

**15.99 ACRES ON HIGHWAY 138 & EBENEZER RD  
ROCKDALE COUNTY | GEORGIA**

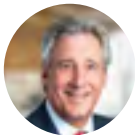
**EXCLUSIVE OFFERING**



## Disclosure / Confidentiality Statement

The material contained in this Offering Memorandum is confidential, furnished solely for the purpose of considering the acquisition of **15.99 acres at the signalized intersection of Highway 138 and Ebenezer Rd in Rockdale County, Georgia** ("Property"), and is not to be used for any other purpose or made available to any other person without the express written consent of Ackerman & Co. and Pioneer Land Group. ("Broker") and the Owner ("Owner"). This Offering Memorandum was prepared by Broker, and the information contained herein has been obtained from sources that Broker deems to be reliable, and Broker has no reason to doubt its accuracy. However, neither Owner, its affiliates, officers, directors or employees, nor the Broker, nor any other party, make any warranty or representation, expressed or implied, as to the accuracy or completeness of the information contained herein, including but not limited to financial information and projections, and any engineering and environmental information and any downloadable files. Prospective purchasers should make their own investigations, projections, and conclusions. It is expected that prospective purchasers will conduct their own independent due diligence concerning the Property, including such engineering inspections as they deem necessary to determine the condition of the Property. Ackerman & Co. and Pioneer Land Group represent the Owner in this transaction and makes no representations, expressed or implied, as to the foregoing matters.

**This Offering Memorandum is exclusively presented by the Broker. For additional information or to schedule a property tour, please contact:**



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# Table of Contents

## 1 THE OPPORTUNITY

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## 2 THE PROPERTY

---

## 3 THE MARKET

---

## 4 PROPOSAL REQUIREMENTS

---

## 5 SUPPORT INFORMATION

- GOOGLE EARTH KMZ FILE
- SEWER MAP



# The Opportunity

**Ackerman & Co.** and **Pioneer Land Group** are pleased to present for sale 15.99 acres located at the signalized intersection of **Highway 138 and Ebenezer Road** in Rockdale County.

**Highway 138/ Ebenezer Rd** offers the following attributes:

- Ideally suited for mixed-use including commercial and residential development.
- Located less than 3 miles from Interstate 20.
- Approximately 3 miles from historic Downtown Conyers which offers dining, entertainment and shopping.
- Located in Rockdale County, which had 338 annual starts of new homes, representing a 48% increase in the last four quarters.
- Rockdale County only has a 30.7 months supply of residential lots.
- Located in the Heritage High School district which captured about 36% of all new home sales in Rockdale County with a average sales price of \$453,000.
- Heritage High School district only has a 3.7 months supply of new homes.

