

CASE STUDY - PORTFOLIO STRATEGY

We were retained by a **family** that owns an assemblage of approximately 2,500 acres in south Fulton County along the Interstate 85 corridor. The property is broken up into several clusters and offers a full range of development possibilities. Our task was to provide an objective assessment of the property and local market in order to help formulate the optimal development/investment strategy.

The first step was an analysis of development and demographic trends shaping the Interstate 85 corridor. Several market sectors, including residential, commercial, and industrial, were analyzed to determine what development opportunities offered the most potential. A survey of 12 industrial parks along the Interstate 85 corridor was conducted to gauge available land, land pricing, tenant mix, and marketing history. In concert with a land planner, we evaluated the physical characteristics of individual tracts, as well as the availability of infrastructure, to determine the feasibility of various uses. After this initial study, we provided rezoning assistance for a key property in the assemblage.

Due to its strategic location along the Interstate 85 corridor and proximity to Hartsfield-Jackson Atlanta International Airport, the property has exploded with industrial development. A portion of the property is now known as Shugart Farms Industrial Park and boasts tenants such as Smucker's, Duracell, and Microsoft.

