

CASE STUDY

LAVENDER MOUNTAIN

373 ACRES



CONTACT



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DETAILS

LOCATION

Floyd County, GA

PROPERTY FEATURES

- 373 Acres
- Positioned between Berry College WMA and Rocky Mountain Recreation Area
- Zoned Agricultural
- Conservation easement in place
- 4 approved building sites
- Navigable trails throughout the property
- Healthy population of trophy whitetail deer and mature turkeys

RESPONSIBILITIES

- Commissioned new aerial photography of the site
- Created high-definition marketing video
- Managed a social media marketing campaign
- Georgia Outdoor News (GON) Email blast
- Negotiated contracts with multiple interested parties

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DEAL SYNOPSIS

Macallan Real Estate was engaged by a Floyd County landowner in the disposition of 373 acres in conservation easement. MRE completed a complex analysis of the local market to set an asking price. Utilizing a multi-faceted marketing campaign, MRE attracted several interested buyers and solicited multiple offers on the property. Ultimately, Lavender Mountain Ranch was sold at full list price to a recreational user, closing only three months after the listing date.

