



CASE STUDY



In 2011, our team was hired by Crescent Resources to sell five surplus commercial tracts of land totaling 254 acres in Atlanta, Georgia.

THE CHALLENGE

When Charlotte, North Carolina based Crescent Resources decided to dispose of five vacant land tracts in Austell and Lithia Springs, Georgia, they were faced with the unique challenge of disposing of land assets during a very difficult economy and a time when there was virtually no industrial/commercial development. Additionally, a large portion of the total acreage was in the flood plain resulting in only 120 acres of usable land. The company turned to our team to determine the highest and best use for the property and develop a creative disposition strategy at the best possible price.

OUR APPROACH

Our team immediately went to work to implement a marketing plan which involved creating a highly competitive bid process. By targeting active buyers and developers that were preparing for the next construction cycle, we were able to present multiple offers to the seller and ultimately, a bidding war ensued.

THE OUTCOME

Due to the excellent location and pricing for the land package, Crescent Resource was able to sell all five parcels to one buyer for \$250,000 above the initial asking price.



Founded in 2013 by Adam Richards, Tyler Fann and Bob Burdell, Reliant Real Estate Partners' principals have 40+ years of combined experience in the Atlanta commercial real estate industry, having been involved in all aspects of real estate ownership, brokerage, development and property management. Since 2000, Our team has been involved in more than 20 million square feet of real estate transactions totaling over \$1 billion.

TRANSACTION HIGHLIGHTS

- Client: Crescent Resources
- Land Disposition
- Atlanta, Georgia
- 5 Industrial/Commercial Parcels
Totaling 254 Acres
- Achieved a Sale Price \$250,000
Above the Initial Asking Price

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