

CASE STUDY - MARKET & FEASIBILITY

The Kolter Group, LLC was planning a luxury condominium building on Peachtree Road in Buckhead. Haddow & Company was retained to provide an objective assessment of the development program and pricing strategy. The study methodology involved a detailed analysis of recent trends in Atlanta's luxury condominium market, as well as interviews with leading residential realtors to obtain feedback on the proposed project.

The developer moved forward with a 45-unit building called Graydon Buckhead. The community experienced strong buyer demand, selling out 21 months after it delivered and at significant price premium relative to newer luxury condominiums.

