



WAMH Stories Series  
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# Jane Williams

Area Sales Specialist | Lasso Capital



## Stepping Into Manufactured Housing

When Jane transitioned from car sales into manufactured housing, she expected a slower pace and a simpler role. Instead, she found an industry defined by professionalism, structure, and meaningful financial opportunity. What surprised her most was the scale of capital involved and just how strategic and structured the industry truly was.

It didn't take long for that understanding to translate into leadership. Now managing a 420-home community, Jane oversees both sales and leasing. In 2024, she sold 34 homes — a milestone that earned company recognition and even a golf cart. Yet for Jane, success is measured less in numbers and more in impact. Each sale represents stability, equity, and a step toward long-term security for a family.

## Leading with Purpose

As a woman in a traditionally male-dominated field, she credits female leaders who inspired her to pursue management. Her advice to others is simple: step outside your comfort zone and stay authentic to who you are. She also believes compassion and confidence can coexist, and both are powerful in sales.

Words are also powerful, and Jane is intentional about language. She emphasizes using *homes*, not *trailers*, knowing words shape perception. Manufactured housing offers space, security, and attainable paths to homeownership — and it deserves to be represented with professionalism and pride.

That same intentionality shapes the way she leads. In her community, a lease-to-purchase program allows families to apply half of their monthly rent toward a future down payment, with many qualifying for traditional lending within a year. Under Jane's guidance, dozens have transitioned from renting to owning — building equity and creating lasting opportunity for their families.

That impact is not accidental — it reflects the way Jane approaches her work. At the heart of her leadership is empathy, evident in the trust she builds with both clients and colleagues.

For Jane, manufactured housing is more than a career. It's a platform to lead with integrity, expand opportunity, and demonstrate that women can build meaningful, successful careers in this industry.



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## *Professionalism, Performance, and Purpose*

### In Her Own Words

My journey into manufactured housing was not something I initially planned, but it has become one of the most meaningful chapters of my professional life. I entered the industry during a season where I was searching for stability, purpose, and a career that allowed me to genuinely help people. What I found was far more than a sales position. I found a calling rooted in service, education, and advocacy.

As a woman in manufactured home sales, I quickly learned that success in this industry requires more than product knowledge. It requires patience, trust-building, resilience, and the ability to meet people where they are, often during one of the most important financial decisions of their lives.

Many of my clients are first-time homebuyers, families navigating credit challenges, or individuals who have been told “no” more times than they can count. Being able to walk alongside them, educate them, and help turn uncertainty into homeownership has been incredibly rewarding.

Because of my growth, performance, and dedication to serving others, within just two years of entering the manufactured housing industry, I was

promoted to manage a larger portfolio within the company I work for. This opportunity allowed me to expand my reach, support more families, and change more lives through homeownership — a responsibility I do not take lightly. The promotion affirmed not only my professional growth, but also my commitment to leading with integrity, empathy, and excellence.

Like many women in this space, my path has had its share of challenges. I’ve had to find my voice, stand firm in my expertise, and learn how to balance compassion with confidence in a traditionally male-dominated environment. Each experience has strengthened my ability to advocate for my clients and for myself and reinforced my belief that women bring a unique and necessary perspective to manufactured housing.

What keeps me passionate about this industry is the impact. Manufactured housing isn’t just about homes. It’s about accessibility, dignity, and opportunity. I’m proud to be part of an industry that provides real solutions for real people, and even prouder to represent women who show up every day with integrity, professionalism, and heart.

***Jane Williams on Growth: “Get out of your comfort zone.”***