

BROKER SPOTLIGHT

Tom Smith Land & Homes

Tom Smith, of Tom Smith Land and Homes, is known as “The Land Man” for a good reason – he has the largest land brokerage in Mississippi. Tom’s company has grown from 22 to more than 50 professionals in recent years, and has offices around the state in Ridgeland, Starkville, Oxford, Hattiesburg, Brookhaven, and New Albany.

The reasons for Tom Smith Land and Homes’ success are simple, Tom says. “People want you to do what you say you’re going to do. We do that. And we deliver results, thanks to a close-knit team that has each other’s backs, like a family.”

This approach is nicely summarized in the company’s motto: “Expect more, get more.”

Before becoming one of the Southeast’s top land sales experts, Tom spent a number of years climbing the corporate ladder, including 15 years with Wal-Mart, where he rose to the rank of Vice President of Operations. He lived in 11 different states and traveled the world, but after 27 years in corporate America what he wanted most was to come home.



Home for him is Mississippi. “I was born and raised in Meridian,” he says. “As a kid, I hunted and fished; I was always outside.”

Still an avid outdoorsman, Tom wanted to live and work in a place that would offer him plenty of opportunities to pursue his hobbies. For him, Mississippi has it all. “We have amazing deer and duck hunting as well as terrific bass fishing,” he says. “Best of all, nothing freezes here, so I can fish year-round.”

Mississippi is a great place to raise a family, and Tom, his wife Ellen, and their two daughters, Kathleen and Samantha, spend many happy hours boating on Lake Caroline.

In 2002, he launched Tom Smith Land and Homes and quickly found his niche. “No one was really focusing on land,” he says.

The company has grown exponentially in recent years, and Tom is delighted to be a PotlatchDeltic Preferred Broker. “Buyers like the certainty of knowing the property they’re buying has been taken care of,” he says. “Whether they’re looking for great recreational opportunities, potential investment opportunities or a well-managed forest with quality wildlife, they know a PotlatchDeltic property is quality real estate.”

As an Accredited Land Consultant, Tom provides specialized knowledge to his clients. “I don’t just sell you land,” he says. “I can offer advice on how to design, develop and maintain it.”

And he ensures that the other land specialists on his team have that knowledge. His team includes several other ALCs, and a number of his team members are working on the hard-to-get ALC designation, which requires specialized education and a proven track record in selling land.

The team's specialized knowledge and excellent personal service combine for a winning formula. "Two factors drive our company's business," Tom says, "the loyalty the public has in our brand, and the work we do to get the word out about our company around the state."

As he cruises properties and talks to buyers, Tom doesn't miss his days in corporate America a bit. "I have a passion for what I do," he says. "I don't *have* to go to work – I *get* to go to work!"



For more information about Tom Smith Land and Homes or its PotlatchDeltic land listings

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