

CASE STUDY

BROCKTON FARM

DISPOSITION OF 40 ACRES FOR SINGLE FAMILY



CONTACT



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PRINCIPAL

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DETAILS

LOCATION

Jackson County, GA

TIME FRAME

Closed - 4Q 2020

PROPERTY FEATURES

- 40 Acre Family Farm
- Zoned Agricultural
- 3 Miles from Downtown Jefferson, GA
- 20 Miles from Downtown Athens, GA
- 15 Minutes from Interstate 85
- 1,200 FT of Frontage on Brockton Rd
- 2,300 SF Home with 16X28 Barn

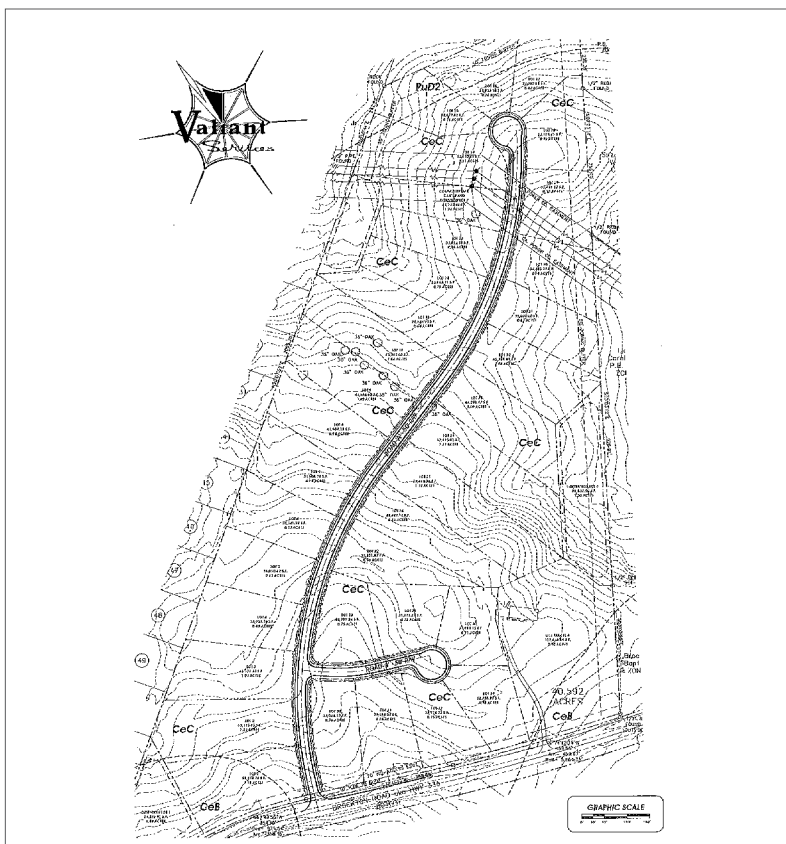
RESPONSIBILITIES

- Conducted a development feasibility analysis that included researching of the following:
 - Local Housing Market
 - Rezoning
 - Utilities
 - Topography
 - Water/Sewer
- Created an engaging marketing package
- Created a marketing campaign targeting developers and builders active in Jackson County, GA
- Had aerial photography of the site flown
- Negotiated contracts with multiple interested buyers and managed the closing process

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DEAL SYNOPSIS

Macallan Real Estate (MRE) was engaged by The Webb Estate to manage the sale of a 40-acre family farm, located in Central Jackson County, GA. MRE initially performed a development feasibility analysis to determine the viability of developing the land to a higher and better use. Our analysis included researching local home sales, discussing the possibility of rezoning to a higher density with the county, determining the availability of water and other utilities to the site, and assessing whether the gentle sloping topography was conducive to development. MRE created a marketing campaign targeting top developers and builders around the Jackson County area. After rezoning the property, it was eventually sold to a local developer with plans to turn the farm into a 35+ unit subdivision.