

History of Williams Corporation



In June 2021 Williams Corporation celebrated it's 10th Anniversary of doing business

We are extremely proud of the journey we have been on together and wanted to share a brief overview of our story so far.

We have had many ups and downs along the way, but we hope that it may inspire you on your journey to achieve your goals!

What is Williams Corporation today?

Williams Corporation is one of New Zealand's leading residential property developers. We build homes that are affordable to buy, affordable to live in and affordable to maintain, located in existing suburbs, close to where people live, work and play.



Matthew Horncastle and Blair Chappell
Managing Directors, Williams Corporation

2003–2022

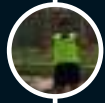
Timeline



2003 The first meeting



2011 The year of the Earthquake



2012 Blair is back on the scene



2013 Business is starting to move



2014 A big year



2015 Diversifying, growing and working



2016 The year of consolidation



2017 Building the model



2018 High performance sales team



2019 Leading the market



2020 Innovation and domination



2021 Growing and leading



2022 Expanding our horizons

2003

The first meeting

We first met thanks to a family holiday in the Marlborough Sounds with Geoff Ball (who now supplies all the windows to our homes). Whilst we kept in touch, we didn't establish a close relationship until much later...

-
- › Matthew and Blair first meet through Geoff Ball
 - › Family holiday in the Marlborough Sounds
 - › From then until 2012 they kept in touch, but were not close friends



Marlborough Sounds, New Zealand

2011

The year of the Earthquake

22 February 2011, a magnitude 6.3 earthquake hit Christchurch and caused devastation to the city and unfortunately large loss of life. This event in turn generated a huge construction boom as Christchurch rebuilt.

At the time Matthew was in Nelson, 17 years old and doing his apprenticeship building dairy farm milking sheds for a commercial building company.

His work ethic and passion for building saw him spending his weekends building fences and decks to help him get ahead.

This hard work enabled him to buy a ute, trailer and a few tools, and was just the start of what was to come. He saw what can happen through working hard.

- › Christchurch earthquake results in construction boom
- › Matthew was busy building cowsheds and doing an apprenticeship
- › Started to learn benefits of hard work



Matthew renovating the Horncastle Homes office in Christchurch

2012

Blair is back on the scene

By 2012 Blair was busy studying at CPIT (now Ara) working towards his Business Analyst degree. He too was working to get ahead, flipping burgers at McDonalds.

Meanwhile, Matthew had seen what was going on in Christchurch, and whilst still not qualified, took the risk to move South with his experience and take on temporary work. He had a vision that come the end of the year and armed with his qualification he would become self-employed.

Over the Summer, Blair was looking for some more work and touched base with Matthew to reconnect and see what he was up to.

Seeing an opportunity, Matthew ended up employing Blair as his first employee.

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- › Blair studying at CPIT and flipping burgers
 - › Matthew moves to from Nelson to Christchurch
 - › Matthew employs Blair as his first employee



