



FOR IMMEDIATE RELEASE

October 6, 2023

NAI Columbia Welcomes New Marketing Specialist

Columbia, SC – NAI Columbia is pleased to announce the addition of Kourtney Vermillion to the Columbia office.

Kourtney joins NAI Columbia as a marketing specialist and will be working closely with the director of research, brokerage specialists, and sales and leasing administrators. She will be responsible for developing engaging marketing materials that align with client goals and strategic branding efforts.

Kourtney will work in collaboration with her Columbia colleagues to manage social media accounts, public relations efforts, market research and event coordination. She will also work alongside Flock and Rally, a local full-service creative agency, to implement marketing tactics for NAI Columbia, including community support, brand positioning, public relations, and advertising.

“I am thrilled to join a team committed to excellence,” Kourtney said. “I am also eager to contribute my expertise in strategic communication management and marketing to drive results and enhance NAI Columbia’s brand presence.”

Kourtney graduated from the University of South Carolina where she received a B.A. in Print Journalism and a M.M.C. in Strategic Communication Management. Prior to joining NAI Columbia, she served as the Graduate Assistant of Marketing and Communications for Central Carolina Community Foundation.

Welcome, Kourtney!

About NAI Columbia

NAI Columbia, a full service commercial real estate firm, officially launched on January 1, 2019. The new company is a partnership with NAI Earle Furman (Greenville, SC) and eight local principals, all of whom were senior brokers with NAI Avant, which has served the midlands market for over fifty years. As the Metropolitan Columbia representative of NAI Global, NAI Columbia is affiliated with more than 375 offices strategically located throughout North America, Latin America, Europe, and Asia Pacific, with more than 6,000 local market professionals, managing more than 1.15 billion square feet of property and facilities. NAI Global is the single largest, most powerful global network of owner-operated commercial real estate firms that work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Columbia provides comprehensive brokerage, leasing, development, property, and project management services throughout the Southeast.

Contact: Kourtney Vermillion

803.744.9864

kvermillion@naicolumbia.com