

## HCT Management Resumes



### **WILLIAM H. ROWLAND**

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Founder, interim CEO. Circumstances and events in 2001 resulted in many people decided to relocate to Florida, which quickly created a housing shortage. Rowland, having been in the construction industry most of his life, began to visualize the HCT System as an effective approach to address the new construction housing shortage in Florida. He founded HCT, Inc. in 2003. HCT will incorporate internet marketing technologies that will give HCT the strength to unite and leverage the 200+ existing modular home manufacturers currently existing, and make more readily available the benefits of modular housing to the huge and growing housing industry. If HCT can be "first to the mark" (#1) in this intention, HCT will be a very powerful player in this industry.

Mr. Rowland has launched several previously successful ventures, taking them from concept to completion. In addition to experience in many construction trades, including painting, drywall, carpentry, concrete, plumbing, electrical, heavy equipment, layout, and remodeling, and owned a home remodeling and property management businesses.

His experiences include being one of the first subcontractors to implement drywall systems in the manufactured home industry, helping to design a drywall system for Cavco's plant in Phoenix, Arizona in 1984. He specialized in solving factory problems on site; systems-built close-ups (drywall, paint, trim), final punch-out customer service after move-in, and customer satisfaction including warranty service. Other areas of expertise include real estate, property management, Section Eight Housing, multi-family, residential, heavy commercial and industrial construction, supervision, sales, sales training, management, education, entertainment, and marketing. His vast range of experience has prepared him to work well with the extremely talented HCT Management Team.

#### **CURRENT PROJECTS:**

##### House Craft Technology:

Primary Research consisted of speaking with target audience of over 1000 prospects, clients, investors, building professionals, HUD, and NAHB. Addressed major complaints and improved entire process.

Competitive Analysis: mystery-shopped competitive builders and manufacturers state-wide.

Product Analysis: modular, manufactured, site-built, and 80 different plans placed into competitive markets.

Creation of logo & image, with brand positioning and distinction.

Creation of business plan.

Creation of marketing plan.

Creation of Web site with excellent response from prospects, buyers, contractors, investors and manufacturers.

Creation of marketing materials, such as brochures, letterhead, envelope, business cards and newspaper ads.

Proof of concept: 3 sales, 3 contractors, 100's of qualified prospects.

##### Complete Project & Market Systems, Analysis & Management Program (CPMSAMP):

CPMSAMP is designed to be accessed either online or installed on any computer or handheld device. An information management system designed to target, interact, gather data, and train all prospects searching for new construction and/or real estate investment & development opportunities. Builders, manufacturers, lenders, developers, investors and buyers are all targeted specifically for 100% interaction rate.

1. Gather, Analyze and Report in customizable presentations of any and all construction information and processes.
2. Provide step-by-step procedural training processes.
3. Automate all paperwork processing.
4. Marketing:
  - a. Target
  - b. Interact
  - c. Gather data
  - d. Analyze data
    - i. Competitor strategies.
    - ii. Competitor pricing.
    - iii. Keyword associations.
5. Advertising:
  - a. Superior Image.
  - b. Inexpensive and comprehensive.
6. Training:
  - a. Sales: great sales go with great training.
  - b. Builders: labor-sharing system.
  - c. Building officials: faster approvals.
  - d. New home buyers, how to buy true value.
  - e. Customer service, how would they make us better?
7. Management:
  - a. Instant customizable access to any and all fields.
  - b. View data with comments for/by event, project, county or state.
  - c. Centralized.
  - d. Unified.
8. Sales: The program is designed to financially pre-qualify and lead consumers to their ideal product based on their requirements, and is then customized to their specific tastes.
9. Construction: Trained personnel then collect the required paperwork while a team of the most experienced professionals in their fields bring the actual construction to completion.
10. Follow up: Consumer analysis of any and all events and processes.

#### WORK EXPERIENCE:

Commercial and residential construction.  
 Owning drywall, concrete and remodeling companies.  
 Supervising hanging, taping and spray crews, union finishing and punch-out work.  
 Worked in FL, AZ, CO, and NV on track-housing, custom homes, modular homes, manufactured home close-ups (Cavco, Silvercrest and Palm Harbor, Redman), shopping centers, casinos and military projects, etc.  
 I pride myself in solving level 5 specialty problems and enjoy a challenge.

#### Bill Rowland Emergency Drywall, 2000-2002

The following projects were all started by other drywall companies but ran into major problems. My company brought all projects to completion.

Blockbuster Video, Cocoa Beach, FL - Tillinger Construction  
 Blockbuster Video, Melbourne, FL - Tillinger Construction  
 Bob Evans Restaurant, Bradenton, FL - Sherrick Construction  
 Century Oaks, Palm Bay, FL - J&S Plastering, MH Williams  
 Courtyard at Marriott, Tallahassee, FL - Capitol Wall & Ceiling  
 Custom Homes, Vero Beach, FL - JM Gribble, Legendary Construction  
 Dental Office, Viera, FL - CWS Drywall  
 Funeral Home, Melbourne, FL - Component Fabricators INC  
 Harris Corporate Office Centre, Melbourne, FL - E&K Drywall  
 Health First, Melbourne, FL - CWS Drywall, MH Williams  
 Hobbs Dentist Office, Melbourne, FL - CWS Drywall, MH Williams  
 Holiday Inn, Melbourne, FL - CWS Drywall  
 Publix Gateway shopping centre, Jacksonville, FL - CMR Constructors INC  
 Publix Gateway shopping centre, Jacksonville, FL - CMR Constructors INC  
 Publix Post Commons, shopping centre, Melbourne FL - CMR Constructors INC  
 Publix Reedy Branch shopping centre, Jacksonville, FL - CMR Constructors INC  
 Research Centre, Sebastian FL - CWS Drywall  
 Staples Office Supply, Melbourne, FL - Jimirico Construction INC  
 Staples Office Supply, Plant City, FL - Jimirico Construction INC  
 Staples Office Supply, Titusville, FL - Hawkins Construction  
 Tuscany Apartments, Melbourne FL - Metal Mania INC, MH Williams