

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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NAI Columbia Welcomes Alyse Howard as New Marketing Specialist

Columbia, SC - July 15, 2025 - NAI Columbia is proud to announce the addition of Alyse Howard as its new Marketing Specialist. With more than a decade of experience in commercial real estate marketing and public relations, Alyse will lead key efforts to elevate the firm's brand, amplify outreach, and strengthen client engagement strategies.

Alyse joins NAI Columbia following her role as Director of Marketing at Magnus Development Partners, a South Carolina-based industrial real estate development firm. There, she led high-impact campaigns, led strategic content development, and leveraged her PR expertise to drive brand awareness and support business growth. Prior to Magnus, she played a vital marketing role at Wilson Kibler Commercial Real Estate, spearheading its marketing and communications efforts across multiple South Carolina markets.

"I'm honored to join the incredibly talented team at NAI Columbia—a group that exemplifies excellence, creativity, and collaboration in commercial real estate marketing," said Howard. "With more than a decade of experience across South Carolina's major markets, I'm excited to help elevate the visibility of a firm I've long admired. NAI Columbia has earned a stellar reputation not only for its market leadership, but also for the caliber and approachability of its brokerage professionals. I look forward to contributing to that momentum and telling the story of what makes this team exceptional."

In her new role, Alyse will partner closely with NAI Columbia's brokerage professionals to enhance marketing strategies across digital campaigns, social media, website management, market research, asset positioning, and advertising initiatives. Her creative vision and deep industry insight will be invaluable as the firm continues to grow and innovate in a dynamic marketplace.

"We're excited to welcome Alyse to the NAI Columbia team," said NAI Columbia Marketing Director Robb McCarter. "Her strong background, proven success, and fresh perspective will be tremendous assets as we continue to expand our reach and deepen the value we provide to clients and the broader community."

To learn more about NAI Columbia and its services, visit www.naicolumbia.com.

About NAI Columbia

NAI Columbia, headquartered in Columbia, SC, stands as a distinguished full-service commercial real estate firm offering a spectrum of specialized services, including brokerage, property management, project management, development, research, and consulting. As a broker-owned entity, NAI Columbia leverages over 200 years of collective local expertise among its seven-partners.

Founded in 2019, NAI Columbia represents a strategic alliance between NAI Earle

Furman in Greenville, S.C., and local partners who formerly served as senior brokers at NAI Avant. Originating from the national real estate developer Edens and Avant, NAI Columbia emerged with revitalized energy, leadership, and a refined organizational structure.

Proudly affiliated with the NAI Global commercial real estate network, NAI Columbia extends its reach globally, providing real estate solutions across 375+ offices worldwide. For additional details, please visit www.naicolumbia.com.

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