

South Montgomery
County Woodlands



ECONOMIC DEVELOPMENT
PARTNERSHIP

News

Restaurants, hotels compel company to make move

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For one company, south Montgomery County's estimated 160 restaurants and nearly 2,000 hotel rooms is reason enough to call The Woodlands home.

American Financial & Automotive Services is one of the newest tenants of the master-planned community's burgeoning commercial building, 24 Waterway Avenue. The company is leasing 25,000 square feet of space in the 13-story structure.

Arden Hetland, president, said the company was enticed to make the 50-mile move from League City by the plethora of restaurants, shopping amenities and hotel accommodations the area offers. It is a perk especially important to Hetland's business, which includes wining and dining at least 1,100 guests each year.

Besides providing financial business planning services, American Financial offers week-long training sessions for employees of new car dealerships from across the country.

"When they come to our training academy, we have to make sure we offer the most professional atmosphere as possible," he said.

American Financial's new amenity landscape includes eight hotels, two movie theaters and more than 50 eateries within walking distance, according to The Woodlands Convention and Visitors Bureau.

Hetland also raved about the cultural atmosphere the master-planned community provides employees' families. About 145 workers will make the move, and the company plans to expand its workforce by about 30 percent.

"Our employees are excited about the move," Hetland said. "The Woodlands gives us exactly what we want for our company."

The company will begin moving into its new location Feb. 1.

To learn more about American Financial & Automotive Services, visit www.afasinc.com.

BY THE NUMBERS

Restaurants in The Woodlands: 124

Restaurants in Shenandoah: 35

Hotel rooms in The Woodlands: 1,473

Hotel rooms in Shenandoah: 485