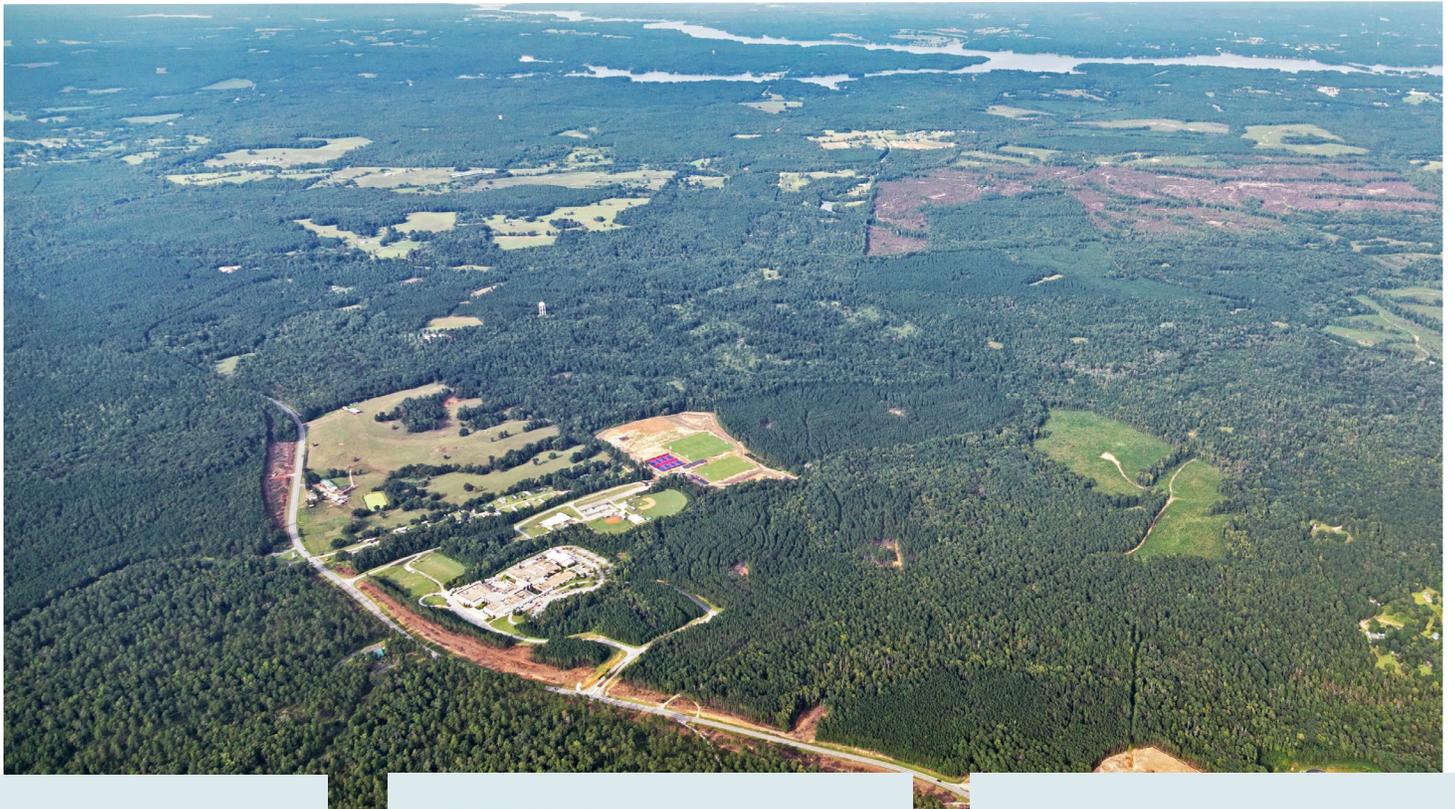


CASE STUDY

ROCK EAGLE TRACT

588 ACRES | RECREATIONAL LAND DISPOSITION



CONTACT



HEATH MILLIGAN
PRINCIPAL
404.647.4999
heath@macallanre.com



JOHN REX FUQUA
LAND SPECIALIST
404.647.4999
johnrex@macallanre.com

DETAILS

LOCATION

Putnam County, GA

PROPERTY FEATURES

- 588 Acres
- Zoned agricultural in Putnam County
- Well-stewarded forestland with ample opportunity for future forest management revenues
- Gently rolling topography
- Approximately 360' of frontage on Harmony Road with deeded access from Hwy 441
- Minutes away from retail centers and amenities of Lake Oconee
- Just over an hour east of Atlanta
- 2.5 miles from Lake Oconee
- Public sewer and water lines traverse the property providing excellent future development potential
- Healthy population of wild game including deer, turkey and wild quail

RESPONSIBILITIES

- Collected background information and due diligence on the property
- Prepared thorough market analysis of comparable properties to determine competitive list price
- Commissioned new aerial photography of the property
- Created marketing materials and campaign targeting neighbors, high net-worth individuals and government entities
- Met with top active brokers in the area
- Managed social media marketing campaign

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DEAL SYNOPSIS

Macallan Real Estate was engaged by a national timber investment and management company to handle the disposition of 891 acres in the heart of Georgia's Lake Country. Macallan worked with the client in determining the best sales strategy and ultimately decided to market the property as six smaller tract offerings. MRE's direct marketing campaign targeting neighboring property owners and high net-worth individuals resulted in a full price offer on 588 acres which closed just over 4 months after listing the property. The new owner intends to use the property for recreational purposes.