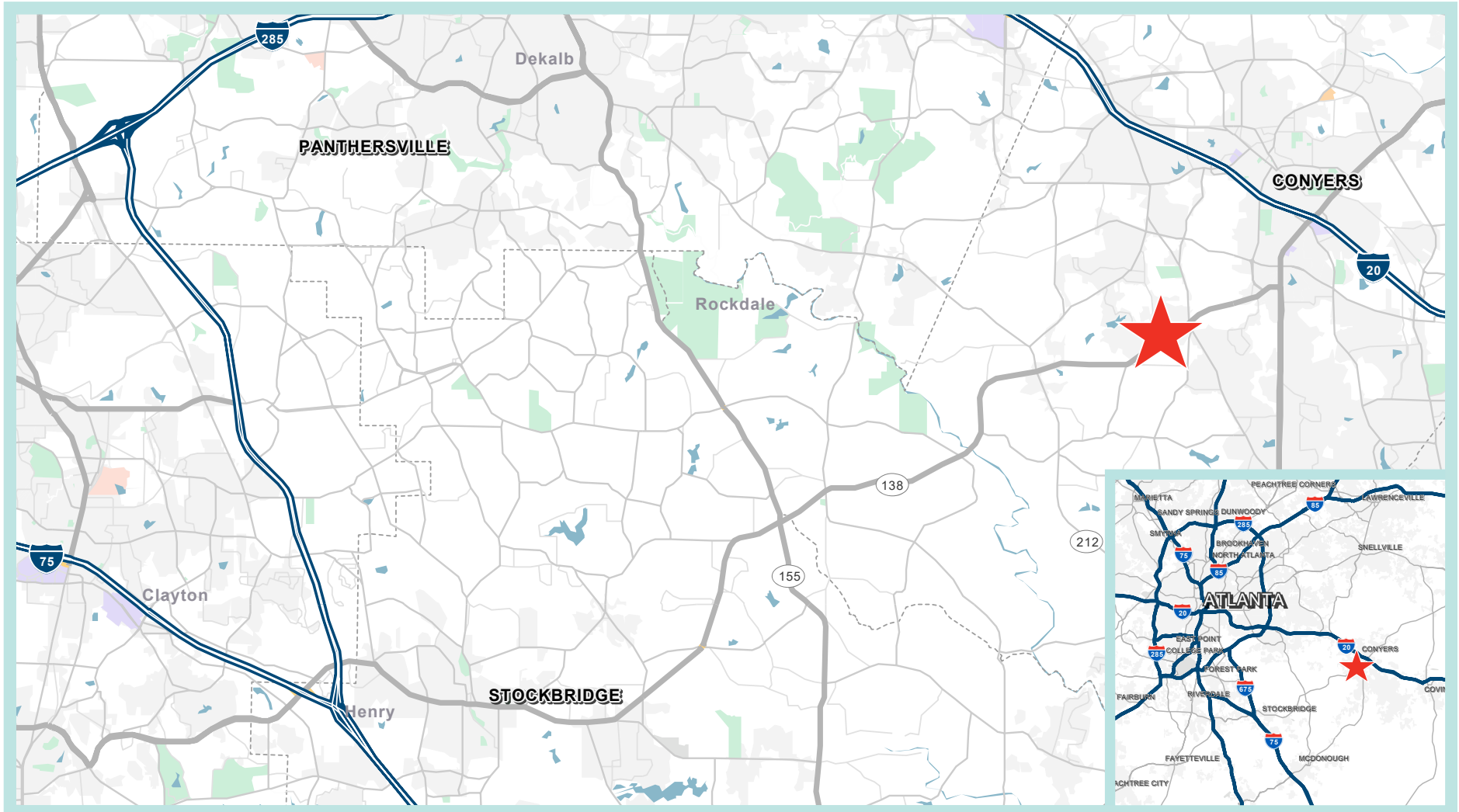
**Highway 138/ Ebenezer Rd** offers a builder an opportunity to establish a presence in the growing market.

Interested parties should submit a letter of intent ("LOI") pursuant to the terms outlined in the Process section of this Offering Memorandum.



