



**William P. Ferrell  
Principal**

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William P. Ferrell, Principal at Trout Daniel & Associates, LLC, is nationally known for his leasing expertise from his role as Executive Vice President of The Daniel Group, LLC, a position he has held for over nineteen years. His experience has included leasing co-ordination, merchandising, proforma development and tenant representative to all major shopping center developers. Mr. Ferrell has been instrumental in the development and implementation of new business.

Prior to joining The Daniel Group, LLC, Mr. Ferrell served as Project Manager for CBL & Associates out of Chattanooga, Tennessee. During his eight (8) years at CBL, Mr. Ferrell developed and leased that firm's largest projects totaling over 7 million square feet. In October, 1994, as a member of the International Council of Shopping Centers, Mr. Ferrell was part of the inaugural class who completed the requirements to become a Certified Leasing Specialist (CLS).

Additionally, Mr. Ferrell has shown his leadership qualities on numerous occasions, most recently as a Roundtable leader with the Regional ICSC program and as a course instructor for the CLS Review and the ICSC University of Shopping Centers.

Mr. Ferrell holds a B.A. from Auburn University.

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