

BROKER SPOTLIGHT

Southeastern Land Group

Southeastern Land Group joined the Potlatch Preferred Broker Network in early 2017. The Southeastern Land Group team helps people purchase Potlatch-owned recreational and timberland investment properties throughout Alabama, which is a natural fit with its core business being rural land sales.



The company was founded in 2003 as AlaLandCo, with the goal of helping people buy and sell farms, timberland, and recreational properties in Alabama. In 2015, AlaLandCo became Southeastern Land Group, and has grown from focusing solely on Alabama to now providing these same services in Alabama, Mississippi, Georgia, Florida and Tennessee.

The team is passionate about helping people buy and sell land, and the results are proof of that. With more than 20 full-time land brokers and agents and two office administrators, the company sells properties both large and small to a wide variety of buyers.

Jonathan Goode is leading Potlatch recreational property sales for Southeastern Land Group in Alabama, working with his colleague Rick Bourne. Both have significant experience in selling all types of rural properties, giving them the ability to help buyers understand both the recreational and investment sides of a purchase.



Jonathan Goode

For Goode, the work ties into his love of the outdoors. He lives on a 70-acre farm near Marion in Perry County, Alabama, where his family grows much of its own food and enjoys spending time in the outdoors.

“Like many people, I want my children to have opportunities to be in the garden, to play in the creek, and to enjoy hunting, fishing and just being outdoors.” he says.

Jonathan is an Accredited Land Consultant (ALC), a prestigious designation of the Realtors Land Institute (RLI) earned by land brokers who have demonstrated significant skill and knowledge in their field. He served as president for the Alabama Chapter of RLI in 2016. Jonathan is a co-host of the weekly radio program, The Land Show, and is a contributor of land-related articles for LandThink.com and the RLI blog.

“Being part of the Potlatch Preferred Broker Network is a real privilege,” Jonathan says. “We appreciate the opportunity to serve in a Network that includes some of the top land sales professionals in the country. Prospective buyers appreciate property that has been well managed, and Potlatch is known for being good stewards of their lands.”

For more information about Southeastern Land Group or its Potlatch land listings

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