

Williams Rebuild Launches to Support Families Recovering from Wildfire Devastation

Dedicated team brings proven experience, expert guidance, and comprehensive Rebuild Playbook to help homeowners navigate recovery

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Williams & Watt Builders, a family-owned Southern California homebuilding company with nearly 30 years of experience, proudly announces the launch of [Williams Rebuild](#), a dedicated company committed to helping families rebuild homes lost to the Southern California devastating wildfires. With deep roots in the region and a proven track record of post-disaster rebuilding, Williams Rebuild provides experienced solutions to streamline the reconstruction process for homeowners.



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Dan Faina

"Our mission at Williams Rebuild is simple: to help families rebuild and restore what was lost," said Dan Faina, President of Williams Rebuild. "We understand the emotional and logistical challenges of rebuilding after a wildfire. Our team applies a fully transparent, open-book

approach, guiding homeowners through every step with care, expertise, and efficiency. We serve as a centralized partner, streamlining the entire rebuilding process and reducing the stress of coordinating multiple consultants and subcontractors - so families can focus on moving forward."

With three decades of experience building thousands of homes across Southern California, the Williams Rebuild team brings unmatched expertise to disaster recovery efforts. Many of its team members played a pivotal role in rebuilding Ventura County after the Thomas Fire in 2017, working closely with homeowners to restore communities devastated by the fire. This hands-on experience led to the creation of the Williams Rebuild Playbook, a structured approach designed to help families navigate the challenges of reconstruction efficiently and effectively.

1. Identify and Catalog the Loss – Assessing property damage and understanding the full scope of rebuilding needs.



2. Get Clear on Available Resources & Coverage – Helping homeowners navigate insurance policies, financing, and available assistance programs.

3. Establish Steady and Secure Temporary Housing – Providing guidance on interim housing solutions to ensure stability throughout the reconstruction process.

4. Qualify the Right Builder Partner – Ensuring homeowners work with a licensed, local builder who understands regional permitting requirements and has the capacity to scale to meet the rebuilding demand. Williams Rebuild acts as a one-stop partner, eliminating the stress of managing dozens of consultants and subcontractors independently.

“For our team, this work is deeply personal,” said Patrice Quishenberry, Vice President of Williams Rebuild. “As a company rooted in Southern California, we understand the unique challenges homeowners face in wildfire recovery. As someone raised in Altadena, I know firsthand how much these communities mean to the families who call them home. Our goal is to be a resource, offering best practices and expert guidance—whether or not homeowners ultimately choose to rebuild with us.”

To ensure direct, boots-on-the-ground support, Williams Rebuild is establishing offices in Altadena and Pacific Palisades, providing local homeowners with immediate access to expert advice and personalized guidance on their next best steps.

“What sets Williams Rebuild apart is our presence and purpose,” said Dan Faina, President of Williams Rebuild. “With offices right here in Pasadena, our team is on the ground, ready to respond in real time. We’ve brought together a group of experts—from insurance navigation to custom home design—who understand both the urgency of rebuilding and the long-term dream of coming home again. This is more than construction. It’s a calling.”

Homeowners seeking expert guidance on their rebuild plans can contact Williams Rebuild at williamsrebuild.com or contact@williamsrebuild.com.

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