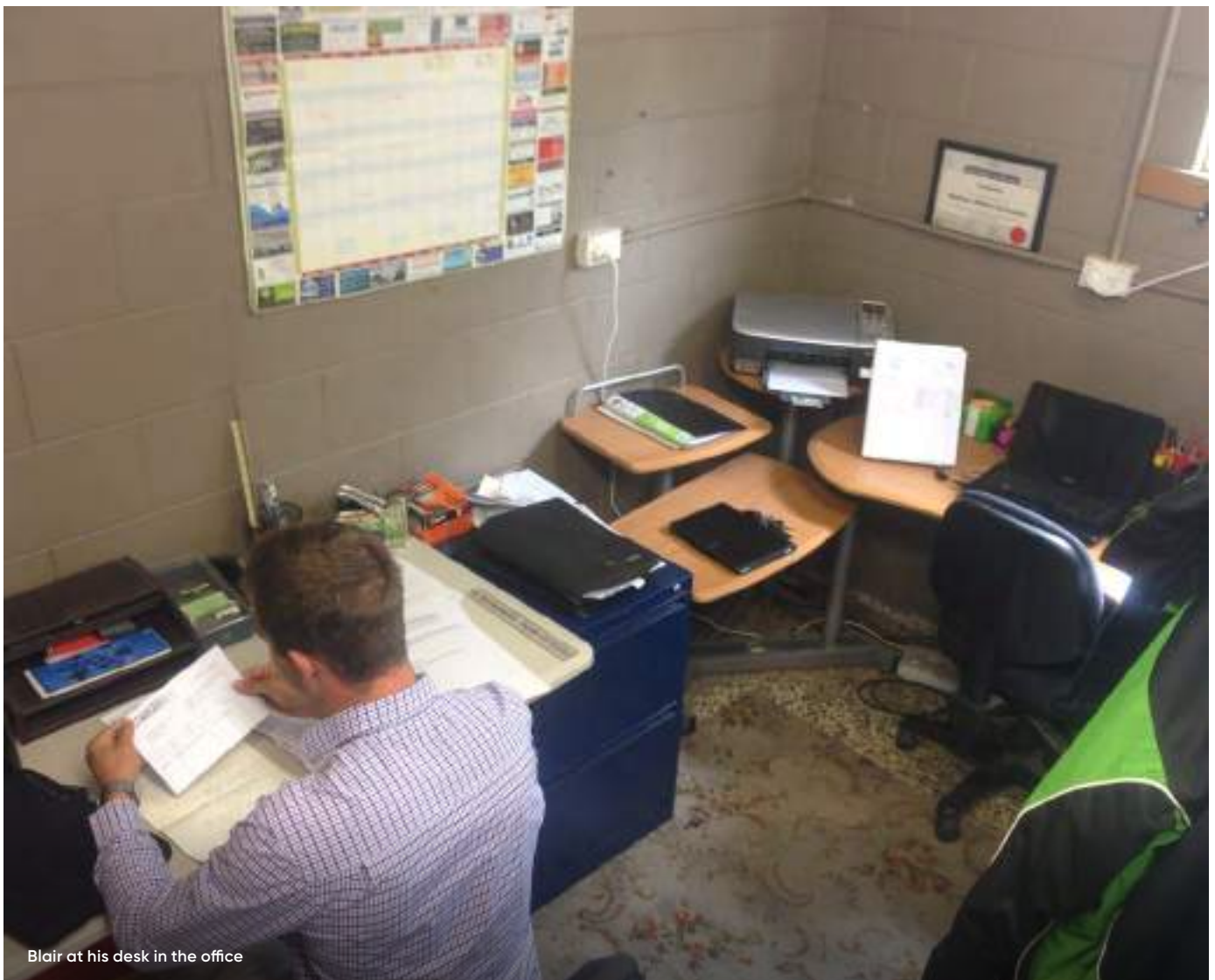
Blair excited to be working for his new boss!

2013

Business is starting to move

'Matthew Horncastle Builders' is gathering momentum and gaining experience, with 5 employees working on a labour only contract with Horncastle Homes. However, when a law change comes in requiring all building sites to have fencing, Matthew and Blair jump at the chance to start importing temporary fencing. Blair then downs tools and starts managing the growing fencing business from the office.

- › 5 people employed to build Horncastle Homes
- › Matthew receives his National Certificate in Carpentry from BCITO
- › Started temporary fencing business which Blair runs



Blair at his desk in the office

2014

A big year

With the momentum of the fencing business, Matthew and Blair diversified to also start importing composite decking, whilst continuing to build homes and decks.

Matthew then decided to leave his management role of Matthew Horncastle Builders to take up a position as Operations Manager with Horncastle Homes, delivering 350 homes, and with full intentions to stay within the family business long term.

This left Blair to purchase half of the business, and renamed it Williams Corporation, whilst still juggling finishing his studies at CPIT.

These changes didn't mean they weren't still looking for opportunities, and mid-2014 they purchased their first development together. Despite their endeavors to date, they didn't have much money, so they found the cheapest section on Trademe in Aranui, Christchurch and bought it.

They finished the year building a house to live together in Rolleston. With Blair finishing his studies, and buoyed by their recent development purchase, Matthew left his position at Horncastle Homes.

- › Started importing composite decking
- › Matthew left to work at Horncastle Homes
- › Blair renamed business 'Williams Corporation'
- › Purchased their first development site
- › Built a home and started living together



2015

Diversifying, growing and working

With Matthew and Blair now back together and fully focused on the business they were excited to continue on a path to success.

They started two more divisions using this false pre-tense of success, Williams Energy and Williams Waste.

However, in the back of their minds, they were starting to home-in on what would eventually become their model of success – Property Development. They purchased a closing Civil Construction company, 'Castle Commercial' which held an existing contract to deliver 38 lots in a sub-division.

