



Brook Farm Group Expands Multifamily Acquisitions Team Adds Matt Cotton as Vice President of Land Acquisitions

Dec. 11, 2023 – Brook Farm Group, an Atlanta-based national multifamily development company, announced that it has hired Matt Cotton as Vice President of Land Acquisition, based in the company's Atlanta office.

Cotton's experience spans real estate development, land acquisition and site selection for real estate industry firms across the Southeast. He will oversee implementing the Brook Farm Group's acquisition strategy and efforts to identify and secure new land sites for multifamily development in the Southeast.

"Matt has a proven track record of success in land acquisition and is a great fit for our growing team," said Eric Hade, Co-Founder and Chief Investment Officer for Brook Farm Group. "He will be instrumental in working with brokers, developers and landowners to identify and secure land to continue our expansion in key Southeast growth markets."

Most recently, Matt served as the Director of Site Selection for the Southeast Region of Trilogy Residences in Alpharetta, GA. In that role he managed acquisition, planning, and zoning budgets for sites across the region. He was also responsible for the acquisition team in the Southeast, collaborating with investment and underwriting teams, and supervising a pipeline of 3,500 build-for-rent land sites. He previously was the firm's Land Acquisition Manager. During his tenure with Trilogy, Matt managed more than \$150 million in land and build-to-rent assets.

Prior to that, Matt was the Real Estate Development Manager for Circle K in Charlotte, N.C., overseeing site selection, due diligence, investment approvals, permitting, property closings and construction completions. He previously was a Real Estate Analyst for Circle K. He earned a Bachelor of Arts degree in Business Administration from the University of Lynchburg.