



For Framestead, The Past Is The Future

By Kathy Bowen Stolz

For Framestead’s Michael Wimberly, his future is in his past.

Wimberly, who graduated from Texas A&M with a B.S. in construction science, is making a return to the Bryan-College Station (B-CS) community. Wimberly’s sees B-CS as the best place to grow Framestead, his custom home and remodeling company and build on property acquisition, development and management components.

A Kingwood native, Wimberly returned to his hometown to start Framestead in 2017 after working hands-on for other contractors and then owning and selling other construction businesses. The following year he started Truwin, an exteriors company focusing on replacement windows/doors/siding and roofs. He’s expanded both businesses to become a major contractor in the North Houston area.

Now, Wimberly has set sights on helping to meet the demand for housing in the booming B-CS market where

the population is expected to double in the next 25 years, thanks to the ever-growing Texas A&M University and business growth from the manufacturing, technology and healthcare sectors. “We see a huge demand for residential and commercial development.”

In addition to expanding Framestead’s custom home and remodeling services, Wimberly’s B-CS focus will be on acquiring and managing a branded portfolio of short-term and long-term rental properties. Furthermore, he sees an opportunity to develop strategic tracks of land that he calls “micro developments,” designed for high density student housing and other small developments suited for corporate housing.

Wimberly is offering limited partnerships to international and domestic investors as Framestead builds a portfolio of homes and multi-family units that will be leased as student and executive rentals and also to include property management services. “As a home builder/remodeler, we

offer our partnership a reduced risk profile and a lower cost structure for property management and maintenance,” said Mike Labbe, a partner in Truwin and general manager in charge of operations and sales for Framestead.

Having recently picked up a large remodeling project and acquired/remodeled/leased of a couple short-term rental properties, Labbe said that “Framestead is successfully applying our construction and management skillsets to add value to the B-CS area.” Wimberly added, “With the right team and partnerships in place we can continue to grow Framestead beyond the B-CS area into greater Texas.”

Nature has had a major impact on Framstead’s growth. Wimberly founded Framestead Enterprises LP in March 2017, well-timed in hindsight when the company was able ultimately to help 35 families in the Kingwood area recover after Hurricane Harvey struck in four months later. That experience with mitigation and restoration came in handy in May 2019 when Kingwood was hit again with flooding. Framestead stepped up and helped the Elm Grove subdivision residents with their recovery. Then again during the Great Freeze of February 2021, Framestead came to the aid of Houston residents to help them rebuild.

Wimberly met his Truwin partner Mike Labbe during the Hurricane Harvey time period where the two hit it

off and Labbe switched his career from the oil and gas industry to construction. Now the two work together to continuously improve the existing construction companies and collaborate on growth strategies.

Framestead handles about 15-20 projects at a time, with about 90 percent of them as remodeling projects that typically range from \$100,00-\$150,000. The remaining 10 percent are new custom home construction projects. “We are a remodeler first that builds custom homes, not the other way around,” Wimberly noted. Most of their new construction projects are a result of client referrals from previous remodeling work.

“We’ve grown and improved by listening to our clients – delivering what they want and more. Every project starts with pen, paper and a vision. We ask how they live. We consider how the project will improve their lives. Every space is thought through with the client in mind,” Labbe said. “We recommend but don’t push product lines with our selections. And we’re very transparent with our pricing. Details matter. We also provide online project tracking to ensure a five-star customer experience.”

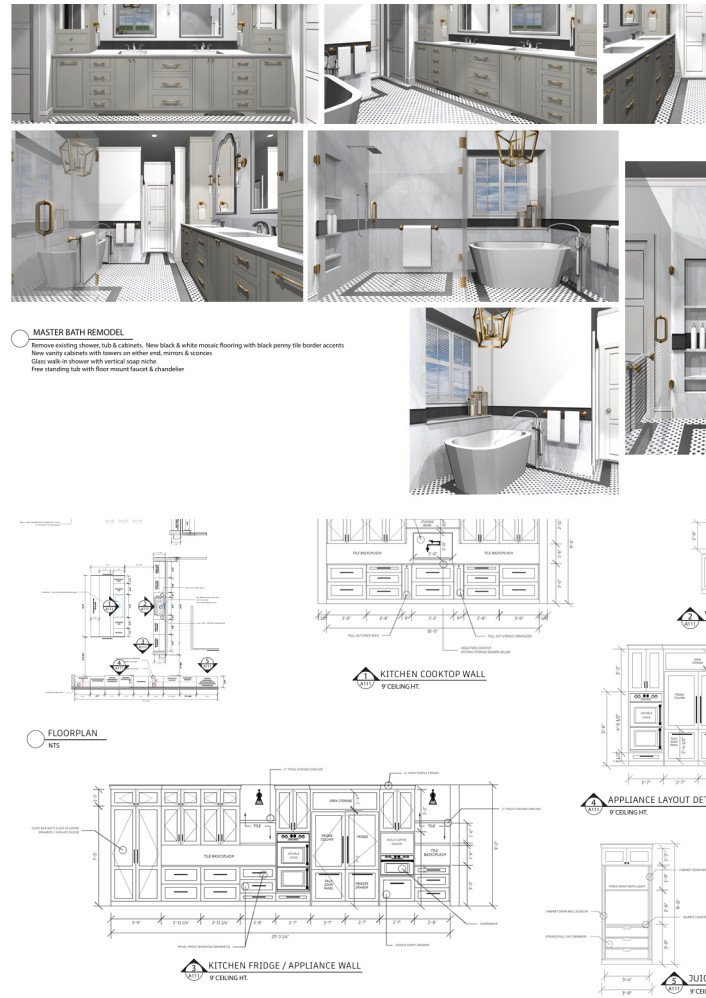
Framestead produces 3-D renderings with construction ready elevations and an accompanying selection packet that the clients must approve before a project begins. “Our





process, details and transparency are big differentiators from our competitors,” Labbe stated. “We use high-grade construction materials, best practices, and we treat every build/remodel as if it were our own home.”

Both men said that it’s been a goal to create a Framestead ‘brand’ of a high level of customization and quality that is known for attention to detail and a full turnkey operation. Labbe and Wimberly say they’re reaching that branding goal because some realtors and homeowners are listing their properties as Framestead built or Framestead remodeled. Now they’re excited to take the Framestead brand to B-CS and beyond.



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