They started construction on the property they purchased in Aranui, building a home and making approx. \$11,000.

They decided that living in Rolleston wasn't conducive to the business with the long commute times, so they moved back to a cottage in Sydenham, Christchurch.

"We thought success was a corporate structure"

- › Expanded further into Energy and Waste divisions
- › Made \$11,000 on first development
- › Purchased construction company with an existing 38 lot contract
- › Relocated to Christchurch City



Blair on-site overseeing early development work

2016

The year of consolidation

2016 was the peak of the 'old model' running all the separate divisions which was drawing considerable time and energy to run. At its peak, they were building in Ashburton, renovating a house in Poulson Street, Christchurch and building 12 Spec homes in Christchurch.

Another big learning came for the duo in having to sell the Rolleston property at a loss of \$60,000, driven by the rise in post-earthquake construction in the area.

Matthew and Blair realised they were spreading themselves too thin across their multi-faceted operation of building, importing and development. They needed to focus all their efforts on where they were most skilled. So they closed Williams Energy, Waste, Commercial and Fencing and focused their sole efforts on property development, starting their very first townhouse development in the process.

Amongst all this, they also found time to start 'The Williams Project' podcast, which was aimed at sharing their knowledge to inspire others.

Built 12 Homes Sold 12 Homes

- › Peak year for all the separate divisions of the business
- › Built in Ashburton and 12 spec homes in Christchurch
- › Renovated home in Poulson Street, Christchurch
- › Lost \$60,000 on sale of their Rolleston home
- › Closed all the divisions and switched to property development
- › Started The Williams Project Podcast



Matthew and Blair excited by the sale of their first property in Aranui, Christchurch

The Williams Project Podcast

Matthew and Blair started the Williams Project Podcast as a way to share a bit of their story, what they were up to, and what they were learning along the way.

It wasn't (and still isn't) intended as any sort of marketing channel to help sell houses, but just one of the many ways Matthew and Blair give back to the community.

They started it in 2016 with the podcast "Finding your purpose, setting and meeting your goals" and have so far produced 77 episodes with over 43,600 total downloads to date.

Every week they receive messages from people who have benefited from listening, which reinforces their vision for doing it. Like this message they received recently:

Hey Mate, Just a quick message to say thank you for the time you and Blair and have put into the podcast over the years. I've been down and out on a lot of things and I wasn't pushing myself at all because I feel like I couldn't.

Its a bloody hard position to be in. Your podcast made me realize that I'm the only one who can change that.

Big goal set. Realized I want to be great and am trying to smash it out now.

You said in your podcast that you felt good for giving back.

I can tell you what you have sure helped out a ginger guy that was down and out and was just not pushing myself.

Legends and keep bloody killing it.

You can listen to the Williams Project too – find it where all good podcasts are found:

- › Apple Podcasts
- › Spotify
- › Soundcloud
- › Radio Public
- › Podtail



Kathryn joins the business

With a newfound focus, Matthew and Blair knew they would need to call on some extra expertise to really dominate the current market. So Matthew's mother, Kathryn Marshall, joined the business and brought a significant amount of property development experience and capability to the business.

Kathryn began her career in May 1987 before share market crashed. Together with Matthew's Father Bill, she set up Horncastle Homes that went on to become one of New Zealand's largest home builders.

In 1996 Kathryn left Horncastle Homes, but continued construction and development through various residential and commercial projects of her own, including subdivisions and large projects. She also started developing systems and processes to help improve construction management, skills that would serve Williams Corporation very well in years to come.

- › Kathryn Marshall joins the business
- › Brings her extensive wisdom to the energy of Matthew and Blair



Kathryn, Blair and Matthew during a development inspection

2017

Building the model

As the earthquake building boom began to slow, building companies were collapsing, with some estimates stating over 160 firms had failed from 2015 to end of 2016.

Matthew, Blair and Kathryn knew they had to do something to ensure they could continue their vision. With Kathryn's experience of modeling and systems, coupled with Matthew and Blairs building experience, they set up systems, templates and concepts to solidify their vision for the intensification of housing.

They hated the current method of building and 'walking away' from responsibilities that currently existed in some areas of the industry.

They wanted to build houses where in 50 years time, they could knock on the door and the owner would buy from them again.

