



MEDIUM-SIZED COMPANIES

1 No. 1 overall

Medallion Homes

Address: 6929 Camp Bullis Road, San Antonio, TX 78256
Phone: 210-494-2555
Web: www.medallionhomes.com



William Worth

Top local executive:
 William M. Worth, president and chief executive officer

No. of full-time employees: 70

Principal products/services: Residential new construction homebuilder

Gross 2004 revenue range:

\$10 million-\$74 million

Year founded: 1995

Percent female: N/A

Percent male: N/A

Percent minority: N/A

401(k)?: Yes, with company match.

Company highlights: Medallion Homes has been honored on both the national and local levels for offering one of the most energy-efficient homes on the market. It received the prestigious Energy Value Housing Award "Builder of the Year" as awarded by the National Association of Homebuilders' Research Center and the Department of Energy. It also has won a number of local Summit Awards sponsored by the Greater San Antonio Builder Association.

Medallion works closely with Texas Parks and Wildlife in many of its communities to protect natural habitat and vegetation while building its communities and homes.

"The mission of Medallion Homes is to strive as a team to provide homes and neighborhoods of the highest quality and greatest value in San Antonio," company representatives say. "It is our commitment to be a leader in environmentally sensitive building practices, have the most satisfied homeowners, earn a fair profit and have team-members who are dedicated to these goals."

Cool perks:

- Company functions such as an annual Family Fun Day and many impromptu gatherings for achieving goals and breaking records.
- Spurs tickets given to employees on a regular basis.
- Three weeks vacation after five years.
- Recognition of employees for years of service with plaques and bonuses.



MARCELA RIOS GARY / SAN ANTONIO BUSINESS JOURNAL

Medallion Homes staffers (Foreground, L-R) William H. Worth, president; Lisa Worth, vice president; Mary Anna Gannon, marketing and graphics coordinator; (background, L-R) Sue Kopplin, vice president; Paul W. Kummer, vice president; Cindy Falcon, receptionist; and Krista Peninger-Dardies, vice president.

Medallion builds on people-first philosophy

BY RANDY LANKFORD

Will Worth has a simple business philosophy.

"Life is about people more than anything else and therefore business is more about people than it is about products," he says. "You create an environment where you attract good people and those good people will, in turn, give you a good product."

Worth's people-focused philosophy and his company, Medallion Homes, evolved out of a residential development company founded by his father, Bill, in 1990.

The senior Worth bought properties from the Resolution Trust Corp., an organization set up by the federal government to buy and sell real estate in default. He redeveloped the properties and then sold them. By 1995, that business had turned into Medallion Homes specializing in new home construction.

"My father spent his entire life in the construction materials business," says the younger Worth.

The Martin Marietta quarry at one time was the family's business. The elder Worth sold out of the quarry in 1989, and began to ponder what he would like to do next. Two years later, he started Medallion Homes.

Medallion's business has grown considerably since then.

The company posted just 15 new home sales in 1995. But since 1998, the company has been averaging between 300 and 325 per year. They're anticipating about 365 homes in 2005.

"We want to grow more, but we're not going to run out and create growth for its own sake," Worth says. "We're very selective about what submarkets we're in, and we take a long time to analyze what products will be successful."

Medallion builds energy-efficient homes

with the environment in mind. The company has been recognized as one of the most environmentally sensitive homebuilders in the nation, not only for its use of high R-value blown in insulation and thermal shields to reduce heating and cooling expenses, but for its commitment to developing property without destroying the landscape.

"We're dedicated to building Energy Star homes which use 30 percent less energy than HUD guidelines require," says Worth. "We also leave our developments in a natural state. We don't bulldoze the trees. We work within the topography. It's more expensive to do it that way, but it gives neighborhoods a more lived-in character. We're building new homes in what look and feel like old neighborhoods."

In addition to numerous other awards, Medallion Homes was named the 2004 Gold Winner of the EnergyValue Housing Award by the National Association of Home Builders Research Center. The company also won eight Summit Awards from the Greater San Antonio Builder's Association in 2003.

Medallion floor plans are designed to maximize space and convenience and include carbon monoxide detectors, water-based paints and non-toxic flooring adhesives.

Worth attributes the company's success to the employees. He doesn't try to micromanage a staff of 70 employees, many of whom are scattered on job sites all over San Antonio. By defining his expectations, he empowers his staff members to do their jobs without his interference. As with all teams, the company goals are given more weight than those of individuals.

"We hire people and give them the playbook and then let them go out and do their

job. We have a set of very defined, very quantitative goals that we want to achieve as a team," Worth says. "Everyone in the organization knows that it takes all of us to get from point A to point B."

That philosophy is verified by comments from employees.

One says, "This is a really cool place to work. The organization is devoid of egos. Decisions are made with common sense by a group of very intelligent, talented people. The doors in the main office are always open and every manager or executive, right up to the president, is available to talk to."

Worth understands the value of satisfied employees who think their workplace is, "really cool."

"When we achieve something great, we'll go have a party," he says. "Spontaneous celebrations are important. They recharge everyone."

Medallion also has its share of benefits. A 401(k) plan, along with health benefits and other perks are "built into the system," according to Worth. "If you want to compete with the big companies, you have to offer big company benefits. It's all common sense stuff."

Other employees comment that they feel appreciated for the work they do, either with a thank you, or with a more tangible reward.

An annual poll of the staff helps Worth keep the company on track.

"It's a good way to take the pulse of the company," he explains. "I want to know how people are feeling about working here. I have to know where we are before I can decide where we're going."

RANDY LANKFORD is a San Antonio-based, free-lance writer.