

## Builder thrives on philosophical approach

# Winton shuns economic doldrums

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Times business editor

Andy "Jack" Winton is a man who knows what direction he is headed, a course he started 18 years ago when he decided to change his profession.

Winton, full of energy and enthusiasm, was 30 years old working as a butcher in 1963 when he quit his job and started in the real estate business in his hometown of Clovis.

He opened his own real estate office, sold homes full time and was a builder part time. Winton was very successful for 12 years in that field, but decided that the real challenge and money was in the building profession, which he started doing full time in 1972 and from there it has been straight up.

Winton came to the El Paso area in October 1975 as one of the original Santa Teresa Developers, which included golfer Lee Trevino, C.L. Crowder of Albuquerque, E. Martin Shaeffer of Clovis.

Winton continues to live in Santa Teresa in one of the first homes built there overlooking the Santa Teresa Country Club.

In fact, that is the home movie actor Jack Nicholson leased while he was here making the soon-to-be-released movie "The Border," while Winton was in Ruidoso developing some property.

"I've often said, if I had gotten a \$25 per week raise, I would never have gone into real estate. Well I didn't, and I'm glad it turned out that way," says Winton who takes great pride in his success, which is built on his warm personality and his desire to treat people the way he wants them to treat him.

Silver gray hair, twinkling eyes and a friendly smile is the way Winton presents himself. He never seems to walk at a slow pace.

Instead, he takes an aggressive enthusiastic lead when he shows his homes. He explains how they are built in detail and points out with pride the characteristics of his work.

"Winton Homes Inc. has built 917 homes and when you take into consideration our projects in Santa Teresa, N.M., Anthony, N.M., El Paso County, and the greater El Paso area in general, we are starting about as many new homes as anyone in town, and we're very proud of it," said Winton.



—Times staff photo by Juan Rios

JACK WINTON WITH HOME BUILT IN UPPER VALLEY SUBDIVISION



### it's MY business

"Texas Builders," a trade magazine, says, "Being in the home building business today is like walking on eggshells. Home builders are folding everyday, and at present the outlook is not good for the ones who continue to build."

A recent issue of the magazine shows that in 1979 the El Paso Association of Builders had 315 members, compared with 269 in June 1980. A 15 percent reduction in one year.

In spite of tight money and a depressed market, Winton is expanding while others are pulling back.

"El Paso is the third fastest growing city in America, and I

have faith in it. I decided some time ago, that I was going to look for what's right, not what's wrong, and I'm not about to let a little high interest and slow economy change my basic philosophy of life," Winton said. "I guess you can say I'm a believer, and I believe that the future is bright for El Paso.

"You have to understand that I'm in this business because I want to be. I reached a point a few years ago where I could have retired comfortably with a substantial income just by using the money I've earned out of interest. But that wouldn't be any fun, and let's face it, if you can't have some fun and enjoy life, and if there's not a challenge — no new horizons — what's the point?"

"I like to help people get what they want, a home. And I've found that by helping enough people get what they want, I seem to always have the things that I really want."

Even though many of the El Paso home builders are pulling up stakes and selling out because of the depressed market, "we're winning because we provide a quality home, and we have creative financing and sales people to get our product to the consumer," Winton said.

"We keep a close eye on the number of building permits being purchased by the competition, and it's obvious to us that we're one of the leaders at present. Right now, we're working on some innovative new things that will make Winton Homes the most recognized building firm in El Paso. We're really looking toward the future."

Winton Homes is presently building in eight different areas in El Paso: Western Skies Patio Homes, Cielo Dorado Fly-in Estates, Haciendas Del Norte, Quintas Dos Lagos, Chaparral Park and three units of Santa Teresa.