So after many late nights and robust discussions, they finalised their vision which Williams Corporation still operates by today.

Built 30 Homes Sold 114 Homes

- › Moved into a central Christchurch office
- › On front cover of Property Magazine
- › Developed the model for Williams Corporation

To build homes that are affordable to buy, affordable to maintain and affordable to live in, that are close to where people live, work and play.



Matthew and Blair posing for a photo for Property Investor Magazine



2018

A high-performance sales team

With the model now in place, Matthew started putting in place his vision to develop a high-performance in-house sales team.

First on the list was Stephen Pike, who joined the business in April, followed by Matt Withington in August. Both Stephen and Matt are high performing trustworthy individuals, that Matthew knew would be long term assets to the business.

Up until this point, Blairs Mother had also been working in the business managing the day to day accounts.

However, with the significant growth in a short space of time, they employed Scott Barclay, a Chartered Accountant, to handle the more intricate level of accounts they were now managing.

The business was going from strength to strength in Christchurch, so they purchased their first Auckland site for development at 45 Vera Road.

Built 73 Homes
Sold 150 Homes

- › Stephen Pike joins the business as our first Property Consultant
- › Scott Barclay (Accountant) and Matt Withington (Property consultant) join the business in August
- › Purchased first Auckland development site



Matthew leading one of the first Sales team meetings in 2018

Leading the market

Williams Corporation were now the largest consent owner in Christchurch, 2nd in Canterbury and 13th in New Zealand. This success quickly saw Matthew and Blair grow quickly in terms of publicity, regularly being called for media appearances or opinions on the construction industry.

They were now holding Property investment seminars in Auckland, Wellington and Christchurch with huge turnouts of people looking to understand what this new type of housing was all about.

Their first two Wellington developments were purchased, and all homes sold immediately.

They also purchased one of their most iconic sites to date at the corner of Riccarton Road and Deans Ave, right on Hagley Park. It was purchased in August and released for sale in October, with 70 contracts received for 43 homes in 12 hours, meaning sales of just under \$20million in one day.

"I didn't come this far to only come this far"

**Built 151 Homes
Sold 253 Homes**

- › Set up Auckland office
- › Largest consent owner in Christchurch
- › First two Wellington developments sold out immediately
- › Riccarton Road site sold out
- › Formed Williams Corporation Capital



Matthew and Blair outside the Riccarton Road development site

Auckland expansion

With the solid growth of Auckland developments underway, Matthew and Blair developed a plan to set up their Auckland office.

They secured a fantastic location in the Auckland Viaduct, and Stephen Pike agreed to make the move North to set up as the Auckland Sales Manager. The plan was to establish the office, then slowly expand through new Property Consultants, before bringing on board professional staff, like an accountant, design and consent manager and more.

As at June 2021, the Auckland office is currently readying itself for a move to a bigger office, with 16 Client Consultants and 10 professional staff with over 100 homes built so far, and over 330 homes in progress.



The Auckland office location in the Viaduct

Williams Corporation Capital is born

Whilst being busy with development, they also had an eye on the future, because in August they launched Williams Corporation Capital.

Matthew, Blair and Kathryn had realised that existing bank funding limits wouldn't allow them to achieve the goals and forecasts they had for the business.

Up to that point, the business had always been funded with money from friends, family and business associates, but they knew a formal structure was needed to grow further.

So with the assistance of Lawyers Lane Neave, they developed Williams Corporation Capital, which was a significant milestone in the continued growth of the company. This allowed the company to seek wholesale investors that would enable a further funding stream to allow them to build even more homes for New Zealanders.

CAPITAL - INVESTOR INFORMATION

EXECUTIVE SUMMARY

At Williams Corporation we are passionate about building new homes for New Zealanders that are both affordable to live in and affordable to maintain. Currently we have delivered over 1300 brand new homes to customers. Our financial product Williams Corporation Capital creates a secure pipeline of funding, allowing us to continue to build our product that we wholeheartedly believe in. Investors are provided with a gross 10% per annum return, with dividends paid quarterly. Williams Corporation Capital is secured with extensive property and cash equity and governance is provided from Lane Neave. Our investors are a key part of the Williams Corporation process, providing key funding so we can continue to build brand new, affordable homes in New Zealand.




