | \$178,817.50 | \$33,000.00 | \$68,495.25  | \$16,500.00 | \$2,332.07    | \$675.00    |
| Bach Brothers Construction | 14 / 6      | 129     | 39,118  | \$158,543.75 | \$9,532.88  | \$73,963.12  | \$2,383.22  | \$505.04      | \$798.00    |
| Baker Properties           | 21 / 4      | 788     | 73,009  | \$159,330.00 | \$6,279.82  | \$50,944.55  | \$1,569.95  | \$1,779.48    | \$572.33    |
| Betterbuilt Co             | 14 / 1      | 215     | 11,035  | \$191,245.51 | \$16,500.00 | \$102,095.59 | \$16,500.00 | \$8,722.93    | \$675.00    |
| Dudley Do Right            | 8 / 1       | 112     | 41,770  | \$86,342.80  | \$926.00    | \$40,507.08  | \$168.00    | \$7,681.23    | \$4,024.00  |
| JB Construction            | 9 / 1       | 324     | 42,335  | \$134,975.54 | \$16,500.00 | \$66,777.21  | \$16,500.00 | \$2,786.68    | \$0.00      |
| Mallard Homes Inc          | 19 / 1      | 587     | 67,814  | \$142,909.99 | \$1,555.81  | \$34,543.62  | \$388.95    | \$1,159.63    | \$114.48    |
| Mark Hall Custom Bldrs     | 16 / 4      | 124     | 53,951  | \$141,984.05 | \$6,506.12  | \$78,873.39  | \$1,626.52  | \$1,228.78    | \$236.63    |
| Newmark Homes              | 51 / 15     | 3547    | 175,724 | \$398,924.28 | \$21,733.02 | \$139,403.73 | \$5,433.26  | \$11,111.58   | \$1,014.70  |
| Perry Homes                | 10 / 1      | 214     | 41,554  | \$150,465.57 | \$1,958.46  | \$49,991.39  | \$489.61    | \$162.15      | \$234.55    |