

THE GOOD GROUP

CRE BROKERAGE & ADVISORY

Advisory | Brokerage | Consulting Engineering | Development

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ABOUT US

The Good Group is a prominent commercial real estate advisory & development consulting firm with focus in Metro Atlanta, Georgia and South Florida. More than 35 years in real estate development consulting.

We offer perspectives across multiple facets of the commercial real estate industry: from ***Brokerage Sales & Leasing Services*** to ***Consulting Engineering*** (civil engineering and site development) and ***Development***. With proven expertise in these areas, we provide *exceptional* value.

As you flip through this brochure to find examples of our work, expertise, and client testimonials, we trust you will also recognize the high level of experience our team offers. We are a team you can trust to get the job done; a team that seeks long-term relationships, understands your real estate goals, and helps you achieve them.

Let's get started,

Rob





BUSINESS OVERVIEW

The Good Group offers a full-service approach to Real Estate Development by providing services such as:

- ***Advisory***
- ***Brokerage***
- ***Due Diligence***
- ***Market Research & Feasibility Studies***
- ***Site Planning***
- ***Consulting Engineering***
  - *Civil engineering*
  - *Site development*
- ***Project Management for the Development of Commercial and/or Residential Projects***

In 2003, after working for large consulting companies, Robert H. Good identified a need for this niche service because clients generally had to obtain these services from multiple consulting providers, but now through The Good Group, we offer a one-stop service solution – saving you time and money.

Due to the unique experiences of The Good Group and its associates, we provide a multidisciplinary approach to solving problems. Because of this, we have a wide array of services, including, but not limited to, site selection and acquisition, due diligence, project management, owner representation, planning, entitlements, design, permitting, construction support, and property disposition.

Since The Good Group is a small business, we offer personalized service. Our Clients are more than just a number to us; we prioritize and partner with you to create and implement your vision.

VISION

We help our clients Acquire, Develop, Manage, Lease, and Sell Property. By assembling professionals with diverse backgrounds and high levels of expertise in multiple disciplines, we are truly unique from our competition.

We are the preferred real estate advisors of choice in our markets, and we work hard to help our clients grow, guided by our national exposure, expertise, and knowledge.

MISSION

The Good Group is committed to providing the resources needed for your project. The knowledge and technical expertise to provide quality service, timely deliverables, and the responsive personal attention you expect and deserve, is readily available for our clients.

Our principal, Robert Good, works closely with each client, providing senior leadership, sound technical expertise, and a proactive approach to project management and jurisdictional agency coordination.

OUR SERVICES

BROKERAGE

We utilize GIS mapping and market data to offer the best price, shorter due diligence periods, & more effective negotiations. With access to in-house engineering tools and GIS data, our team helps us provide greater property and market insight than our competition.

DEVELOPMENT

In our development consulting, we consider every factor – market research, site selection, feasibility, site plan, design, pro forma, and project schedule – all in order to help you make the best decision on your project.

CONSULTING ENGINEERING

- **Civil engineering**
- **Site development**

We have a full-service engineering team of professionals with diverse experience and valuable knowledge within the Southeast region in site investigation, land planning, civil/site development, GIS mapping and analysis, project management and owner representation.

The Good Group

Our Core Values: Focus. Hustle. Accountability.

www.thegoodgroup.com

Over $365 million in commercial real estate transactions, and 450+ projects successfully engineered

Focus

At The Good Group, we tackle every task with unwavering clarity and precision, consistently striving for excellence

Hustle

We are committed to being responsive, agile, & expeditious in our approach. We are always thinking of the next step in the deal.

Accountability

As a small business, we rely on each other to hold fast to our commitments and maintain the high standards we set together.

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Highlights from our Project Portfolio



Taubman

Two decade+ regional Mixed-Use Retail, Residential, and Office project on a 164-acre parcel, Forsyth Town Center near Alpharetta, GA.



Northern Tool & LA Fitness

Big Box stores designed within an expanded parcel (8 acres) created from former wetland & floodplain land at Lakeland Park Center, Lakeland, Florida; included mass grading, stormwater, utility design, and permitting.



Park Place on Fowler

Mixed-use development included residential condo and office uses on a one-acre parcel in Downtown Woodstock, GA.

Taubman

This project includes Regional Retail, Residential, and Office uses on a 164-acre parcel. The Good Group (TGG) has performed a wide range of services since inception of the project, from program management of Ronald Reagan Boulevard design to rezoning and entitlements. TGG also provided brokerage services which closed the transactions for two apartment complexes within the mixed-use development. TGG continues to update the entitlements and monitor nearby developments and any revisions to codes to protect the status of the entitlements.

Project Highlights

Location: Forsyth Town Center Alpharetta, GA, 2005-present
Client: Taubman Centers | TRG Forsyth, LLC

- Performed preliminary and final due diligence including surveys, geotechnical, traffic, other studies and analyses
- Assisted in authoring an overlay district chapter in the Forsyth UDC
- Managed consultant design team for Ronald Reagan Boulevard (new road)
- Prepared preliminary engineering scenarios to confirm concept feasibility
- Provided brokerage services for peripheral parcels (nearly $15M in listings)
- Negotiated utility reservations, development agreement, & other entitlements.
- Currently monitoring construction of apartment complex



LA FITNESS

The Good Group (TGG) provided site design services for a parcel within the Lakeland Park Center development in Lakeland, Florida. The project scope included mass grading, stormwater, and utility design, and permitting for an 8-acre site. Challenges included a wetland dredge-and-fill permit, and a regional no-rise ICPR model to confirm the pond redesign. Additionally TGG provided a creative solution to escrow the tree mitigation fee and recapture that money as final landscaping was completed. TGG also observed construction on behalf of the Owner and coordinated as-built review and approval.

