

CASE STUDY

THE WALKER FARM

940 ACRES | RECREATIONAL PROPERTY DISPOSITION



CONTACT



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DETAILS

LOCATION

Talladega County, AL

PROPERTY FEATURES

- 940+/- Acres
- 7,500ft of frontage on Choccolocco Creek
- 4,600ft of frontage on Jackson Trace Road
- 8,000ft of frontage on Turner Mill Road
- 230 Acres of cultivable farmland
- Easy access to I-20
- Across the street from state-of-the-art CMP Talladega Marksmanship Park

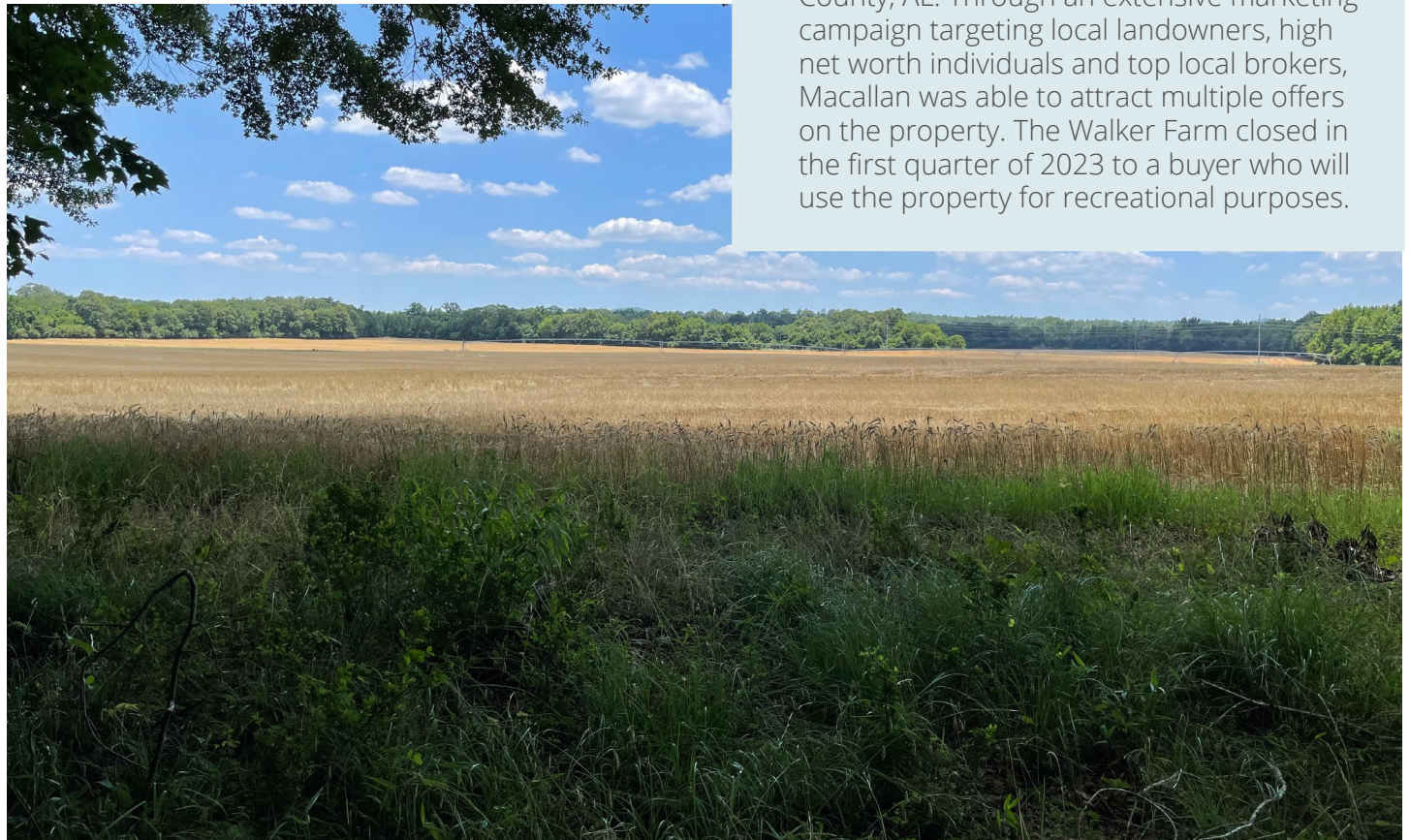
RESPONSIBILITIES

- Prepared market analysis of comparable properties to help determine a competitive listing price
- Started a direct marketing campaign to high-net-worth individuals and neighboring property owners
- Commissioned new aerial photography of the property
- Met with top area brokers
- Marketing campaigns with Alabama Outdoor News and Georgia Outdoor News

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DEAL SYNOPSIS

Macallan Real Estate was engaged by a local landowner to handle the disposition of 940+/- Acres of agricultural and recreational land along Choccolocco Creek in Talladega County, AL. Through an extensive marketing campaign targeting local landowners, high net worth individuals and top local brokers, Macallan was able to attract multiple offers on the property. The Walker Farm closed in the first quarter of 2023 to a buyer who will use the property for recreational purposes.