



Commercial Real Estate Services, Worldwide.

For Immediate Release

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NAI Earle Furman & NAI Columbia Announce Merger

Greenville, South Carolina (January 2023) – A partnership in the works since 2019, commercial real estate firms NAI Earle Furman (Greenville, SC) and NAI Columbia (Columbia, SC) recently joined forces in a creative alliance. The merger was the final step in a four-year process between eight local Columbia partners and NAI Earle Furman.

Jon Good, CEO of NAI Earle Furman explained, “We are excited that NAI Columbia is officially rolling into our business family. This collaboration will mutually benefit both of our firms with more manpower, added support, and additional resources. Together, we will be able to better serve our clients throughout South Carolina and beyond.”

NAI Columbia was established from a joint venture with NAI Earle Furman along with eight principals that had served as senior brokers with NAI Avant. NAI Avant derived from national real estate developer Edens and Avant, which was founded in Columbia, S.C. in 1966. NAI Avant continued serving the Midlands before its sunseting and reformation as NAI Columbia under new leadership and a new company structure.

“We began this partnership four years ago with a plan to ultimately merge the companies. NAI Earle Furman has an infectious entrepreneurial spirit and culture that will maximize growth for our shareholders and employees. We could not be happier about what the future holds for our new combined company” explained Patrick Chambers, Principal at NAI Columbia.

With over 200 years of combined local experience in commercial real estate among its eight partners, NAI Columbia is made up of experts dedicated to building on the history of the firm by adding new technology, tools, and personnel to preserve and grow the group’s position as a top firm in the region. Today NAI Columbia is one of the Midlands’ top commercial property brokerage and management firms. As a result of this newly combined entity, Jon Good will serve as CEO for both NAI Earle Furman and NAI Columbia.

NAI Columbia joins Greensboro, NC-based NAI Piedmont Triad, which merged with NAI Earle Furman in 2017. This strategic alliance across the Carolinas equally benefits all three

firms with additional manpower, expanded resources, and ever-evolving cross-market projects fueled by combined expertise.

Individually, each firm has been an active presence in its market for over three decades, and together they share an engaging environment defined by teamwork, guidance, and growth. Through NAI, a managed global network of outstanding brokers, NAI Earle Furman, [NAI Piedmont Triad](#), and [NAI Columbia](#) are uniquely capable of satisfying client requirements, with experts on the ground in virtually every location around the world. This collective services platform provides an expansive yet nimble and responsive structure that enables these firms to efficiently deliver superior results.

For more information, visit www.naiearlefurman.com.

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