



WILLIAMS BUILDING COMPANY, INC.

by Daniel Casciato

LAW SCHOOL AND MILITARY BACKGROUND GIVE NEW ENGLAND BUILDER TOOLS TO SUCCEED

TIM WILLIAMS, WHO SERVED IN THE MILITARY AND ALSO earned a law degree, says that his background has given him the leadership training to run a general contracting business.

The road to success for general contractors is rarely easy. Nearly all companies struggle at the beginning as they make their share of missteps. It didn't turn out that way for Tim Williams when he started his company, Williams Building Company, Inc., seven years ago in West Yarmouth, MA. Williams was determined to succeed and the key, he says, is having a strong team.

"Our biggest asset is our employees, and everyone in the company is committed to seeing it succeed," says Williams. "Getting the right people in the right position at the right time has been a key learning experience for me. Another

important learning experience has been preparation. We always make sure that everyone on the construction team knows every detail about the job that we are going to do before the actual start date."

Williams says that it's imperative to invest in one's staff.

"Our current challenge is adding quality new staff to manage the work and keep customers happy while delivering the same high-level service that they have come to expect," he says. "We are in the process of implementing a formalized training curriculum program for our employees. The program will train employees from both a process and procedure focus in construction management and total quality management."

By having a strong workforce and investing in it, Williams says that repeat business is generated. The company is on

Left: Tim Williams, president.

Below: The first floor steel erection of the Ocean Edge Resort and Spa Conference Center Addition, Brewster, MA.



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Tim Williams, President & Founder

pace to double its revenues from \$22 million this year, mainly due to repeat business and referrals.

"They keep coming back because as a team, we place an emphasis on making the owners' interests our own, providing a level of service that they expect, and delivering a great product," he says. "A lot of contractors could deliver a decent product, but we go beyond that. It's also about returning a phone call within an hour of an owner calling, being able to deliver a product on time, managing change orders in a logical manner, and bringing value to the owner so he or she can turn around and place whatever product we are building into service and get a return on their investment."

Williams Building Company offers a broad range of construction services. Typical customers include private commercial entities, resort or hospitality developers, affordable housing developers, and commercial retail developers in the southeast New England region. Some of the company's current projects include a \$7.7 million convention center in Brewster, MA and the Cape Cod YMCA expansion project that entails doubling the size and renovating the building.

"What we feel sets us apart from our competitors is mainly our pre-construction services," says Williams. "Our ability

to work with the owner and the design professionals at an early stage to figure out buildability, feasibility, cost, and time impacts, as well as having the patience to stay with the owner for up to three years from when we start, allows us to keep most of our customers."

Williams, who served in the US Army from 1989 to 1993, started in the construction business a couple months after passing the bar exam.

"I think that my law degree has helped me in construction management," he says. "Also, my military background has given me the leadership training that I needed to run a business. Both of those experiences have prepared me well."

Williams started the company with a focus on building custom homes. When he saw that market go away over the last several years, the company transitioned to multi-family properties as well as resort, recreation, and hospitality development.

"In making this transition, we've all committed to managing the process, and it's helped double our dollar volume," he says. "We are making a big transition in how we manage our process and procedures, and it's encouraging to see my staff committed to this." ABQ



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