



Will Goff

Associate, 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 currently focused on representing developers to identify sites for multifamily and industrial projects. Will has carved out a niche in LIHTC and outside storage space, with current projects spanning across the Sunbelt from Atlanta to Houston and Charlotte to Tampa.

As part of his commitment to helping his clients achieve their business goals, Will provides a full suite of predevelopment services. These advisory services include local market expertise, site selection, site valuation, cost analysis, deal structure, zoning and entitlement, contract management 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, Will has completed land deals totaling nearly \$40 million.

Will is currently pursuing his Master of Real Estate Development at Georgia Tech and is a CCIM candidate, having completed all coursework and portfolio requirements for the designation. He plans to take the final qualifying exam at the next availability.

EDUCATION/PROFESSIONAL AFFILIATIONS

Bachelor of Business Administration (BBA), University of Mississippi

Member, Commercial Board of Realtors

Licensed Real Estate Broker, State of Georgia

CCIM candidate