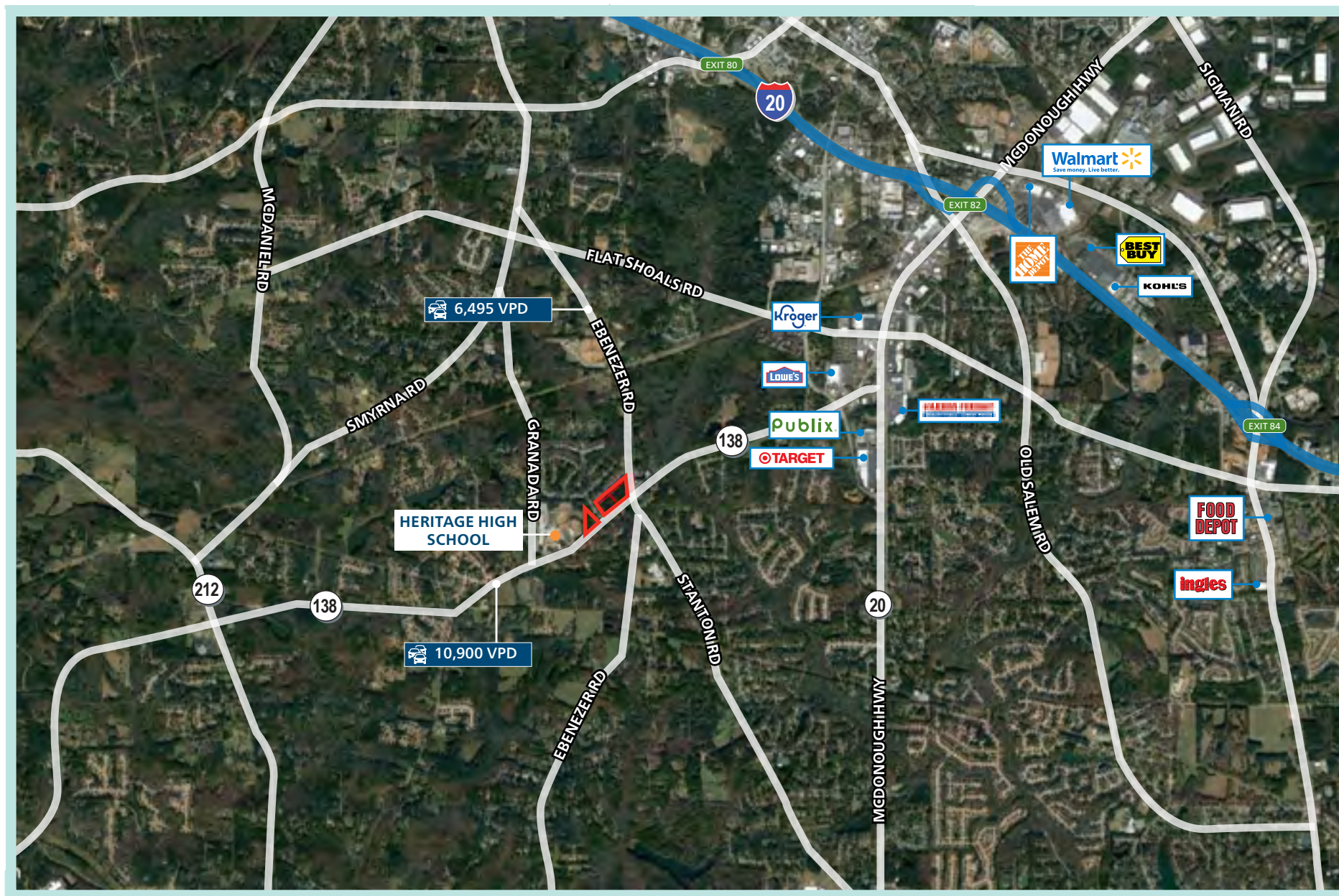
# The Property

**The Property** is located on Highway 138 SW, Conyers, GA 30094. The parcel ID for this property is 045-0-01-0018.





## HIGH ALTITUDE AERIAL WITH NEARBY AMENITIES





## LOW ALTITUDE AERIAL



\* Dimensions are estimates based on aerial measurements



## TOPOGRAPHY MAP WITH HYDROLOGY

Below is the topography map with 20' contours:





## ADDITIONAL DETAILS:

### ZONING

The Property is currently zoned AR in Rockdale County.

The Future Land Use Plan designated part of the Property for Office/Industrial and the balance as Commercial. The property is surrounded by Medium Density Residential. There may be an opportunity to amend the Future Land Use Plan to allow for MRU (mixed-use residential) to allow for townhouses on the Property.

### SCHOOLS

SCHOOL	DISTANCE IN MILES
<b>ELEMENTARY SCHOOL</b>	
Sims Elementary	1.2 Miles
<b>MIDDLE SCHOOL</b>	
Edwards Middle	1.4 Miles
<b>HIGH SCHOOL</b>	
Heritage High	0.2 Miles





