



# FONTAINBLEAU

66 DEVELOPED SFD LOTS  
ROCKDALE COUNTY, GA

EXCLUSIVE OFFERING

Ackerman & Co.  **PIONEER**  
LAND GROUP



## Disclosure / Confidentiality Statement

The material contained in this Offering Memorandum is confidential, furnished solely for the purpose of considering the acquisition of a **66 SFD Lots in Fontainbleau 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. 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 represents 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:**



John Speros  
Senior Vice President  
Ackerman & Co.

Direct: 770.913.3910  
Mobile: 404.578.7033  
Email: [jsperos@ackermanco.net](mailto:jsperos@ackermanco.net)



Kyle Gable  
Broker  
Pioneer Land Group

Direct: 770.225.0718  
Mobile: 404.867.3332  
Email: [kgable@pioneerlandga.com](mailto:kgable@pioneerlandga.com)



J.T. Speros  
Associate, Brokerage  
Ackerman & Co.

Direct: 770.913.3949  
Mobile: 404.775.3919  
Email: [jtsperos@ackermanco.net](mailto:jtsperos@ackermanco.net)







Community Entrance

# Table of Contents

## 1 THE OPPORTUNITY

---

## 2 THE PROPERTY

---

## 3 THE MARKET

---

## 4 PROPOSAL REQUIREMENTS

---

## 5 SUPPORT INFORMATION

- SUBDIVISION PLAT
- LOT LIST
- DESIGN STANDARDS
- RECORDED COVENANTS
- GOOGLE EARTH KMZ FILE
- COMMUNITY VIDEO



# The Opportunity

**Ackerman & Co. and Pioneer Land Group** are pleased to present 66 developed single family detached lots ("SFD") lots in Fontainbleau, a subdivision in Rockdale County, GA.

**Fontainbleau** offers the following attributes:

- 66 fully developed SFD lots with water and electrical installed on each lot
- Large lots with an average lot size of 1.39 acres.
- Twenty-seven lots with frontage on South River.
- Owner is the Declarant of the subdivision. The declarant is willing to include assignment of declarant rights (providing architectural design flexibility) with a bulk sale.
- Fontainbleau is in the Salem High School district where the average new home price in 2020 is \$361,000.
- In the last 4 quarters, the supply of vacant developed lots ("VDLs") has decreased by more than 50%, representing a demand for housing.
- Located on the county line almost directly between downtown Conyers and downtown McDonough, offering nearby retail, dining and entertainment.

The owner is flexible in the fact that he will sell the lots in bulk or sell the lots individually.

The balance of this Offering Memorandum provides detailed information on the Property and the market. Interested parties should submit a term sheet pursuant to the terms out-lined in the Process section of this Offering Memorandum.



