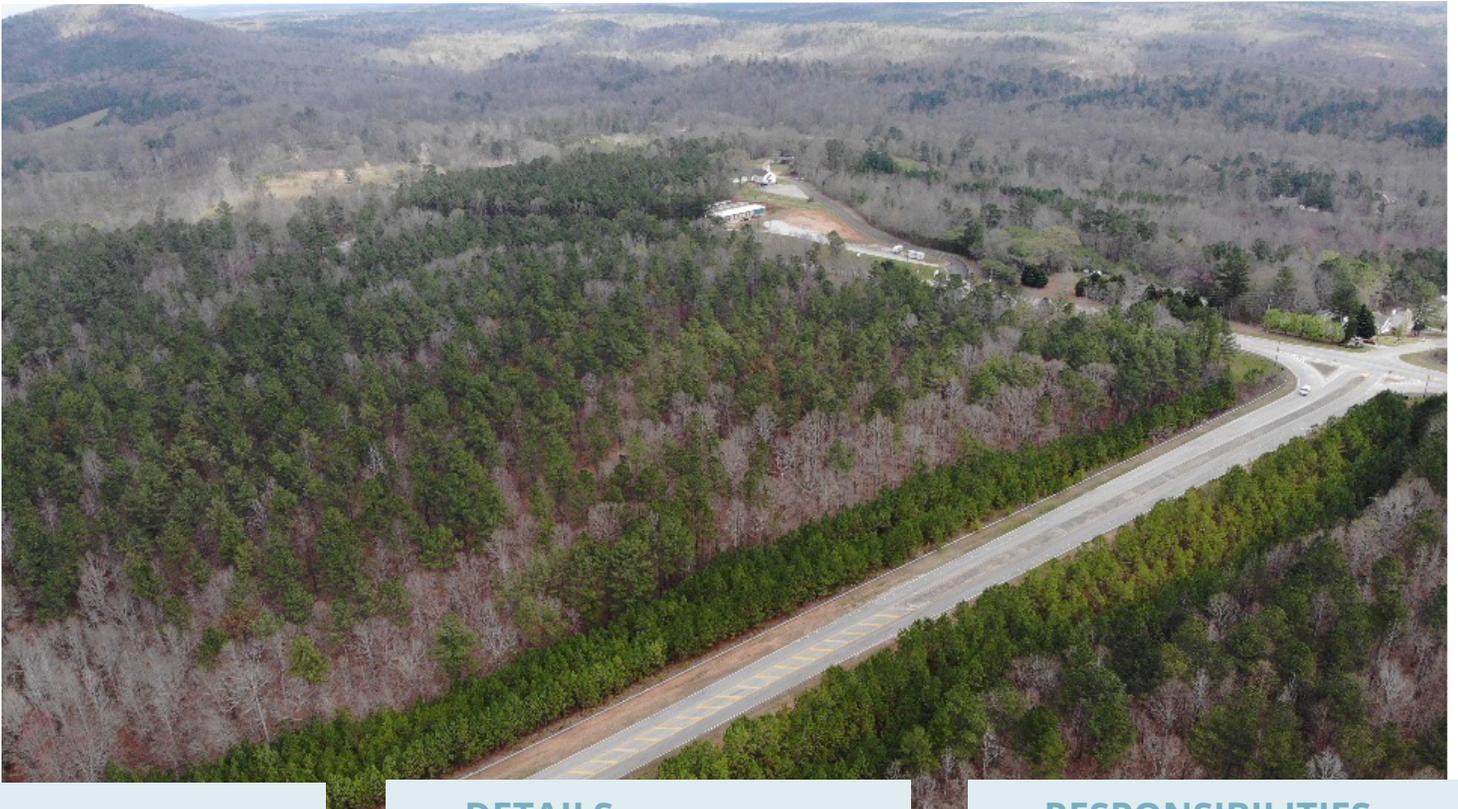


CASE STUDY

HARALSON TRACT

120 ACRES | MIXED USE DEVELOPMENT



CONTACT



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DETAILS

LOCATION

Haralson County, GA

PROPERTY FEATURES

- 120 Acres
- Potential Conservation Easement
- Zoned Mixed Use
- Easy Access to Interstate 20
- Located 50 Miles from Atlanta and 95 Miles from Birmingham
- 2,800 Ft of Total Road Frontage on GA Hwy 100
- 3,800 Ft of Total Road Frontage on Honda Pkwy
- Annual Average Daily Traffic (AADT) on GA Hwy 100: 3,730
- Located in the City of Tallapoosa, GA
- Water and Sewer Access Available Through the City of Tallapoosa

ANALYZED THE SITES POTENTIAL FOR DEVELOPMENT INCLUDING:

- Rezoning
- Utilities
- Wetlands and Streams

RESPONSIBILITIES

- Prepared a market analysis of industrial sales in Haralson County, GA
- Collected large amounts of background information and due diligence on the property
- Created a comprehensive marketing package, outing property featured
- Created a marketing campaign, specifically targeting commercial and industrial end users
- Had aerial photography flown for the site
- Served as liaison to the City of Tallapoosa and Haralson County

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DEAL SYNOPSIS

Due to its proximity to both the Atlanta and Birmingham metropolitan areas along with its easy access to I-20, MRE identified industrial as the highest best use for the property. After working with the City of Tallapoosa and Haralson County, the property was approved for industrial use. MRE utilized a strategic marketing plan to target potential buyers across the Southeast. Those efforts resulted in the sale to an industrial user who specializes in the erection of high-rise cranes across North America.