## ADDITIONAL DETAILS:

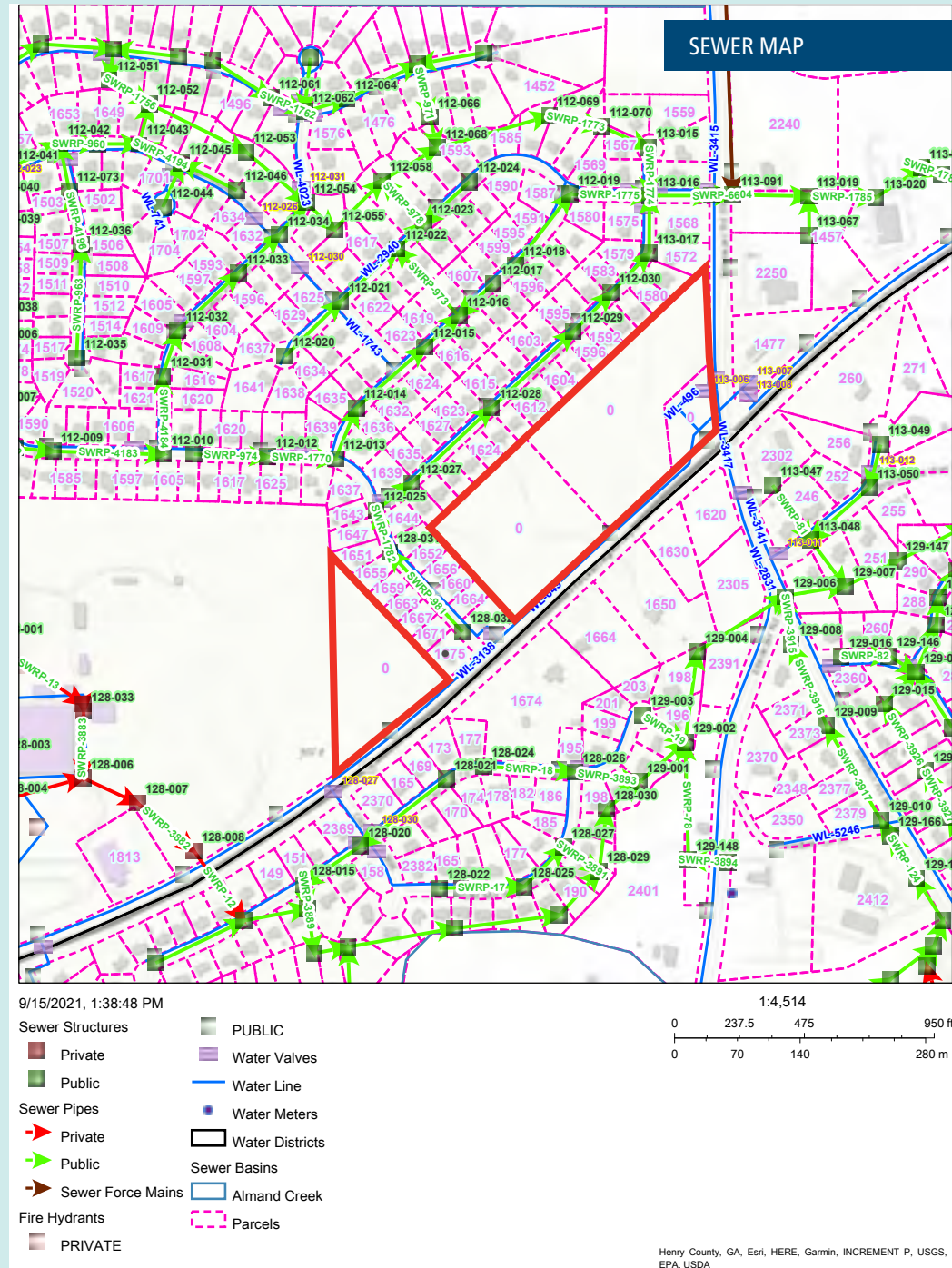
### UTILITIES

The property will be sewered by domestic water. To the right is a map of the sewer location in reference to the property.

It appears that the property should gravity flow to a sewer manhole in the subdivision to the north, but easements will be required.

