



Doug French

1d

screen shot from the LinkedIn page of Doug French



We officially started demo on a new remodel project in downtown Bryan, Texas and I can confidently say...the surprises have not disappointed.

This building will become the long-term home of our property management group, [Tenant First](#), with some additional retail space on the ground floor. We kicked things off the week before Christmas, because what better time to uncover 100-year-old mysteries behind walls?

Let's be honest, this will not be a short term moneymaker. Every surprise usually translates directly into more dollars spent. But that's not really the point.

This is an investment in downtown Bryan, in the character of the city, in our companies culture, and in doing something we're proud of. It's also a small nod to my great-great-grandfather, who owned a men's clothing store at this same location over a century ago WF Gibbs & Son.

So yes, there will be more surprises. Yes, there will be moments where we shake our heads. And yes, it's going to be a lot of fun.

Some projects you do for returns.  
Some you do because they matter.

This one is the latter.