

## Press Release

FOR IMMEDIATE RELEASE:

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### NAI Columbia's Carolina Shopping Center Strategists Receive 2025 CoStar Impact Award

**Columbia, S.C.** – NAI Columbia is proud to announce that the Carolina Shopping Center Strategists—Patrick Palmer, CCIM, Bobby Balboni, CCIM, and Sam Edens—have received the 2025 CoStar Impact Award in recognition of their outstanding work on the sale of Woodberry Plaza.

"While we are humbled to be the recipient of the 2025 CoStar Impact Award, we first need to acknowledge that the transaction would not have been possible without significant efforts from our friends and long-time clients within the Malon D. Mimms Company," said Patrick Palmer, Principal and Director of Retail Services.

As the company navigated a complex bankruptcy proceeding with the anchor tenant, their behind-the-scenes efforts allowed the NAI Columbia team to focus on the transaction. As a result, the store remained open to serve the West Columbia community, preserving several jobs in the process.

"A true "win-win" is very rare in our industry, but I think we accomplished that here thanks to Brad, Cindy, Adam and Robert, and so many others within their organization," said Palmer.

The sale of the 84,110 SF shopping center presented unique challenges, but through strategic collaboration and innovative problem-solving, Palmer, Balboni, and Edens successfully facilitated a transaction that not only preserved jobs but also ensured the store remained open for residents and businesses.

This distinguished award recognizes significant contributions within the commercial real estate industry, highlighting the team's dedication, expertise, and perseverance in navigating a complex transaction that greatly benefited the West Columbia community. The CoStar Impact Award is a testament to the commitment and professionalism of NAI Columbia's team, solidifying their reputation as leaders in commercial real estate.

Read the full article published by CoStar [here](#).

#### About NAI Columbia

NAI Columbia, headquartered in Columbia, South Carolina, 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.

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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 on NAI Columbia and its comprehensive suite of services, please visit [www.naicolumbia.com](http://www.naicolumbia.com)

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