

Gould Land Company

A large, black, handwritten capital letter 'G' is centered within a white square. The letter is drawn with a thick, slightly irregular stroke, giving it a hand-drawn appearance. The white square is centered on a dark gray background.

Ranch Bio & Background

Gould Land Company is a ranch brokerage and development company based in Austin, Texas, specializing in quality ranch real estate, focusing on larger ranches and transitional development land. John Gould, Principal, is a native of Austin, Texas, fourth generation, and comes from a family of real estate investors with Austin ownership and real estate companies dating to 1915. John's passion for the outdoors and South Texas in particular, runs deep in his background. Starting out at the age of six, he spent considerable time year round with his father, on South Texas ranches, hunting ,fishing and exploring. John's first ranch sale was coincidentally within 2 miles of the first South Texas ranch he set foot on, near Spofford Texas. This sale, while a senior in college, did set the stage for things to come down the road. It started with a handshake, an asking price, and a gate key. A Wall Street Journal ad, one showing, and a sold 4000 acre ranch, live water Las Moras Creek Ranch. The family owned for 30 plus years, now owned by Briscoe Ranches. Though there were the occasional ranch sales early on, major transaction experience came as he jumped into development. At the age of 27, he and a college friend became one of the handful of early pioneers in the student housing phenomenon, building projects with-in walking distance of the UT west campus. Condominiums for students were then such a new concept, and dealing with discerning parents was also a great experience. Twelve projects were built and sold, and still stand to this day, not torn down for the new high-rise versions, a proud testament to very choice real estate locations. John moved on, building inner city office and retail buildings and on to bigger commercial brokerage deals, including a two year run with Rockefeller's Cushman & Wakefield Financial Services Group. He sold, at that time, the largest downtown Austin high-rise office building, The Republic Plaza/Hobby Complex. This 450,000 square foot high rise and adjoining 70,000 sf city block, were sold to the State of Texas. John also sold BridgePoint Plaza, a 250,000 square foot building overlooking Lake Austin, to Novell Computer, a early technology giant among numerous others. In the early 1990's John started Gould Land Company, to do what he loved most, be on good ranches, in the outdoors, and he never looked back.

Personal ranch purchases along with ranch ownership from a very young age, and the development of inner city quality projects aimed at high net worth, discriminating buyers, shaped the eventual mission statement of John's ranch brokerage business. Our focus is basically as follows. Work on quality property, with good people, take a team approach whenever it better serves the client, and don't take on any assignment unless it fits the skills of our team. This focus does limit us to working on a select number of larger ranches each year from a listing standpoint, and we love working with buyers looking for that special place, most times not on the "open, listed" market

Thanks