### 2021 AREA DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
Population	4,906	29,428	81,165
Households	1,615	10,681	29,322
Median HH Income	\$74,456	\$68,261	\$59,077
Average HH Income	\$81,030	\$84,338	\$78,533





# The Market

**Highway 138/ Ebenezer Rd** is located in Rockdale County, Georgia with a population of approximately 91,000 people. The city of Conyers is the county seat. Over the recent years, Rockdale County has continued to grow and become a desired place for families to live. Below are some highlights from the growing Rockdale County and City of Conyers:

- The Georgia International Horse Park, founded in 1995, has hosted some of the largest equestrian events in the world, including the 1996 Olympics. Currently, it serves as a venue for many different services and events, including weddings, festivals, family reunions, equestrian events, sports competitions and more. In 2019, it was voted “Official Best Outdoor Venue in Georgia”.
- In 1944, monks from Kentucky embarked on a journey to Georgia and founded The Monastery of the Holy Spirit. Today, the Monastery has become a great destination for the entire family. There are shops, places to sample gourmet food and walks with nature throughout the 2,300-acre site.
- Rockdale County also has a handful of parks that offer hiking, fishing, boating, playgrounds and walking trails. Black Shoals Park, Johnson Park and Costley Mill Park are a few of those.

With all of the amenities and attractions in Rockdale County and the City of Conyers, there will continue to be desired growth. **Highway 138/ Ebenezer Rd** offers an excellent opportunity for a builder to establish a presence in this market.



Georgia International Horse Park



The Monastery of the Holy Spirit



## MARKET ANALYSIS

As shown on the map below, the subject property is located on Highway 138 between Highway 212 and Highway 20. Where Highway 138 meets Highway 20 is the most active commercial corridor containing the big box retailers and most of the banks, restaurants and other retail/commercial establishments. Note the traffic counts on Highway 20 of 42,000 cars/day. Where Highway 138 crosses Highway 212 is a secondary commercial intersection anchored by a Publix shopping center with a Shell Station and Hardies. The Subject property is located on Highway 138 at Ebenezer Road midway between these two commercial nodes. This intersection has 2 commercial uses, 2 convenience oriented service stations. Unlike Highway 20 and Highway 212, Ebenezer Road is a local collector road that connects Highway 20 to Smyrna Road. In our opinion, this intersection lends itself to commercial uses that are more convenience oriented AND that can profit from the demographic base in the immediate 1 to 1.5 mile radius.

Day care, car wash, dentist/doctor office and package store (based on distance from the school) are examples of convenience oriented commercial users.

