

S. William Whyte

Whyte Co., Wilbraham



S. WILLIAM WHYTE, a 32 year old native of Springfield, joined his father's R E firm in 1960 after graduating from American International College with a B A in History and Economics. Harry Whyte had started the Realtor office in 1929 and worked alone until Bill came in as a salesman. Two years later he was the general manager and in 1966 took over as president and treasurer.

Whyte Co. operated in Wilbraham Center handling residential areas, developing some 600 home sites in greater Springfield. The first branch opened in East Longmeadow in 1971 when sales volume reached \$7 million. The same year they built their first convenience shopping center on Post rd. and opened another branch which became corporate headquarters last year. The fourth office opened on Rte. 5 in Longmeadow and last year sales volume nearly doubled to \$13 million.

Bill established a Commercial & Investment Division, a Home & Land Division and Education Division in 1972; the firm now employing 40 associates handling residential and six others in C. & I. The fifth office will be located in another shopping center the firm is building in West Springfield containing 20,000 sq. ft. and set for a November opening.

Wendy and Bill have two daughters, 8 and 6, and a son, 4. Politics is his avocation and he's a member of the Wilbraham School Committee, serving his third term. He's a "Democrat in a Republican town" and in 1968 took a leave of absence from the office to work on the staff of Vice President Humphrey in Washington, D. C.

Locally he is a member of the Lions Club, has been chairman of the Cancer Crusade and Heart Fund campaigns. The family owns a condominium on Lake Sunapee, N.H. where Bill likes to ski, although "my wife's better than I am." His tennis game is fair.

"The residential market is very active in middle income groups. There is an under-supply of homes in the \$30,000 bracket," he says. Recently named an agent for Fontaine Modular Homes, Bill feels there is "a definite future in the field because small home builders can't keep pace with technology."