

## SPOTLIGHT

# ON THE HUNT

From crunching numbers to conserving habitat, **ERICA KOHLER** has earned her stripes marketing and selling some of the most storied quail plantations in the Red Hills of Florida and Georgia.

BY LISA MARTIN

**A**ny given fall afternoon, Erica Kohler might be whipping up a batch of venison chili in the kitchen of her 650-acre ranch outside of Tallahassee or negotiating a deal on a 150-year-old plantation. No matter the activity, this trailblazer feels a strong connection to the land, and she takes particular pride in the role she's played improving the habitat on properties she has brokered.

She's also racked up some very impressive numbers while doing so: selling more than \$530 million including some of the South's most prestigious quail plantations during the last decade alongside her husband, the founder and namesake of Jon Kohler & Associates. In 2007, she joined the company straight out of the Real Estate School of Business at Florida State University, one of only four employees at the time. Jon Kohler & Associates has grown substantially since then and now has offices in Florida, Georgia, South Carolina, Mississippi, and Alabama. Erica rose through the ranks to become director as well as a partner.

When COVID-19 hit, she and Jon decamped some 40 miles from their home in Tallahassee to Lick Skillet Plantation south of Thomasville, Georgia. Nestled among the pines, the couple homeschooled their two young sons, Greyson and Ashton, fished, and gardened, all while maintaining a breakneck professional pace. Back in 2010, they'd developed and trademarked the Social Storm program. Aimed at clients looking for a property to retreat to during a pandemic, civil unrest, or other crisis, Social Storm saw a surge of interest in the late spring and summer.

"Jon came up with the idea when he started personally planning for our ranch," says Kohler, who credits her husband with generating many of the company's creative endeavors. Early in her tenure, Jon Kohler & Associates pioneered the use of

videos in listings along with high-quality photography in lifestyle shoots with models. The brokerage also became known for its due diligence books, which included detailed maps, rich photography, and extensive background on each property.

Kohler brings an array of analytical skills to the table – a huge asset when crunching numbers for sellers, a specialty of hers, and she believes she looks at properties from a slightly different angle

## BY THE NUMBERS

**\$530 Million**  
That's the total value of land sold by Erica Kohler over the last decade.

than her male counterparts.

Her deep commitment to the land dates to a childhood in Birmingham, Alabama, and Destin, Florida. Her first project for Jon Kohler & Associates was Northeastern Tallahassee's Centerville Conservation Community, where she spearheaded the preservation of more than 70 percent of the land for open-space common areas.

In 2013, she and Jon became founding partners of LandLeader, a network of

real estate professionals specializing in ranch, farm, and recreational properties throughout North America. Kohler says she appreciates the chance to network and collaborate on marketing as well as learning firsthand what's happening in other markets around the country.

Though she's seen interest in plantations, irrigated farmland, and cattle ranches cycle over the years, consumer commitment to protecting the environment grows stronger and stronger.

"It's super rewarding to work with a landowner and see how much they've done to improve a habitat," she says. "It's truly the best way I know to make the world a better place." 🌱



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**CHINOUAPIN PLANTATION**

Erica Kohler (and Brooks)  
at the renowned Red Hills  
quail plantation, which was  
listed and sold by  
Jon Kohler & Associates.