Existing Homes



# The Property

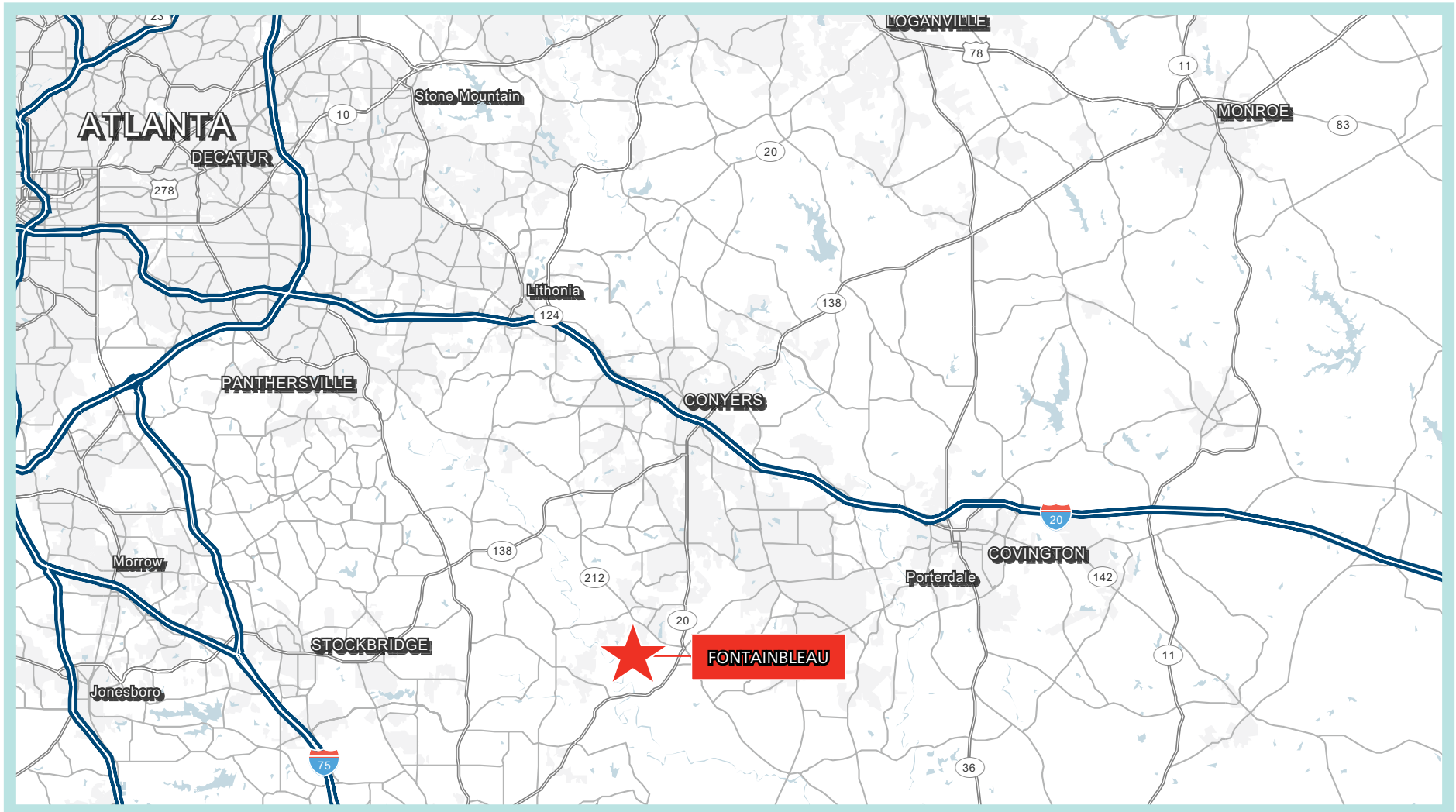
**Fontainbleau** has a beautifully landscaped boulevard entrance leading into an established community that is adjacent to the South River. The community currently has 33 homes with an initial new home average price of \$415,000. The owner owns 66 vacant developed lots that range in lot size of .59 acres to 9.07 acres with an average lot size of 1.39 acres. The owner is the declarant of the community. The declarant is willing to include assignment of declarant rights (providing architectural design flexibility) with a bulk sale.





## LOCATION MAP

**Fontainbleau** is located in the south corner of Rockdale County, GA. The address for the first lot in the subdivision is 2001 Fontainbleau Dr., Conyers, GA 30094.



