

CASE STUDY

SWYGERT ROAD TRACT RECREATIONAL LAND DISPOSITION



[CLICK HERE FOR PROPERTY VIDEO](#)

CONTACT



HEATH MILLIGAN
PRINCIPAL
404.647.4999
heath@macallanre.com

DETAILS

LOCATION

Meriwether County, GA

TIME FRAME

Closed – 4Q 2019

PROPERTY FEATURES

- 411 Acres
- Zoned Agricultural
- 4,600 FT of Combined Road Frontage on Swygert Road
- 2 Access Points Off Swygert Road
- Northern Tract 200 Acres
- Southern Tract 211 Acres
- 18+ Acre Lake on Northern Tract
- 1 Acre Pond on Southern Tract

RESPONSIBILITIES

- Created marketing material and campaign targeting direct neighbors and large landowners in the area
- Met with top active brokers in the area
- Managed a social media marketing campaign
- Prepared a market analysis of comparable properties to determine competitive listing price
- Had aerial photography flown of the site
- Created a high definition marketing video of the property
- Negotiated contracts with multiple interested buyers

CASE STUDY

SWYGERT ROAD TRACT RECREATIONAL LAND DISPOSITION



DEAL SYNOPSIS

Macallan Real Estate (MRE) was engaged by a national timber investment company to sell 411 acres located in the northeast corner of Meriwether County, GA. Upon completing a market analysis to help set pricing, MRE executed a multipronged marketing approach to directly and indirectly reach qualified buyers across Metro-Atlanta. Using a wide variety of online resources and direct mail, MRE was able to solicit multiple offers acceptable to the owner and closed the transaction in December 2019.