

Features

NAI Global Goes Off the Beaten Track

NAI Global explains why it is opening three new offices in secondary Southeastern US markets.

By **David Wilkening** | January 03, 2019 at 08:31 AM



Jay Olshonsky

NAI Global is opening three new Southeastern US offices in tertiary markets, two in the state of Georgia and one in Florida, and candidly tells GlobeSt.com the reasons why. President of NAI Global Jay Olshonsky explains:

“Each of these offices have one common goal in mind when they choose to become

part of a larger organization – to win more business. And they do so by becoming more competitive in their respective marketplace while generating more inbound referrals and having trusted partners for sending their referrals to other markets.”

He also explains the move towards secondary markets, since all three offices in Columbus and Valdosta, GA., and Lakeland, FL are near but not in major markets.

“NAI Global is in all of the primary markets and in recent years our platform has become increasingly attractive to firms in secondary and tertiary markets throughout the U.S.,”

The geographic location of all three offices is a key.

In Georgia, Columbus in the western part of the state is near Alabama, while Valdosta is only about 20 miles north of the Florida state line.

Columbus' economy is driven primarily by Fort Benning, which supports over 100,000 active-duty military, family members, reserve soldiers, retirees, and civilian employees on a daily basis. The financial services industry, and more recently, the automotive industry also have significant economic impact. The area also includes numerous corporate headquarters and several large employers.

Move fills a void

NAI Commercial Realty Advisors Principal Clay Browning in South Georgia says becoming part of NAI Global "fills an important void for the company in the Southeast, particularly with our connections to Atlanta and Savannah, the Carolinas and proximity in northern Florida."

The State of Georgia was recently ranked #1 by Site Selection Magazine for the best business climate in the U.S. It was the 6th consecutive year Georgia was ranked first.

Lakeland's location along I-4 is close to both Orlando and Tampa

The Lakeland office is on the famous I-4 corridor linking Orlando and Tampa. Tampa is 39 miles west of Lakeland while Orlando is 56 miles east of the city. Principal Phil Mays says his firm there recently completed a transaction with NAI Realvest in Orlando. The company serves all of Polk County where Lakeland is located but also works in Sarasota and Clearwater on the Gulf side of Florida and as well as Daytona Beach and Deerfield Beach on the East Coast of Florida.

NAI Global has more than 400 offices strategically located throughout North America, Latin America, Europe, Africa and Asia Pacific, with over 7,000 local market professionals, managing in excess of over 425 million square feet of property. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.