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Signature Associates - Southfield

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EXPERTISE

Industrial

Land



William Donaldson

Associate

ABOUT

Will specializes in industrial commercial real estate along the I-75 Corridor, serving clients throughout Eastern Oakland County and Macomb County. He joined Signature Associates in 2024 as an analyst intern, where he built a strong foundation in the industrial market through property research, market analysis, and hands-on exposure to tenant and owner requirements.

Today, he leverages that experience to help clients identify opportunities and achieve their commercial real estate needs. Will's interest in the industry began long before his brokerage career. Growing up, he spent years working on construction sites with his family's company, J.B. Donaldson, gaining firsthand experience in the construction and development process. That early exposure gave him a practical understanding of industrial buildings and operations, enabling him to evaluate properties from both a construction and business perspective.

Known for his strong work ethic, attention to detail, and commitment to client service, Will is dedicated to building lasting relationships and delivering thoughtful, results-driven solutions for every assignment.

Outside of the office, Will enjoys spending time with family and friends, playing lacrosse, riding motorcycles, and challenging himself with new fitness goals.