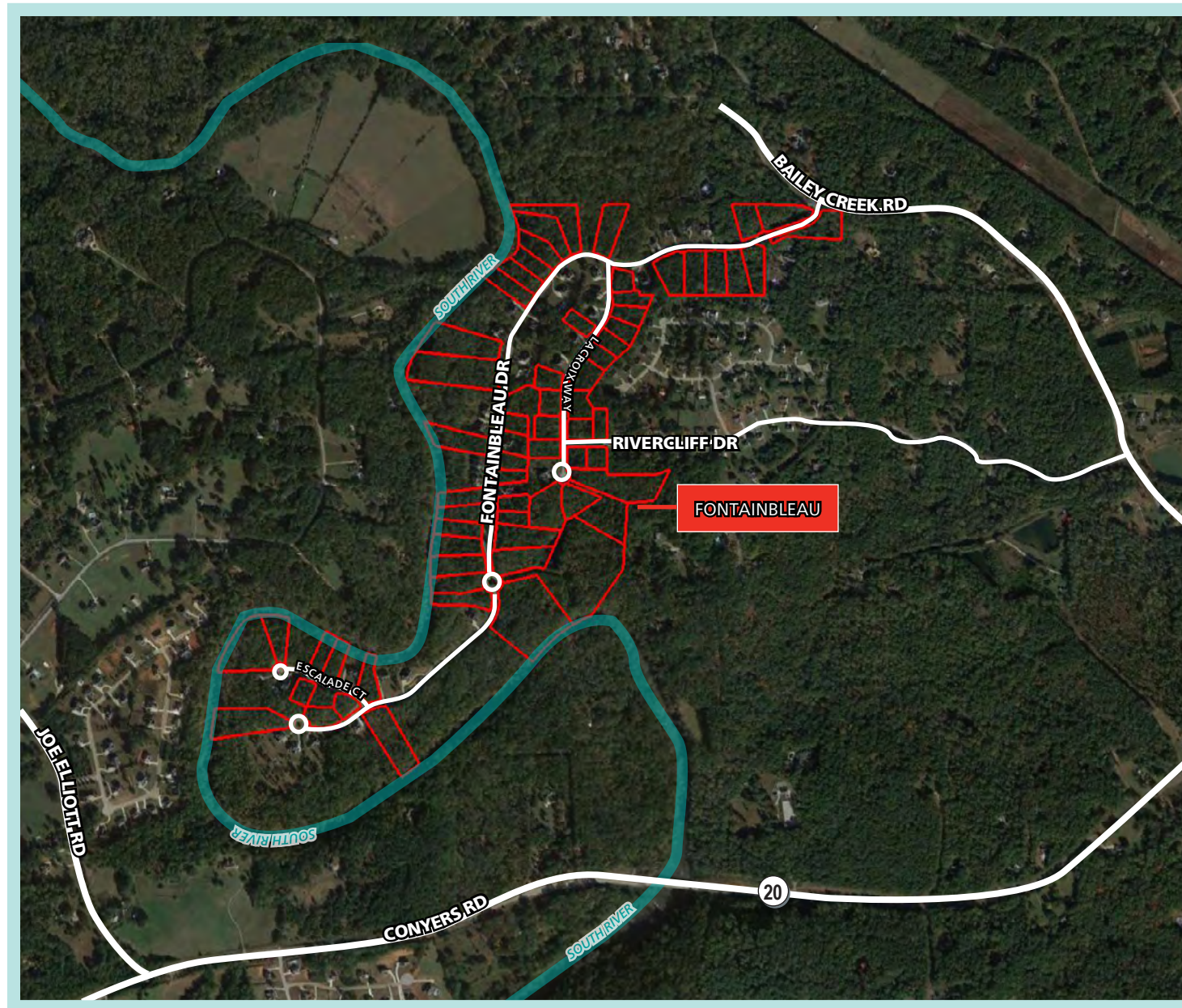


## HIGH ALTITUDE AERIAL WITH NEARBY AMENITIES





## LOW ALTITUDE AERIAL





## SITE PLAN

Below is the site plan of the overall development. The list of available lots can be found in the Support Information section of the Offering Memorandum.





## ADDITIONAL DETAILS:

### ZONING

The majority of the lots are zoned R-1 with the remaining lots zoned A-R in Rockdale County with the following requirements:

Zoning	A-R	R-1
Minimum Lot Size	1 Acre	30,000 SF
Minimum Lot Width	120'	100'
Minimum Front Setback	40'	35'
Minimum Side Setback	15'	10'
Minimum Rear Setback	35'	35'