Williams Corporation Managing Directors
Blair Chappell and Matthew Horncastle



WILLIAMS CORPORATION

OCTOBER 2020

WILLIAMS CORPORATION SUMMARY

Founded by Matthew Horncastle and Blair Chappell in 2011, Williams Corporation is now New Zealand's largest privately owned builder. Providing high quality homes across the country. Our product is perfect for both homeowners and investors alike, creating an extremely high demand delivered in industry leading timescales. We ensure to always conduct our business and property developments in a way that delivers on our vision of building a more liveable country.





WILLIAMS CORPORATION

CAPITAL - INVESTOR INFORMATION

WILLIAMS CORPORATION CAPITAL TEAM

The directors, Matthew Horncastle and Blair Chappell, both come from strong property families, creating the pathway for them to pursue their endeavours in property development. The duo founded Williams Corporation in 2011, creating an incredibly successful business model over this period. Kathryn Marshall, General Manager of Williams Corporation has been a successful property developer for over 30 years and has brought her extensive experience to help guide the company. Williams Corporation consists of inhouse Architects, Accountants, Project Managers, Quantity Surveyors, Marketers and Client Consultants with a wider network of external contractors who are all industry leaders. Individuals in the company are passionate about our purpose and have a proven record of success and market domination.





The Williams Corporation Capital Team
Kathryn Marshall, Blair Chappell and Matthew Horncastle

WILLIAMS CORPORATION

2020

Innovation and domination

2020 was a huge year for the company, that was really typified by the innovation that Matthew, Blair and Kathryn were bringing to their model, and the construction industry.

Implementation of a new simple sale and purchase agreement, a 10 day working due diligence period, EV chargers for all car parks, pre-fab construction techniques and more.

And these changes didn't just look good on paper, they were delivering incredible results for the business, which were exemplified in the construction of the Riccarton Road project.

Despite the Covid-19 lockdown, construction began in July 2020, and the team started handing over the homes to owners in early December 2020.

43 homes built in less than 5 months was a phenomenal achievement.

To cap off the year, they had sold \$314 million worth of property!

"No-one builds as fast as us, and we have all the trade secrets"

Keith Carney, Alpha Construct

**Built 274 Homes
Sold 577 Homes**

-
- › Set up Wellington office
 - › Set up Singapore sales office
 - › New front page contract and 10 day due diligence period
 - › Building innovations such as pre-fab pods
 - › Completed Riccarton Road Development of 43 homes in 5 months



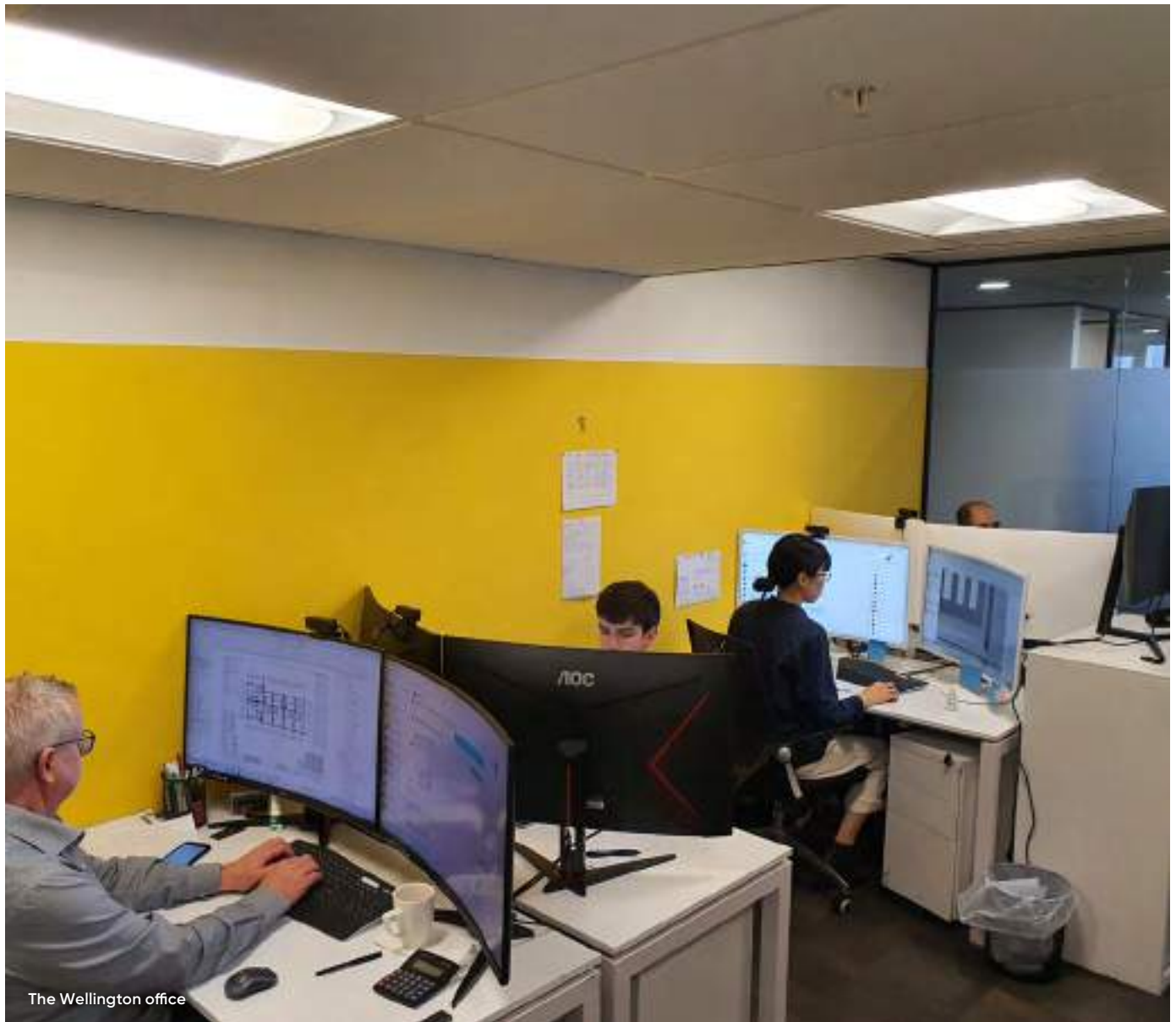
The Riccarton Road development site of 43 townhouses under construction