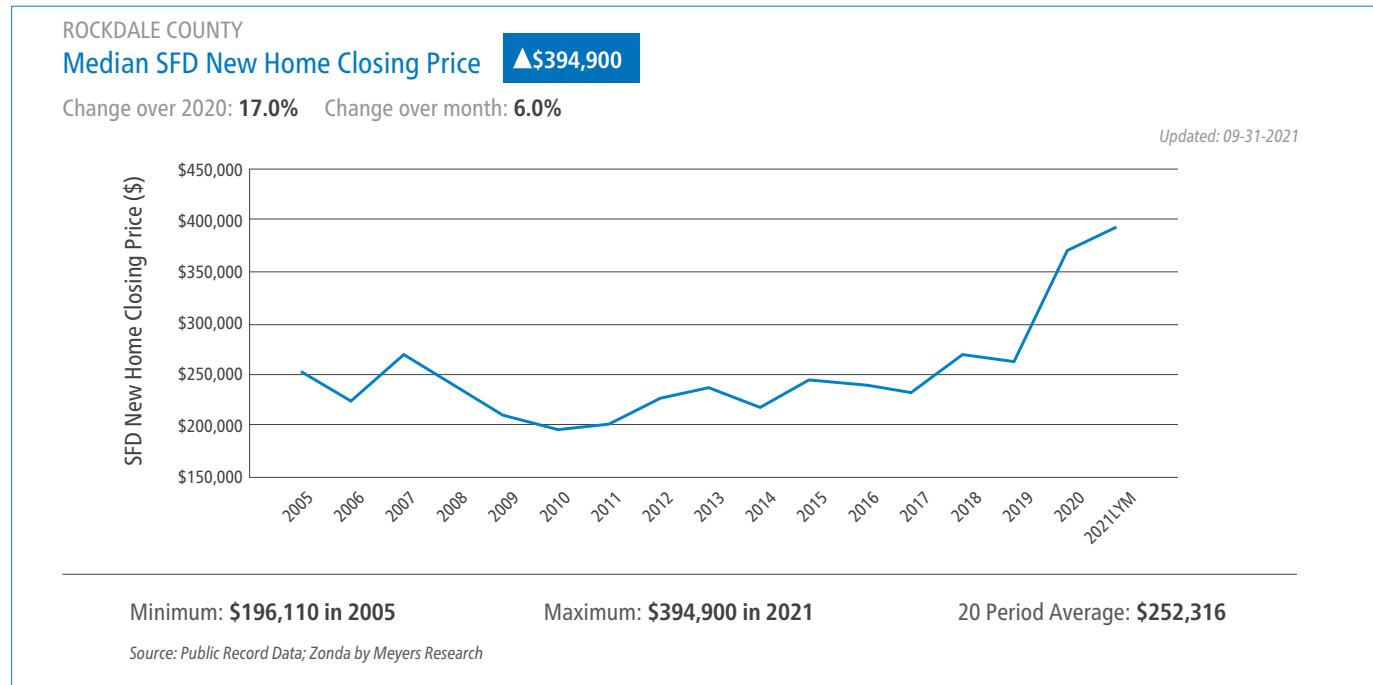




## ROCKDALE COUNTY DETACHED HOUSING AND LOT ANALYSIS

Through 2Q21, Rockdale County continues to show strong growth. Resale houses built in 2005 or later have an average resale price of \$291,000.

Below are the new house sales for Rockdale County from 2018 - 2Q21:



Below are the highlights for this market through 3Q21:

- Annual starts in this market were 338, representing a 48% increase in the last four quarters.
- Annual closings in this market were 305, representing a 24% increase in the last four quarters.
- There are currently 865 VDLs in the market. Based on the annual starts, there is a 30.7 months supply of lots in this market.
- Of the remaining VDLs, 53% are located in subdivisions with an active builder.



## HERITAGE HIGH SCHOOL DISTRICT DETACHED HOUSING AND LOT ANALYSIS

Through 2Q21, Heritage High continued to show signs of growth in both the average price of a new home as well as the number of new homes sales. Houses built in 2005 or later have an average resale price of \$373,000.

Below are the new house sales for the Heritage High School District from 2018 - 2Q21:

YEAR	%TOTAL ROCKDALE COUNTY SFD NEW SALES	# OF SALES	AVERAGE SALES PRICE	% OF PRICE GROWTH
2018	16%	31	\$396,000	-
2019	12%	26	\$420,000	+6.1%
2020	25%	57	\$441,000	+5.0%
2Q21	36%	53	\$453,000	+2.7%

Below are the highlights for this market through 3Q21:

- Annual starts were 80, representing a 31% increase in the last four quarters.
- Annual closings were 94, representing a 63% increase in the last four quarters.
- There are 204 VDLs in the market. Based on the annual starts, there is a 30.6 months supply of lots in this market.
- There is only a 3.7 months supply of houses in this market.

With a declining supply of VDLs located in both Rockdale County and in the Heritage High School markets, we believe **Highway 138/ Ebenezer Rd** can fill the immediate need for housing in this market.



# Proposal Requirements

The owner is offering the sale of **Highway 138/ Ebenezer Rd** for a price of **\$95,000 per acre or a total of \$1,519,050.**

Interested parties should submit proposals in the form of a proposed term sheet that includes the following information:

- Price
- Earnest money
- Due diligence period
- Closing period
- Contingencies
- Overview of purchaser including financial capabilities

**We are available to discuss the project and address any questions at your convenience.**



Downtown Conyers



# Support Information

Below are files that are related to **Highway 138/ Ebenezer Rd** and may be downloaded.\* Click the links to open the files.

[VIEW ALL FILES](#)[GOOGLE EARTH KMZ](#)[SEWER MAP](#)

\*We advise that these files be downloaded to a desktop computer and not on a mobile device as they may not be compatible.



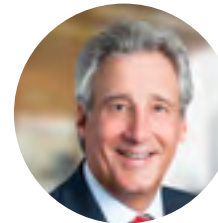


## MEET OUR TEAM

The **Ackerman/Pioneer Land Advisory Group (APLG)** has represented owners in land sales that have paved the way for many noteworthy housing and commercial real estate developments across the Southeast.

The team has brokered **\$400+ million** in transactions.

### FOR MORE INFORMATION, CONTACT:



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