**Approved exterior construction materials:** Brick, Stucco, Hardi-Plank, and Stone

**Minimum Square Footage:** One Story- 2,400 SF,  
Two Story- 2,600 SF, with minimum  
of 1,200 SF on main level

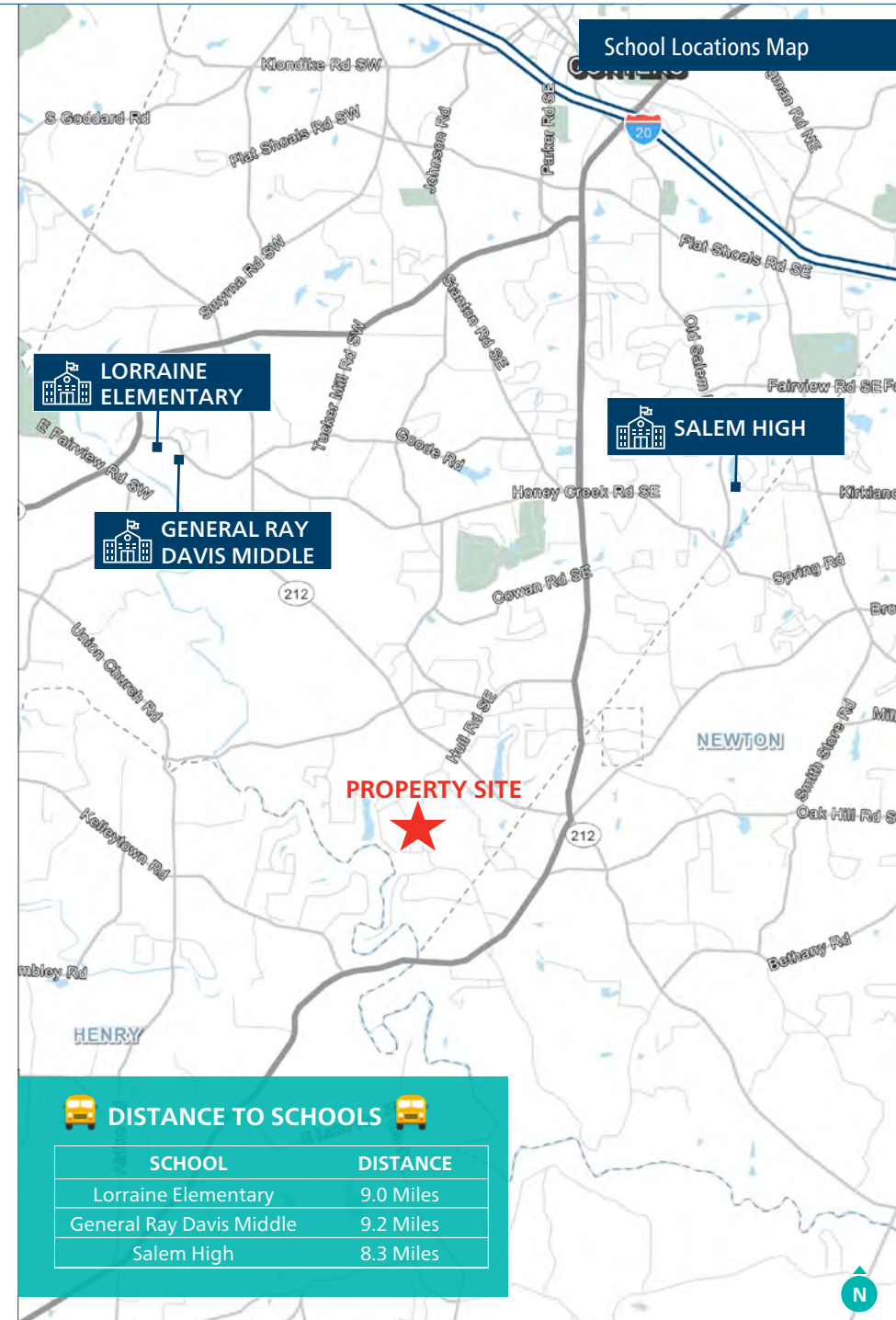
*Design Standards are available for download in the Support Information section.*

### UTILITIES

The community is served by domestic water. Each lot will need an individual septic tank.

### SCHOOLS

Lorraine Elementary School  
General Ray Davis Middle School  
Salem High School





# The Market

**Fontainbleau** 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. Fontainbleau offers an excellent opportunity for a builder to establish a presence in this market.



Georgia International Horse Park



The Monastery of the Holy Spirit



## ROCKDALE COUNTY DISTRICT DETACHED HOUSING AND LOT ANALYSIS

Rockdale County continues to trend in a positive direction in regards to both new and resale homes. Through 1Q20, the average price of a resale home built in 2005 or later was \$250,000. Below is the new SFD house sale data from 2016 – 1Q20:

YEAR	# OF SALES	AVERAGE SALES PRICE	% GROWTH IN AVERAGE PRICE
2016	136	\$257,000	-
2017	218	\$248,000	-3.5%
2018	197	\$276,000	11.3%
2019	218	\$270,000	-2.2%
1Q20	36	\$369,000	36.7%

Below are the highlights for this market through 2Q20:

- Annual starts of 244, representing a 34% increase in the last four quarters.
- Annual closings of 256, representing a 27% increase in the last four quarters.
- Almost half of the remaining VDLs in Rockdale County are in subdivisions with an active builder.
- There is currently a 5.3 month supply of new houses in all of Rockdale County.



## SALEM HIGH SCHOOL DETACHED HOUSING AND LOT ANALYSIS

Salem High School continues to trend in a positive direction in regards to housing as well. Through 1Q20, the average price of a resale home built in 2005 or later was \$263,000. Below is the new SFD house sale data from 2016 – 1Q20:

YEAR	# OF SALES	AVERAGE SALES PRICE	% OF PRICE GROWTH
2016	90	\$222,000	-
2017	132	\$215,000	-3.2%
2018	86	\$294,000	36.7%
2019	60	\$326,000	10.9%
1Q20	15	\$361,000	10.7%

Below are the highlights for this market through 2Q20:

- Annual starts of 89, representing a 68% increase in the last four quarters.
- Annual closings of 84, representing a 25% increase in the last four quarters.
- 63% of the remaining VDLs in Salem High are in subdivisions with an active builder.
- There is a mere 4.0 month supply of new houses in all of the Salem High School district.

