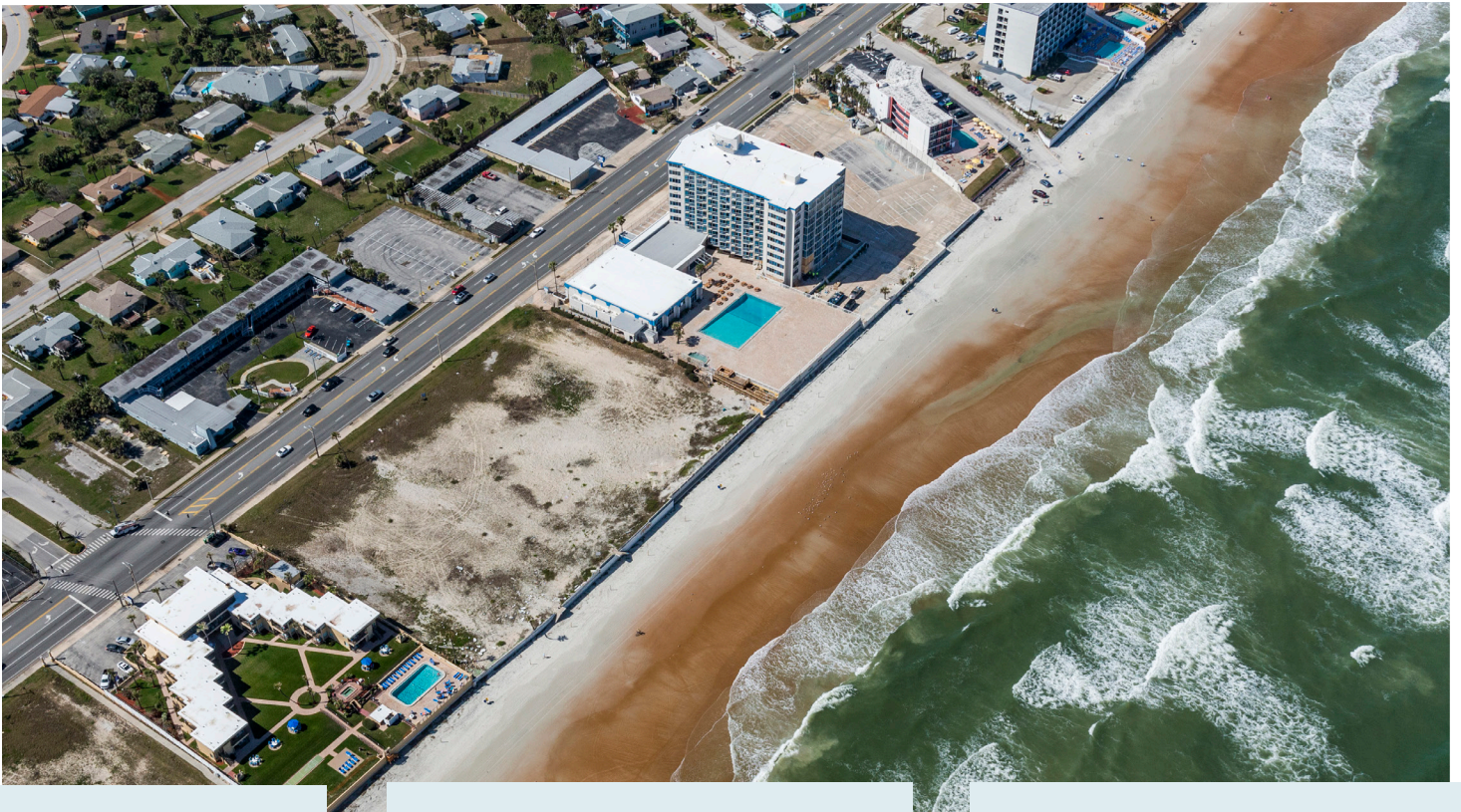


CASE STUDY

DAYTONA BEACH

4.8 ACRES | BEACH-FRONT LAND DISPOSITION



CONTACT



HEATH MILLIGAN

PRINCIPAL

404.647.4999

heath@macallanre.com

DETAILS

LOCATION

Daytona Beach, FL

PROPERTY FEATURES

- Great Location on A1A
- Fifteen minutes from Interstate 95, Daytona International Speedway, and Daytona Beach International Airport
- Walking Distance to the Daytona Main Street Pier

PARCEL A:

- 4.8 Acres
- 2.7 Buildable Acres
- 400 Ft of Ocean Frontage
- 390 Ft of Road Frontage on Hwy A1A

PARCEL B:

- 12,500 SQ FT Corner Lot
- 90 Ft of Road Frontage on Hwy A1A
- 135 Ft of Road Frontage on Driftwood Ave