Project Highlights

Location: Lakeland Park Center, Lakeland, FL
Client: Ramco-Gershenson Property Trust

- Redesigned master stormwater system to accommodate additional project acreage without increasing pond area
- Assisted in locating fill dirt and an earthwork contractor.
- Managed and observed the import and placement of 80,000 cubic yards of fill
- Managed wetland dredge and fill permitting, including negotiation of the wetland mitigation credit price
- Prepared all plans and specifications for construction
- Managed re-platting of the overall subdivision plat
- Facilitated approvals through various departments at the City of Lakeland and SWFWMD



REZIDE
JUST LIVE BETTER
A Tony Pony Company

GOOD INVESTORS

This project included residential and office uses on a one-acre parcel. Working closely with the Owner, The Good Group designed a plan that maximized the site while integrating style into the existing surrounding development. The first two of the buildings consist of a total of 14 residential condominiums, and the third building will be two floors of professional offices (approximately 8,400SF total), and two penthouse residential condos as the third floor.

Project Highlights

Location: Park Place on Fowler Woodstock, GA, 2017-2019
Client: Rezide Properties | Fowler Office Park LLC

- 1-acre mixed-use development
- Provided grading, drainage, and utility plans, and facilitated permitting through the local government
- Maximized the site plan to achieve the most density allowed by code
- Coordinated closely with the Architect to develop the final plan
- Managed and observed construction for schedule and quality assurance



Testimonials from our clients

Bill Pepin,
WP Development Consultants

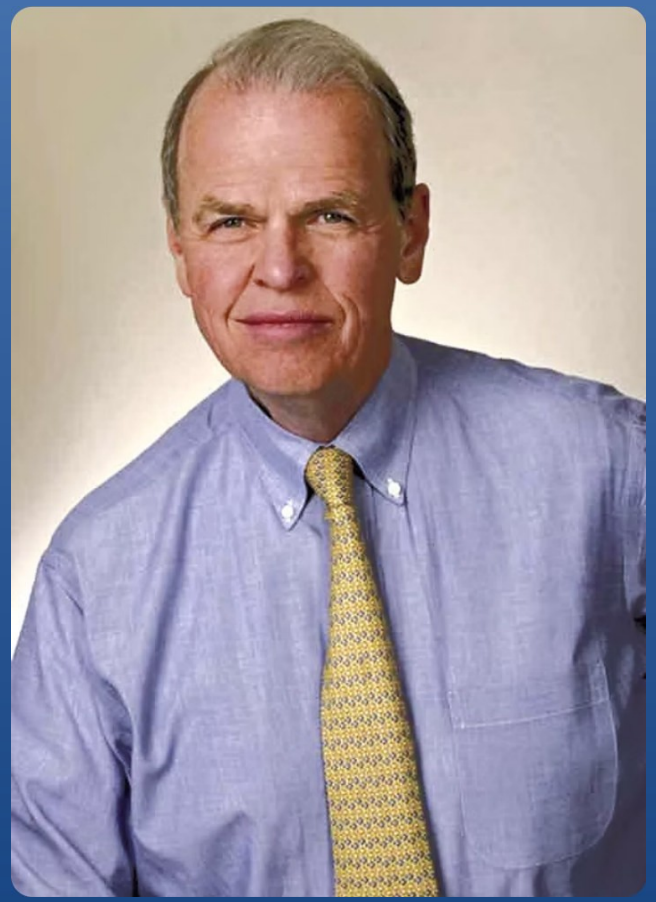
"How do I sum up The Good Group in one word?... TENACIOUS! I have been making my problems their problems for 16 years; they keep coming back for more!"

Steve Kieras,
The Taubman Company

"The Good Group is a loyal and strategic consultant who has provided us with more than 16 years of service in commercial real estate, development consulting, and civil engineering throughout the continental United States and Puerto Rico."

Tony Perry,
Rezide Properties

"Within 18 months of partnering with The Good Group, I made a half-million dollars!"



John Wieland, founder and former chairman of John Wieland Homes and Neighborhoods

“Rob Good is more than a top-notch Real Estate Broker; he is your partner in success. With his combined experience in engineering and development, Rob has great ideas on getting the maximum value out of any available piece of real estate. Most of all, he works with you to help your business flourish. We have used The Good Group as our go to brokerage on a number of transactions and have been very pleased.”

Testimonials from our clients

Mark Holz, Property Developer

“The Good Group's expertise, savvy marketing, and innovative approach swiftly facilitated the sale of our land in Milton, overcoming the multiple challenges associated with two land-locked platted lots located under the covenants of an HOA and the distractions of a NIMBY community. TGG's strategic solutions ensured an exit from our long-standing development and surpassed our expectations for market compensation. We're happy to celebrate this remarkable success with The Good Group and look forward to future collaborations for our family office interests in Florida with their office in West Palm Beach.”

Testimonials from our clients



Lee Lusk, CEO & Owner of The Wheeler House

“After collaborating with The Good Group when they successfully brought the buyer for my previous property in Acworth, GA, I was impressed by their tenacity and chose to partner with them again—this time for my properties in Ball Ground. In addition to selling a property of mine on the corner of 575 and Howell Bridge under 18 months, The Good Group demonstrated unwavering dedication throughout the “Elem” project, from their comprehensive market research to their hands-on involvement in every detail, down to the assessment of the type of light fixtures needed within the space. CEO Rob Good and real estate advisor Emily Hardigee have been an absolute pleasure to work with, and I was thoroughly impressed with the level of service TGG provided at every stage—from intentional demographic research to the final disposition of the property.”

Testimonials from our clients



THE GOOD GROUP

REAL ESTATE

THANK YOU

www.TheGoodGroup.com