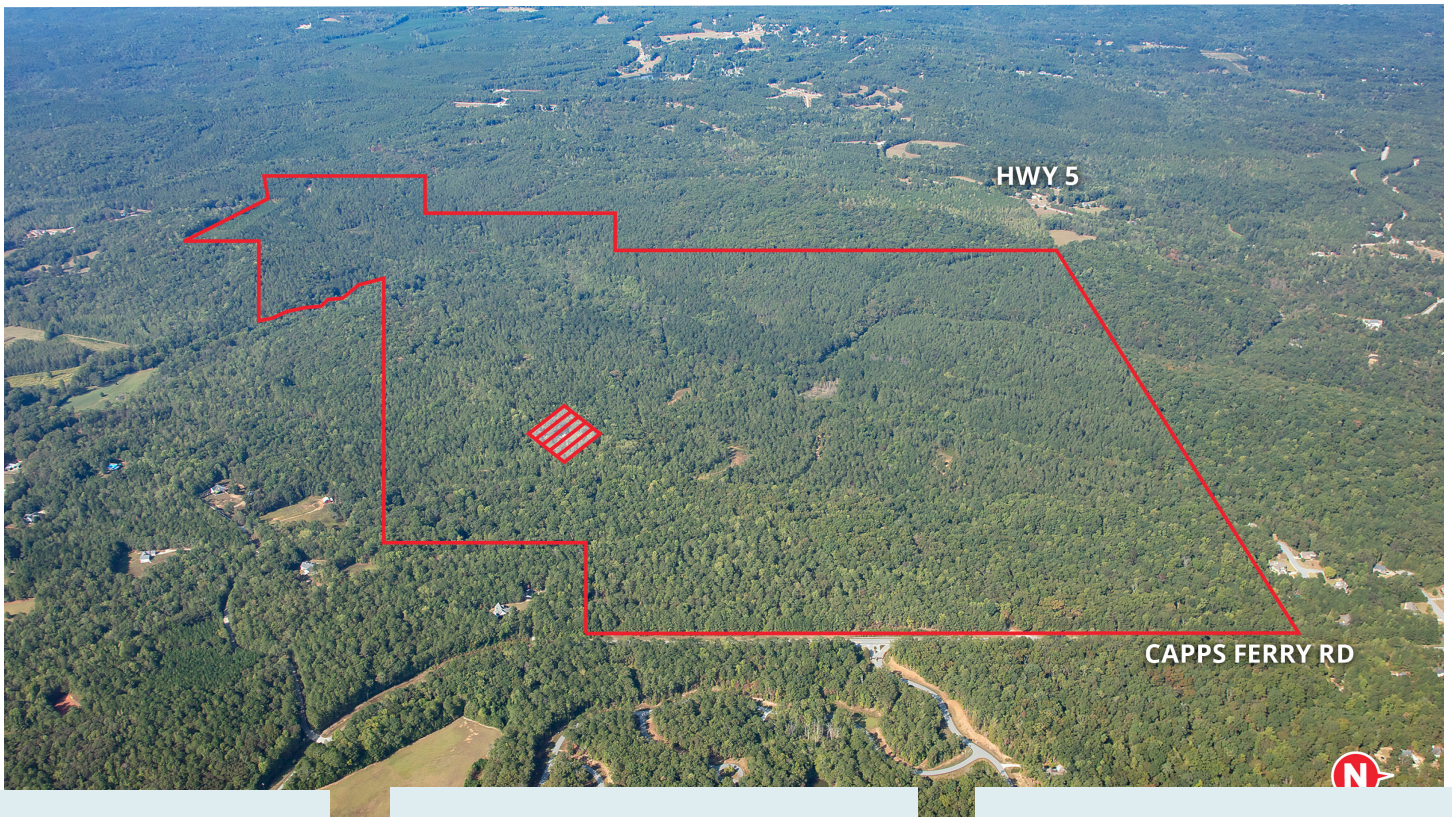


# CASE STUDY

## HURRICANE CREEK

680 ACRES | INVESTMENT PROPERTY DISPOSITION



### CONTACT



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### DETAILS

#### LOCATION

Douglas and Carroll Counties, GA

#### PROPERTY FEATURES

- 680 acres: 630 acres in Douglas County, 50 acres in Carroll County
- Zoned R-A "Residential Agricultural" under the Douglas County Zoning Ordinance
- Major Utility Upgrades coming to the area
- Close proximity to Hartsfield-Jackson Airport and Downtown Atlanta
- 1.7 miles frontage on Hurricane Creek
- Estimated timber value in excess of \$1,600/acre
- Anchors the West end of the Georgia Aerotropolis Corridor
- Adjacent to 1,100 acre Foxhall Resort

### RESPONSIBILITIES

- Managed negotiations between seller and Douglas County Water & Sewer Authority for sewer easement and lift station to be placed on property.
- Commissioned new aerial photography of the property.
- Created marketing materials and marketing campaign targeting developers and high net worth individuals.
- Prepared development feasibility study to determine highest best use of the land.
- Managed social media marketing campaign
- Prepared a market analysis of comparable properties to determine a competitive listing price.
- Negotiated contracts with multiple interested buyers.



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### DEAL SYNOPSIS

Macallan Real Estate was engaged by a national timber investment company to handle the disposition of 680 acres of timberland straddling Hurricane Creek in Douglas and Carroll Counties. MRE served as liaison to the Douglas County Water and Sewer Authority, negotiating sewer access to the property for future development. Through investigative analysis and feasibility studies, MRE was able to develop a regional marketing campaign targeting top developers and investors which resulted in multiple offers on the property. The Hurricane Creek tract ultimately sold to a Canadian firm who plans to develop on the property.