



Commercial Real Estate Services, Worldwide.

For Immediate Release

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NAI Earle Furman Welcomes A New Associate

Greenville, South Carolina (November 2025) – NAI Earle Furman, a leading full-service commercial real estate firm in the Carolinas, recently welcomed a new associate to the Huff Creek Properties division in its Greenville, SC office.

Will Rogers, Associate – Huff Creek Properties Division

Will Rogers joined Huff Creek Properties with a lifelong passion for the outdoors and land stewardship. A graduate of Dartmouth College, Will's interest in real estate was sparked during an internship with NAI Earle Furman in the summer of 2024, where he developed a strong appreciation for the intersection of land, management, and investment.

An avid outdoorsman, hunter, and fisherman, Will has spent years managing his family's 300-acre property, overseeing everything from habitat improvements and food plot development to conservation planning. His hands-on experience and deep respect for the land fuel his commitment to helping clients find properties that support their own outdoor and investment goals.

Will is a strong advocate for wildlife management, conservation, and responsible land ownership, values that guide both his work and his personal pursuits.

About Huff Creek Properties

Based in Greenville, South Carolina, Huff Creek Properties (HCP) is the timber and recreational land division of NAI Earle Furman, LLC. With over 25 years of combined land sales experience, the HCP team passionately serves clients throughout South Carolina, North Carolina, and Georgia. They are dedicated to building enduring relationships with those who share their deep appreciation for the unique value and spirit of the land. Learn more at www.huffcreekproperties.com.

About NAI Earle Furman

Headquartered in Greenville, SC, NAI Earle Furman is part of an integrated network of firms with a rich history of growth and collaboration. In 2017, the founding firm in the Upstate merged with North Carolina's NAI Piedmont Triad, forming a dynamic partnership that expanded its reach across state lines. This market presence was further bolstered in 2019 through a strategic partnership with NAI Columbia (formerly Avant) in South Carolina's Midlands, culminating in a merger in January 2023. Today, this unified family of companies operates seven offices across North and South Carolina, combining regional expertise with a shared commitment to excellence.

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. This strategic alliance equally benefits all three firms with additional manpower, expanded resources, and ever-evolving cross-market projects fueled by combined expertise. With integrity, collaboration, and client success at its core, the Company is redefining the standard for commercial real estate services in the Southeast.

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. For more information, visit www.naiearlefurman.com.