Wellington expansion

In July 2020 after a number of Wellington developments had already been sold in record time, the expansion to a Wellington office was complete.

Matthew and Blair secured a small office to lead the local development in the region. Wellington was proving a lot more difficult than Christchurch and Auckland due to it's lack of land, and multiple Council processes that were needed to be dealt with.

However they were determined to succeed, and now like the Auckland team, the Wellington team is moving very soon to a brand new office space with 8 Client Consultants and 9 professional staff.



Singapore expansion

Along with the expansion to Wellington, Matthew and Blair had also spotted an opportunity with New Zealand's existing free-trade agreement with Singapore, which allowed for Singaporean residents to purchase NZ property.

So with a lot of hard work, they managed to set up a sales office there, despite the Covid-19 restrictions. Together with Trevor Creighton, they employed and trained their Singapore based staff purely over Zoom, email and phone calls.

Led by Shirley Chua, the Singapore team has now grown to 8 staff, and is selling New Zealand property and investment opportunities to Singaporean residents. There is a large NZ ex-pat community in Singapore, so the opportunity is really resonating with them to be able to invest back into New Zealand.



The Singapore office and some of the team



2021

Where are we now?

After 10 years in business, Matthew and Blair are only more excited about the future, and achieving their goal of becoming New Zealand's largest builder.

They have set multiple new company sales records already in 2021, having sold 106 homes in the month of March, totaling \$64.21 million.

The company employs over 30 salaried staff and 40 sales staff across 4 offices in Auckland, Wellington, Christchurch and Singapore, as well as a huge team of builders and contractors.

At the time of writing, the business is on track to deliver 750 homes in 2021, with forecast sales of \$600million!

Estimated results 2021

Build 800 homes

Sell 850 homes

2022 Goals

- › Sell \$1 billion of property
- › Grow funds to \$200million
- › Plan stand-alone structure in Australia



A collection of photos from the 2020 company Christmas parties



Our culture

“Without rules, we are nothing but savages”

A saying often said by Matthew and Blair at 4pm on a Tuesday, when the whole company stops to have a drink, socialise together and celebrate. Matthew and Blair have worked incredibly hard on building a great company culture, one that is built on a framework of past experience, but allows staff to make decisions based on the culture that is best for the company. Every staff member that joins the company says how refreshing and fun the culture is, particularly those that come from big corporate backgrounds.

