JTW
ADVISORS

JTW Advises Essex Homes on Sale to Stanley Martin

Essex Homes   STANLEY MARTIN™

JTW Mandate: **M&A Sell-Side**

Client: **Essex Homes**
Client Type: **Private**
Industry: **Homebuilding**
MSAs: **Charlotte, Greenville, Columbia, Wilmington, Aiken**
Revenue: **$225+MM**
Closings: **750+**
Owned + Controlled: **7,800+ Units**

Counterparty: **Stanley Martin Homes**
Parent Company: **Daiwa House Group**
Counterparty Type: **Japanese**

Deal Type: **Asset Sale**
Deal Size: **Confidential**
Date Closed: **February 2020**
Included: **Homebuilding Operation, Land Development Operation, WIP, Owned And Controlled Future Lots**

"JTW was a trusted advisor throughout the entire process. Their hard work and ethics helped us achieve an optimal outcome for my family and our employees."

Karl Haslinger
Founder & CEO of Essex Homes

CLIENT PROFILE

Essex Homes was a multi-state homebuilder with a long-standing reputation for high ethics, high-quality construction, strong community relationships, and an extensive land pipeline. Operating across multiple Southeastern markets, the company built a brand centered on craftsmanship and thoughtful community development for over 30 years.

OBJECTIVES

The owners sought a well-capitalized strategic buyer capable of expanding market reach, supporting growth, and integrating Essex's substantial land pipeline. They aimed to preserve leadership continuity while ensuring a smooth transition for employees and customers.

PROCESS

JTW Advisors led a confidential, focused process with a short list of potential buyers. Stanley Martin was quickly identified as a strong cultural fit with the capital and growth aspirations required to facilitate the continued expansion of Essex. JTW facilitated complex diligence around land assets, operational structure, and pipeline projects, ensuring seamless transfer and minimal disruption to ongoing operations. JTW negotiated favorable terms to support both transaction value and long-term continuity.

OUTCOME

Acquiring Essex catapulted Stanley Martin to be the 25th largest homebuilder in the U.S. Essex's five North Carolina and South Carolina markets served to fill the "hole of the donut" missing from Stanley Martin's footprint. Key staff were retained, operations were integrated smoothly, and the former owner later launched a new building company following the non-compete period.