



Jeffrey A. Gould, CCIM, CPM®, LEED AP

Principal | Founder

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Jeff is Principal and Founder of Lineage Asset Advisors which is a consulting, asset management and transaction advisory firm based in Los Angeles. He consults with multi-generational families, family offices, and family businesses that own and operate commercial real estate to develop customized plans with their portfolios. Jeff provides strategic guidance on both the property dynamics and the ownership / family dynamics to help these owners transition their portfolios from generation to generation.

With over nineteen years of commercial real estate industry experience, he has worked with some of the largest private commercial real estate owners in the country to provide guidance and consultation on projects related to, shared asset ownership plans, asset and property management, value-add, redevelopment, transit-oriented, sustainability, and investment properties. Prior to founding Lineage Asset Advisors, Jeff was Vice President at Colliers International. Jeff holds the following designations: CCIM, CPM, LEED AP, and CA Broker.

Jeff has also spent much of his career advising clients on sustainability solutions with their portfolios and has served as Managing Director of the Los Angeles Better Buildings Challenge which is a leadership initiative funded by LADWP and supported by the Mayor's office. LABBC provides guidance to the largest commercial and multifamily property owners in Los Angeles on modernization strategies through energy and water efficiency initiatives in their buildings.

He is passionate about giving back to the community and currently sits on the Board of Directors for Make-A-Wish Foundation Tri-Counties. Jeff currently resides in Westlake Village with his wife and two sons.