

CASE STUDY

RIVER PINES

2,219 ACRES | PRIME HUNTING LAND



CONTACT



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PRINCIPAL

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DETAILS

LOCATION

Meriwether County, GA

PROPERTY FEATURES

- 2,219 Acres
- Zoned A Mix of Rural Development and Agricultural
- 4 Bedroom, 3.5 Bathroom Custom Cabin
- 1.5 Miles of Frontage on the Flint River
- 3 Miles of Frontage on Pappy's Creek
- 1.5 Miles of Frontage on State Route 85/74
- 1.3 Miles of Frontage on Woodbury Hwy/Hwy 74
- 5 Access Points: 3 on SR 85/74 and 2 on Woodbury Hwy
- 7 Lakes/Ponds Ranging in Size from .5 Acres to 7 Acres
- 3,500 Square Foot Work Shop/Utility Barn
- 5 Miles of Interior Dirt and Paved Roads
- Over \$1,000 Acre in Timber Value
- Well Maintained Wildlife Population Including: Trophy Deer, Turkey, Duck, and More

RESPONSIBILITIES

- Created marketing material and campaign targeting neighbors, high net worth individuals, and large land owners throughout Georgia
- Collected large amounts of background information and due diligence on the property
- Commissioned new aerial photography of the site
- Met with top active brokers in the area
- Managed Social media marketing campaign
- Prepared a market analysis of comparable properties to determine competitive listing price
- Created a high definition marketing video of the property
- Negotiated contracts with multiple interested buyers

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DEAL SYNOPSIS

A national timber investment company engaged Macallan Real Estate to handle the disposition of 2,219 acres in Meriwether County, GA. MRE devised an extensive marketing plan that targeted high net worth buyers across the southeast and resulted in multiple offers on the property. The River Pines property was featured in several publications including the Atlanta Business Chronicle and the Land Report. Ultimately, the majority of the property was sold to one individual who planned to place the property into a conservation easement and use it for recreational purposes.

