

Broker Snags National Award for Sales of Florida, Georgia Plantation Lands



by TaMaryn Waters

Jon Kohler, a Lamont-based broker known for representing large recreational land deals across the southeast, is being recognized as a top national broker and broke records with \$239 million in sales in 2025.

Kohler, founder of Jon Kohler & Associates, has been named the National Broker of the Year in Recreational Land Sales at the REALTORS® Land Institute (RLI) Awards on March 16 in San Antonio, Texas. The event coincided with the 20th anniversary of the National Land Conference.

His firm specializes in plantations, ranches and high-quality recreational land sales and closed on more than 17,000 acres at an average price of

\$6,900 per acre. It crushed industry benchmarks by closing over \$239 million in sales, which represents a volume "average of over \$650,000 in transactions every single day of the year," according to the company.

"Receiving these honors from RLI during the 20th Anniversary of the NLC is a reflection of the growing realization that high-quality, well-stewarded land is one of the most stable and rewarding assets a person can own," said Kohler, in a statement. "I am incredibly proud of Walter Hatchett and our entire team. Surpassing \$239 million in sales and maintaining a \$6,900 per acre average shows that our clients are investing in a legacy of conservation and outdoor heritage."

Kohler has represented several sizable land deals in the region. Here's a snapshot of some examples in recent years:

- Southlands — a real estate gem spanning 5,653 acres and described as a sport huntsman's paradise with an abundance of bobwhite wild quail, turkey and whitetail deer. Located in south of Bainbridge, Georgia, and on the eastern shore of Lake Seminole. It was purchased by social media influencer Jake Paul for \$39 million last year.
- River Ridge West — In Gadsden County, the 3,690-acre property is known for its quail hunting and sits in the western half of the Red Hills Plantation. It was listed for \$19.5 million in 2023.
- Magnolia Hall Plantation — Located between Valdosta and Thomasville, Ga., the property sits on 3,500 acres and includes a 1850's five-column Antebellum Greek Revival home designed by architect John Wind. It has about a mile of frontage on the Withlacoochee River. It was listed for \$20 million in 2023.

Kohler also was named to the APEX 2025 Top Twenty National Producers — putting him among the elite group of land brokers in the United States, according to the company.



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