

WILLIAM WILSON

Written by Lucy Gaines
Photos by Adam Sanner



FINDING FINANCIAL FREEDOM

William Wilson discovered his path in real estate after reaching a financial low. There had to be a turning point he explains. Initially in music, “I was losing more money than I was making.”

It wasn’t until his mentor, Corey Hammond, encouraged him that he began to consider real estate. Corey is a second-generation REALTOR® in commercial development and commercial and residential appraisals, and, “he’s known me my whole life,” William says. A realtor career option was foreign to William, but he had advantages being a Nashville native with a large network. When Corey offered him an assistant position, William fell in love with the process and earned his license in 2016.

“I had no idea I would find my passion in this lane,” William says. He discovered real estate was more than sales, it was about truly helping people through educating them on their options. Throughout his life, William had to develop his own financial literacy. “My father died when I was 16, and he took care of everything,” and though his mother worked, neither understood the dynamics of finances. When Corey stepped in with guidance, William realized the power of real estate to build wealth and change lives. “I bought my first house in 2018,” William says, “my landlord at the

time was really an advocate for me. He was like, ‘Yeah you should get your license, you should own your own place.’ Now, I have five homes.” Today, he seeks to teach others the lessons he had to discover himself.

Together with his mortgage lender, William now works with Davidson County Schools to help high school students who lack awareness of sound financial practices. “There is a need to educate young people, to give them a financial education which I didn’t get,” he says. “When you get out of school, don’t open a lot of credit cards,” for example. To a rising generation of homeowners, he teaches basics that will set them up for future success. Like,

William’s passion for education guides his interactions with clients as well. His goal is not only to find the perfect home, it’s to provide clients with the monetary tools for success. “I think good communication is the answer to good business relations and it must be very honest,” William says. He hopes each of his clients can make life-changing investments, but ultimately the process is about developing an understanding of their options, how to improve their credit score, and upgrading their quality of life. Everyone should understand these principles, he insists, it’s the key to financial freedom. “Whether its a three-dollar or a three-million-dollar house, I’m here to help you,” he says. Sometimes a client’s situation requires him to get creative, especially in this current market, but Williams doesn’t take “no,” for an answer.

Today, William sees more and more business pouring through his doors, predominantly through referrals. “If you service your clients correctly and do a good job, they will refer you.” It’s a lesson he instills in his growing



team as well, “It’s not only about making money, it’s about assisting the client... helping them achieve their goals and building that relationship.”

With his team, he takes an abundance mindset, knowing that he’s building REALTORS® who will graduate to managing their own teams. “You shouldn’t work with me forever,” he says, “I want people to eventually run their own businesses. I impart my knowledge, experience, and even my failures so they can determine how to start or improve the residential real estate practice.”

Through real estate, William has found his calling for helping others through education, giving people the tools to transcend financial traps and change their lives for the better. By investing in others, he’s helping rising generations of homebuyers and REALTORS® find their own versions of success.