

CASE STUDY - MARKET & FEASIBILITY

RocaPoint Partners owns 315 acres on Lake Oconee, north of Interstate 20. A master-planned community comprised of cottage-style homes was envisioned on the property. Our role was to evaluate the marketability of the master plan. The starting point for this analysis was a thorough examination the local demographic trends and the Lake Oconee residential market. Due to the unique nature of the proposed product, our research was broadened to include comparable master-planned communities in the southeast.

