

CASE STUDY

MEAD ROBERTS

1,959 ACRES | RECREATIONAL PROPERTY DISPOSITION



CONTACT



HEATH MILLIGAN
PRINCIPAL
404.647.4999
heath@macallanre.com

DETAILS

LOCATION

Monroe County, GA

PROPERTY FEATURES

- 1,959 Acres
- 2.7 miles of frontage on Towaliga River
- 1.2 miles frontage on Eightmile Creek
- Zoned Agricultural
- 7-acre lake
- Mature planted pines and upland hardwoods
- Healthy population of deer, turkey, duck and more

RESPONSIBILITIES

- Created a high-definition marketing video of the property.
- Created marketing material and campaign targeting neighbors, high net-worth individuals and large landowners throughout Georgia.
- Commissioned new aerial photography of the property.
- Met with top brokers in the area.
- Prepared market analysis of comparable properties to help determine a competitive listing price.
- Worked with Monroe County to determine feasibility of subdividing the tract into 5 smaller parcels.
- Managed social media marketing campaign.

CASE STUDY

MEAD ROBERTS

1,959 ACRES | RECREATIONAL PROPERTY DISPOSITION



DEAL SYNOPSIS

A national timber investment company engaged Macallan Real Estate to handle the disposition of 1,959 acres of timberland in Monroe County, GA. MRE completed a complex analysis of the local market to set an asking price. Utilizing a detailed marketing campaign, MRE attracted several interested buyers and solicited multiple offers on the property. Ultimately, the property was sold to a private timber investment group.