## **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.









HADDOW & COMPANY | ONE MIDTOWN PLAZA | 1360 PEACHTREE STREET NE | SUITE 1000 | ATLANTA, GEORGIA 30309 www.haddowandcompany.com | Phone: (404) 577.7222