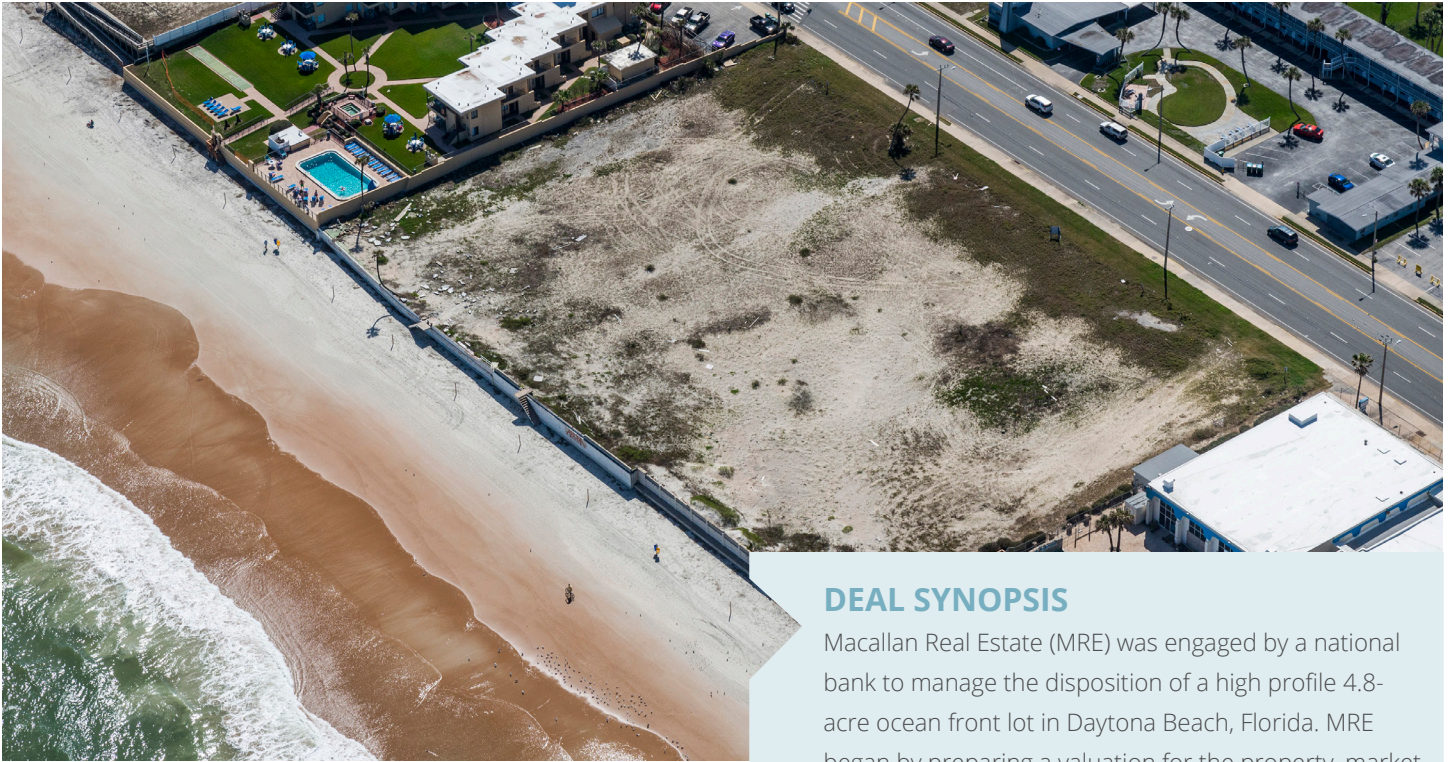
RESPONSIBILITIES

- Prepared a market analysis of beachfront property sales in Daytona Beach
- Helped seller ascertain the highest and best use for the property
- Started a direct marketing campaign to top developers across the Southeast
- Collected large amounts of background information and due diligence on the property
- Negotiated contracts with multiple interested buyers and managed closing process
- Commissioned new aerial photography of the site
- Assisted with efforts to rezone the property for multi-family use

CASE STUDY

DAYTONA BEACH

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DEAL SYNOPSIS

Macallan Real Estate (MRE) was engaged by a national bank to manage the disposition of a high profile 4.8-acre ocean front lot in Daytona Beach, Florida. MRE began by preparing a valuation for the property, market analysis of the surrounding area, and disposition strategy. After a lengthy rezoning process with the City of Daytona Beach, MRE negotiated the sale of the property to a Chicago based developer. The property is under construction for a 250-unit apartment complex.