Matthew and Blair love seeing their staff succeed, like Riyaan Mohammed who was a customer who purchased a home from Matthew. Matthew loved what he saw in Riyaan and quickly hired him as a property consultant, and is now one of the companies top earners!

That culture flows to the builders and contractors, where they give their team a chance to succeed and grow. Like Jimmy from Phase 2 Construction, who found himself in a tricky situation with a past customer. Matthew and Blair supported Jimmy and enabled him to become one of their biggest builders in Christchurch.

A builder recently summed up their journey at an event in Auckland saying:

“They treat everyone with respect, as equals. They have everything systemised so it’s like a production line, and we are really honored to work with them”.



Project Manager Ollie Cubitt on-site in Auckland

Williams Corporation Capital

After setting up Williams Corporation Capital in 2019, Matthew and Blair had been very successful in securing investors to the fund.

Williams Corporation Capital is a wholesale investment opportunity, meaning to invest into the fund, you are required to have over \$750,000 or a net worth of over \$5million dollars.

Matthew and Blair realised they were getting a lot of interest from 'Mum and Dad' investors who really wanted to be involved, but didn't qualify as a Wholesale Investor.

So they have now set up a second structure, called Williams Corporation Capital Partnership LP which is open to eligible investors and has a minimum investment of \$100,000 which has catered to this segment of the market and has been received very well.

In June 2021 they achieved a significant milestone, the group currently have over **\$100 million of funds under management.**

Thanks to the investors in Williams Corporation Capital, Williams Corporation Capital Partnership LP and Williams Corporation Capital First Mortgage Investments, these crucial funds are enabling Williams Corporation to build more homes for New Zealand.



An Investment Seminar held in Auckland in May 2021 with over 250 people in attendance

Building better communities

There are hundreds of groups, organisations, and schools who do amazing things to build our communities, but who often lack the funding they need.

Whilst we can't support everyone, we do our best to support a wide range of community initiatives that enable better communities and cities to grow. Since 2020 Williams Corporation has donated over \$350,000 to community groups or charities, including Christchurch Art Gallery Te Puna o Waiwhetū, Special Children's Christmas Party, NZ Police Rugby Team, Latimer Square Homeless Lunches, Trees for Canterbury and lots more.



Building better communities

Proud Principal Sponsor of New Zealand Flying Doctor Service.

The New Zealand Flying Doctor Service provides critical-care patient transfer services between hospitals across New Zealand. The service operates 24/7 transferring critical care burn victims, spinal injury patients, neonatal transfers, trauma victims, surgery transfers, organ delivery, blood or equipment supplies.

Williams Corporation is proud to be the Principal Sponsor of New Zealand Flying Doctor Service, by supporting its four operational aircraft, along with a team of highly trained medical staff and crew.

We are committed to building better communities, and through this partnership we are making sure every New Zealander continues to have access to this crucial lifesaving service when they need it.



A significant sponsorship for the company, launched in March 2021 with the unveiling of the new plane branding

Australia Expansion

We hit the ground running in Australia with offices in Brisbane, Sydney and Melbourne.

We have a thorough plan in place for this expansion and we are excited about what we can achieve in this new market. With Ben Cloake as our Sales Manager for Melbourne and Brisbane; Ben has over 15 years of experience in the Sales industry. Our offices in Melbourne are located at Level 6, 10 Queen Street and in Brisbane at Level 10/ Suite 10.01, 110 Eagle Street.

On the other end, we have Trevor Creighton as our Sydney Sales Manager. Trevor has been involved in the building industry and residential sales for over 25 years. Our Sydney office is located at Level 33, Australia Square, 246 George Street.

We are building a strong team of amazing people to help us achieve our goals in Australia.



Tauranga expansion

In September 2021 the company expanded into Tauranga.

This was an easy decision for Matthew and Blair to make for several reasons. The city is one of the fastest growing in the country and is already the fifth largest, too. Because of the promising potential of the area, it just made sense to start developing here and continue building the most liveable country

As of August 2022 things are going well with four developments in progress within the city and many more to come in the future.



The Tauranga office

Investment Funds

We now have \$130million under management across our three investment funds.

Thanks to the investors in Williams Corporation Capital, Williams Corporation Capital Partnership LP and Williams Corporation Capital First Mortgage Investments, these crucial funds are enabling Williams Corporation to build more affordable homes to our market.

This has grown by \$30m in just 3 months.

