



Senior Brokerage Associate
Land Brokerage

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Education or Qualifications

Bachelor of Science, Clemson University

Master of Business Administration, University of South Carolina

Specializations

Retail

Brokerage: Landlord Representation

Brokerage: Tenant Representation

Marshall Hoefler

Area of Expertise

Working to facilitate and improve real estate transactions in retail and land uses, I joined Colliers in 2014 after operating my own commercial real estate and property management company in Columbia, SC for 22 years.

Having managed and developed various property types around central South Carolina, and with this added insight, I have a deeper understanding for the needs of developers and users.

I am conversant in the regulatory requirements affecting developers and have good working relations with municipal government. I enjoy getting to build relationships with my clients, and I find that my success is in helping them to grow their businesses. This allows the relationships that I build to thrive, even years down the road. People come to me when they need a loyal real estate partner who has their best interest in mind.

Professional Accomplishments

I have been involved in multiple development projects, including resort condominiums, neighborhood retail centers, multifamily properties, an office park and parking lots. Working in commercial real estate is so rewarding to me because I get to be a part of the growth of my community and watch Columbia and all of South Carolina expand and prosper.

Business and educational background

I am a graduate of both Clemson University, where I earned my Bachelor of Science degree, and the University of South Carolina, where I earned my MBA. Prior to beginning my commercial real estate career in Charlotte, NC, I spent eight years in the banking industry in Columbia.

Community Involvement

I have been an active member of my community by participating in organizations that I feel passionate about, such as the United Way, Workshop Theater, Babcock Center, Carolina Children's Home and Palmetto Place Children's Shelter. I am a former member of the City of Columbia Planning Commission, the Central Midlands Council of Governments Board and the Columbia Sertoma Club. I previously served in the U.S. Army Reserves.

When I'm not spending time with my family and grandchildren, I stay active with golf and time in my garden.