

# CASE STUDY

## SWYGERT ROAD TRACT RECREATIONAL LAND DISPOSITION



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### CONTACT



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### 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

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### 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.