Second largest residential builder in New Zealand

We are now the second largest residential builder in New Zealand based on the latest BCI Report to September 2021.*

This is a milestone that puts us closer to our goal of leading the market.

*This report collates building consents issued for a rolling 12 months for every builder in the country.

› With the continuous growth in the Wellington operation, we now have new Offices in the heart of Wellington CBD and a team of 13 overhead staff and 14 Client Consultants.



2022

1 Billion dollars in sales

Following a record year in 2021, the company kept the momentum moving forward and reached a milestone achievement in February – One Billion Dollars in total sales!

This was the culmination of 11 years of hard work from the company and is testament to the functionality of Williams Corporation. Next up, two billion!

In the first quarter of 2022 we delivered 1,000 brand new homes to happy owners as part of our mission of making New Zealand a more liveable country and we couldn't be prouder.

- › We started the year with a bigger and stronger team. More than 130 people across New Zealand, Australia and Singapore
- › First ever release in Australia at 600 Browns Plains Road in Brisbane
- › Launched our Cebu office in the Philippines
- › Released our first lot of apartments in our 'Manchester Square' development

New office in Nelson

Opening a new Williams Corporation office in Nelson was always something we wanted to do and now it's a reality. You can find us at Level 1, 55-57 Collingwood Street, with Connor Stewart as our Sales Manager for the Tasman Region.



Syndicate Alpha is born

Mathew and Blair spotted a new opportunity for investors and created a property syndicate where numerous investors combine their capital to invest in real estate.

Williams Corporation Syndicate Alpha GP Ltd has been created to provide an investment opportunity for wholesale investors in residential property while removing the active management. We believe this will provide a higher investment return compared to traditional residential property investment.



A small selection of some of our more significant developments we have completed to date

CHRISTCHURCH



8 Riccarton Road

43 townhouses, sold from \$410,000

Median Riccarton house price was \$531,000*

Completed November 2020



131 Merivale Lane

18 Townhouses, sold from \$450,000

Median Merivale house price was \$1,009,350*

Completed January 2021



64 Longfellow Street

9 Townhouses, sold from \$390,000

Completed within 10 months end to end

Median Spreydon house price was \$443,000*

Completed May 2021

AUCKLAND



45 Vera Road

First Auckland development

9 Townhouses, sold from \$469,000

Median Auckland house price was \$820,097*

Completed July 2020

WELLINGTON



36 Mitchell Street

7 Townhouses, sold from \$470,000

Median Lower Hutt house price was \$839,000*

Completed January 2021

See all our completed developments on our website:

williamscorporation.co.nz

*Median price source: REINZ/interest.co.nz

100 Year Plan

The world's population currently sits at 7.9 billion. Over the next 100 years, it is expected to grow to exceed 11 billion. New Zealand currently sits at 5 million people and is forecast to double in population in the next 30 years. This will require an extraordinary amount of residential property to be built.

During this period, we will be purchasing underutilised land in major cities, within existing suburbs and replacing them with homes that are affordable to buy, affordable to live in and affordable to maintain. We will aim for 10% market share per city and avoid smaller populations under 350,000.

Our project sizes will be relatively small (5-60) so we can pivot easily to meet the needs of the market, while achieving peak economies of scale within each development and keeping our exposure to the market small (12 months or less per project).

We will keep our cash reserves high through strong finance relations and alternative funding like Williams Corporation Capital and Williams Corporation Capital Partnership LP.

We will keep a percentage of what we build until we have a residential portfolio large enough to cover all running costs of the company. This will ensure the company can sustain a market downturn or a heavy reduction in production if required.

Our management team will be small but with industry-leading property experience. There will always be two directors to make sure land purchases are responsible and in keeping with the company's 100-year plan.

We will sell a large majority of our homes in-house through an industry leading sales team, using quality property consultants and providing them with expert training. Lead generation will be done via leading market trends where results are measurable on a cost per lead basis. A CRM will track all customer communications and report on each property consultant so that we can ensure our customers are receiving a world-class experience.

Our product will lead the market but not use experimental technologies or products that have the risk of failure. Key products will always be bought through large corporations for the benefit of warranties and insurances should something fail.

In summary, customers, contractors and staff should feel they are aligning with a company that will be delivering high quality homes for their entire lifetime.





Thanks for reading this brief
history of Williams Corporation,
we hope you enjoyed it!

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The Williams Project Podcast