

CORPORATE DATA

Sterling, Williams & Associates LLC
dba Greenridge Properties

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DIFFERENTIATORS

Compliance-First Operating Model

Every hotel partner is vetted against solicitation requirements prior to bidding, reducing the likelihood of non-compliance, performance issues, and corrective actions.

Risk Reduction for Government Customers

Our processes proactively address common lodging risks, including no-shows, billing discrepancies, cultural requirements, and hotel operational gaps.

GovCon-Focused Execution

Unlike traditional travel agencies or brokers, Greenridge designs lodging solutions specifically for government procurement environments and Guard/DoD operational realities.

INDUSTRY CODES

- NAICS Codes:
 - 721110 – Hotels (except Casino Hotels) and Motels
 - 561599 – All Other Travel Arrangement and Reservation Services
- PSC Codes:
 - V231 – Transportation, Motor Pool Operations (Passenger)
 - X1AB – Lease/Rental of Conference Space and Facilities
- UEI / CAGE Code: SEH4WNUGDET9 / 146L3
- Business Type: Small Business



CAPABILITY NARRATIVE

Greenridge Properties is a small-business government lodging solutions provider specializing in compliant, mission-ready lodging operations for federal, state, and local agencies. We support DoD, Air and Army National Guard units, VA, and SLED organizations with structured lodging options aligned with FAR, DFARS, and agency-specific requirements.

We operate as a GovCon lodging operator, integrating hotel partner vetting, compliance management, reservation control, and government-ready billing processes. Our approach reduces operational risk for contracting offices while ensuring reliable, audit-ready execution.

CORE COMPETENCIES

- ▶ Corporate housing and rental property management services.
- ▶ Short- and long-term accommodations for traveling professionals and government personnel.
- ▶ Real estate property acquisition, renovation, and resale.
- ▶ Tenant support, leasing assistance, and landlord services.

RELEVANT EXPERIENCE

Military Operations & Logistics Experience

Personnel Management Specialist (MOS 75C10) - Port Call Clerk HHD 36th SIG BN - Active Duty - Daegu, Korea (1981-1983): Planned and coordinated flight schedules and transportation timelines for returning service members; managing time-sensitive personnel movements under strict military procedures.

Real Estate & Lodging Experience

Property Renovation & Management (2006-2020): Successfully renovated, leased, and managed multiple residential properties; experience includes tenant relations, property upkeep, and financial oversight.

Licensed Real Estate Agent (2011-2016): Licensed in Illinois and Missouri, with experience assisting landlords, buyers, and sellers, providing insights into property markets, compliance, and negotiations.

Corporate Lodging (2023-Present): Lodging provider for traveling professionals in need of extended stay lodging during contract work assignments.