

CASE STUDY

CLOVERLEAF

10.27 ACRES | 90-LOT TOWNHOME DEVELOPMENT DEAL



CONTACT



HEATH MILLIGAN
PRINCIPAL
404.647.4999
heath@macallanre.com



JOHN REX FUQUA
LAND SPECIALIST
404.647.4999
johnrex@macallanre.com

DETAILS

LOCATION
Bartow, GA

PROPERTY FEATURES

- 10.27 Acres
- Fully entitled for 90-lot townhome development
- Zoned R-3, allowing for 20' wide townhome product
- No rental restriction
- Less than 2 miles from downtown Cartersville
- 45 minutes Northwest of Atlanta
- Close proximity to several recreational amenities
- Great demographics

RESPONSIBILITIES

- Commissioned new aerial photography of the site
- Created marketing campaign directly targeting top national and regional homebuilders
- Negotiated contracts with multiple interested buyers
- Collected large amounts of background info and due diligence on the property
- Prepared market analysis of townhome sales and competitive properties
- Prepared market analysis to help determine a competitive list place
- Coordinated site design, engineering and land disturbance permit issuance

CASE STUDY

CLOVERLEAF

10.27 ACRES | 90-LOT TOWNHOME DEVELOPMENT DEAL



DEAL SYNOPSIS

Macallan contracted to purchase a 10-Acre former school site on West Felton Road in Cartersville, GA in March of 2022. During the following months, Macallan was able to get the property rezoned and fully entitled for a 90-lot townhome development. Macallan Real Estate targeted top national and regional homebuilders and was able to garner several strong offers on the property, ultimately selling to a rapidly growing, Atlanta-based builder.

