



Will Goff

Vice President, Brokerage

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EXPERTISE

As part of the Ackerman & Co. Brokerage team, Will focuses on land brokerage and site selection for clients that include long-term owners, family entities, estates, exchange buyers, builders, developers and lenders.

A large portion of Will's business is representing developers to identify sites for multifamily and industrial projects, with current deals spanning the Sunbelt from Atlanta to Houston and Charlotte to Tampa.

As part of his commitment to helping clients achieve their business goals, Will provides a full suite of predevelopment advisory services including site selection, land valuation, development-cost analysis, contract structure, zoning and entitlement, and tax deferral.

In 2020, Will received Ackerman & Co.'s Young Broker of the Year award in recognition of his accomplishments and dedication to serving his clients. Since joining the firm in 2017, Will has completed land deals and investment sales in excess of \$120 million.

Will received a Bachelor of Business Administration from the University of Mississippi and a Master's in Real Estate Development from Georgia Tech. He is a CCIM candidate, having completed all coursework and portfolio requirements for the designation, and plans to take the final qualifying exam at the next availability.

EDUCATION/PROFESSIONAL AFFILIATIONS

Bachelor of Business Administration (BBA), University of Mississippi

Master's degree, Real Estate Development, Georgia Tech

Member, Commercial Board of Realtors

Licensed Real Estate Broker, State of Georgia

CCIM candidate