



CURATING DESIGN + STYLE

IN AN EVER-EVOLVING DESIGN and construction landscape, it is critical to find a partner who will share a vision --and be the catalyst behind the design and execution. William Frey has proven to be just that.

As a way to learn more about William Frey, this brief Q&A lets us get up close and personal and learn what's behind the passion and success of the business.

What is your expertise? Our ability to re-imagine existing dated spaces and create a revised home that will last for decades to come.

Can you give an example or two? One particular strength is opening spaces in existing homes by removing walls, incorporating under used areas, and using oversized windows and doors. This creates open concept flow, light, connection with the outdoors, and expansive views.

Another example is creating exceptional kitchens that are the hub of the house which facilitate family gathering and relaxed lifestyle.

What is your company's core strength?
We are experts in both construction and fine

finish. We can handle both the brute strength needed for advanced construction and the craftsmanship and attention to detail needed for the perfect finish.

If a client or designer wants to use your services, what do they need to provide?
Just their ideas and passion.

What services do you provide? We can take a project from the "I don't know what to do" beginning phase all the way to move in. We provide design, architectural, engineering, construction, and finish services. Or, if the client or designer already has a strong vision, we have the ability to perfectly execute.

Which local areas do you service? We draw inspiration from all over the world but specialize in the unique and beautiful lifestyle of Orange County California. We have been renovating and redeveloping homes in the most beautiful parts of Orange County for over 20 years.

You utilize the latest building and engineering techniques, and also in finish materials. Why? Simply stated, it is a really fun time. Innovation in Engineering, Construction, and Finish Materials is exploding right now and we like to be on the leading edge...it provides the best lifestyle results for our clients.

What brings you the most satisfaction?
When I talk with a client several years after completing the work and they tell me how much joy their home brings them. That enduring result means we properly understood the client and the project, and we executed perfectly.