

---

## BLAIR W. WILLIAMS

---

### PROFESSIONAL SUMMARY

Commercial real estate professional with diversified real estate and business experience. Professional focus on urban redevelopment. Specific areas of expertise include all aspects of multi-family development, mixed-use development and planning, brownfield redevelopment, real estate marketing, business development and community development.

### PROFESSIONAL EXPERIENCE

**Winder Real Estate Development, Inc.** – Milwaukee, Wisconsin August 2005 to present  
dba - WiRED Properties - [www.wiredproperties.com](http://www.wiredproperties.com)

*President/Founder*

- Boutique real estate development and consulting firm
- Competition and award winning developments in Shorewood, Wisconsin
- Emphasis on the development and redevelopment of urban communities with a dedicated focus on diversity of use, diversity of user and development of housing across a spectrum of affordability
- Past and present consulting clients include: Mandel Group Inc.; Steiner & Associates; Pabst Farms Development, Inc., Fiduciary Real Estate Development, Inc., MIAD, Lighthouse Development and Shorewood, Wisconsin.

**WiRED Construction LLC** – Milwaukee, Wisconsin January 2007 to present

*Co-Founder, Partner*

- Multi-family and mixed-use specialized general contracting and construction management firm
- Current construction projects include 144-unit Village Crossing at Pabst Farms, 55-unit apartment development in Milwaukee, WI and 11,300 square foot retail/25 luxury apartment building in Shorewood, WI.

**Mandel Group, Inc.** – Milwaukee, Wisconsin March 2000 to July 2005

*Vice President - Development*

- Responsible for Mandel Group's multifamily development division
- Development responsibilities included: due diligence; land acquisition; conceptual planning; entitlements; financial pro formas; design; construction oversight; marketing and sales
- Completed developments totaling over 450 units
- Key member of senior executive team responsible for company-wide organizational initiatives.
- Responsible for sales and marketing efforts associated with new apartment and condominium developments and for the development and marketing of the overall Mandel Group brand.

**Grubb & Ellis Company** – Dallas, Texas February 1998 – February 2000

*Institutional Services Group, Associate Director*

- Point of accountability for the company's single largest client and major shareholder, The Archon Group. Responsible for maximizing business opportunities with this client as well as with other select institutional entities.
- Responsibility for 1999 gross revenues of nearly \$10 million through the coordination of 9.8 million square feet of property management/leasing and 48 asset sale assignments (over 30 simultaneously).
- 1998 National Investment Rookie of the Year.

### EDUCATION

**University of Wisconsin-Madison School of Business, Madison, WI**

*Master of Science, May 1998*

Major: Real Estate and Urban Land Use Economics

*Master of Business Administration, December 1997*

**University of Wisconsin-Madison Law School, Madison, WI**

*Juris Doctorate, December 1997*

**University of Wisconsin-Madison, Madison, WI**

*Bachelor of Arts, May 1994*

Major: History

### PROFESSIONAL AND PERSONAL ASSOCIATIONS, ACTIVITIES AND RECOGNITION

Recipient – 2004 *Business Journal* "Forty under Forty"

Past Lecturer – *Milwaukee School of Engineering*

## **Representative Projects & Consulting**

### *The Cornerstone*

After the owner of a gas station on this key corner in Shorewood defaulted on his loan, WiRED negotiated the sale of the note to a private party. WiRED developed the site on that owner's behalf and created an award-winning mixed-use building featuring approximately 11,300 square feet of retail and 24 luxury apartments. The development required Tax Increment Financing and WiRED negotiated the detachment of a parcel from one municipality so the adjoining municipality could attach the parcel in order to incorporate it into an existing Tax Increment District.

### *The Enclave*

HSI Development hired WiRED to provide comprehensive development consulting services for their development of 152 apartments in Wauwatosa, Wisconsin. WiRED drafted a request for proposals to identify a general contractor and WiRED is providing guidance in all aspects of building design, apartment design, construction best practices and marketing.

### *Village of Shorewood Planning*

The Village of Shorewood, Wisconsin engaged WiRED to assist them in the planning for a large parcel of land located on Oakland Avenue in the heart of the retail district. The parcel will house a substantial mixed-use development.

### *Milwaukee Institute of Art & Design*

MIAD hired WiRED to act as its consultant in assessing MIAD's current and future student housing needs. WiRED created and distributed a Request for Proposals and oversaw the RFP process. WiRED acted as MIAD's representative as the selected developer designs the new facility.

### *Ravenna*

WiRED Properties won a competition by the Village of Shorewood to develop a site on Oakland Ave. Ravenna will be a 4-story mixed-use building comprised of 7,500 square feet of ground floor retail space and 22 units of condominiums above. WiRED will break ground in late summer 2011.

### *928-32 E. Brady St.*

This building is located on a high-profile corner on Brady St. in Milwaukee. The building was neglected for decades and had become an eyesore. In partnership with the current owner, WIRED and WIRED Construction completed a demanding historic renovation and converted the building to one of Brady Street's gems. The building received a Mayor's Design Award in 2009.

### *Village Crossing*

Pabst Farms Development hired WiRED to provide comprehensive multi-family development consulting services in the development of approximately 32 acres located in the heart of the ~1,500 acre master-planned Pabst Farms development. WiRED led the team in the creation of a 144-unit condominium development plan featuring sidewalks and elements of urban design.

### *Bayshore Town Center*

Steiner + Associates is a national developer of new town centers. WiRED provided comprehensive consulting services in their development of luxury apartments located directly on the town square, above retail space and structured parking.

## **Blair W. Williams**

---

### *Peninsula Town Center*

Located in Hampton, Virginia, Peninsula Town Center is a comprehensive redevelopment of a regional mall site. WiRED provided comprehensive multi-family consulting services including building and unit design, financial modeling, and construction.

### *Multifamily Best Practices*

Steiner + Associates hired WiRED to create a comprehensive best practices manual to assist them in the development of multifamily communities in their national town center development efforts.

### *Gaslight Lofts (Mandel Group)*

Blair Williams was lead developer and project manager for the development of 138 luxury apartments located in Milwaukee's historic Third Ward. The development occupies the site of a former manufactured gas plant, and was constructed on a post-tensioned steel matt slab foundation.

### *Boston Lofts (Mandel Group)*

Blair Williams was lead developer and project manager for the development of 74 loft apartments located in downtown Milwaukee. The mixed-use building included a large department store on two floors, offices on three floors and apartments on the upper floors. The project was financed in part with Historic Tax Credits.

### *Trostel Square (Mandel Group)*

Blair Williams was lead developer and project manager for the development of 99 luxury apartments located in downtown Milwaukee. The development occupies the site of a former tannery on the Milwaukee River. The buildings were constructed on friction driven piles and the development was financed in part with a Brownfield Grant from the State of Wisconsin.

### *Norhardt Crossing (Mandel Group)*

Blair Williams was lead developer and project manager for the development of 139 luxury apartments and townhomes located in Brookfield, Wisconsin.