

CASE STUDY

BANKS FARM

1,141 ACRES | RECREATIONAL PROPERTY DISPOSITION



CONTACT



HEATH MILLIGAN
PRINCIPAL
404.647.4999
heath@macallanre.com

DETAILS

LOCATION

Morgan County, GA

PROPERTY FEATURES

- 1,141 Acres
- Banks Farm East 711 acres
- Banks Farm West 430 acres
- 22+ acre lake
- 2+ Miles of frontage on Indian Creek and Four Mile Branch
- Gently rolling topography
- Close proximity to I-20 and Downtown Madison, GA
- World Class wildlife management
- Investment grade timber, valued in excess of \$1,250/acre
- AR zoning allows for medium density residential development
- Interstate and Norfolk Southern rail access make it a potential industrial site

RESPONSIBILITIES

- Created multiple land plans showing the property's potential as a residential development.
- Commissioned new aerial photography of the site.
- Created marketing materials and campaign targeting neighbors, high net worth individuals, and large land owners throughout Georgia.
- Created high definition marketing video of the property.
- Prepared market analysis of comparable properties to determine competitive listing price.
- Met with top active local brokers and developers.
- Managed social media marketing campaign.

CASE STUDY

BANKS FARM

1,141 ACRES | RECREATIONAL PROPERTY DISPOSITION



DEAL SYNOPSIS

Macallan Real Estate was engaged by a national timber investment company to handle the disposition of 1,141 acres in Morgan County, GA. MRE performed development feasibility analysis to evaluate the highest best use of the land, including residential and industrial uses. Through an extensive marketing campaign targeting developers, high net worth individuals, neighboring property owners and top active local brokers, MRE was able to attract several offers on the property. Ultimately, The Banks Farm East and West parcels sold to separate buyers who plan to use the property for recreational purposes.