**With the continued decreasing supply of VDLs located in Rockdale County and the Salem High School market, we believe Fontainbleau can fill the immediate need for housing in this market.**



# Proposal Requirements

The Owner is flexible in the sale out of the lots and will entertain a bulk sale, a takedown, or selling individual lots. The list price for the individual lots are listed below:

Lot #	Street Address	Acreage	Classification	List Price	Lot #	Street Address	Acreage	Classification	List Price	Lot #	Street Address	Acreage	Classification	List Price
1	2001 FONTAINBLEAU DR	1.44	Interior Large	\$42,500	43	2212 ESCALADE CT	1.21	River Small	\$74,000	94	2127 LACROIX WAY	1.81	Interior Large	\$60,000
2	2003 FONTAINBLEAU DR	1.05	Interior Large	\$44,500	44	2214 ESCALADE CT	2.96	River Large	\$74,000	95	2128 LACROIX WAY	1.18	Interior Large	\$60,000
9	2017 FONTAINBLEAU DR	1.53	Interior Large	\$46,500	47	2205 ESCALADE CT	0.59	Interior Small	\$50,000	96	2126 LACROIX WAY	1.97	Interior Large	\$65,000
11	2021 FONTAINBLEAU DR	1.81	River Small	\$53,000	49	2201 ESCALADE CT	0.62	Interior Small	\$46,500	97	2124 LACROIX WAY	2.75	Interior Large	\$48,000
12	2023 FONTAINBLEAU DR	1.69	River Small	\$57,000	50	2087 FONTAINBLEAU DR	0.88	Interior Small	\$52,000	98	1034 RIVERCLIFT DR	0.59	Interior Small	\$47,000
13	2025 FONTAINBLEAU DR	1.07	River Small	\$64,000	52	2091 FONTAINBLEAU DR	2.49	River Large	\$71,000	99	1032 RIVERCLIFT DR	0.62	Interior Small	\$33,000
14	2027 FONTAINBLEAU DR	0.88	River Small	\$63,000	58	2082 FONTAINBLEAU DR	2.36	River Large	\$69,000	100	1033 RIVERCLIFT DR	0.62	Interior Small	\$35,000
15	2029 FONTAINBLEAU DR	0.95	River Small	\$61,000	59	2070 FONTAINBLEAU DR	4.69	River Large	\$79,000	101	1035 RIVERCLIFT DR	0.73	Interior Small	\$46,000
16	2031 FONTAINBLEAU DR	1.07	River Small	\$65,000	60	2064 FONTAINBLEAU DR	9.07	River Large	\$145,000	102	2116 LACROIX WAY	0.89	Interior Small	\$46,000
19	2037 FONTAINBLEAU DR	2.7	River Large	\$59,000	64	2058 FONTAINBLEAU DR	1.15	River Small	\$66,000	103	2114 LACROIX WAY	1.05	Interior Large	\$48,000
20	2039 FONTAINBLEAU DR	3.52	River Large	\$59,000	65	2056 FONTAINBLEAU DR	1.19	River Small	\$68,000	104	2110 LACROIX WAY	0.65	Interior Small	\$48,000
23	2045 FONTAINBLEAU DR	1.6	River Small	\$64,000	66	2054 FONTAINBLEAU DR	0.59	Interior Small	\$48,000	105	2108 LACROIX WAY	0.71	Interior Small	\$48,000
26	2051 FONTAINBLEAU DR	0.99	River Small	\$63,000	67	2052 FONTAINBLEAU DR	0.68	Interior Small	\$49,000	106	2106 LACROIX WAY	0.73	Interior Small	\$48,000
27	2053 FONTAINBLEAU DR	0.93	River Small	\$63,000	69	2048 FONTAINBLEAU DR	0.64	Interior Small	\$50,000	107	2104 LACROIX WAY	0.74	Interior Small	\$47,500
28	2055 FONTAINBLEAU DR	1.01	River Small	\$63,000	70	2046 FONTAINBLEAU DR	0.79	Interior Small	\$50,000	108	2102 LACROIX WAY	0.7	Interior Small	\$48,000
29	2057 FONTAINBLEAU DR	1.28	River Small	\$63,000	72	2042 FONTAINBLEAU DR	0.66	Interior Small	\$51,000	109	2016 FONTAINBLEAU DR	0.66	Interior Small	\$46,000
30	2059 FONTAINBLEAU DR	1.41	River Small	\$68,000	73	2040 FONTAINBLEAU DR	1.24	Interior Small	\$50,000	111	FONTAINBLEAU RD	3.09	Interior Large	\$43,500
31	2063 FONTAINBLEAU DR	1.28	River Small	\$68,000	84	2107 LACROIX WAY	0.59	Interior Small	\$47,000	112	2010 FONTAINBLEAU DR	1.27	Interior Large	\$49,000
32	2067 FONTAINBLEAU DR	1.17	River Small	\$67,000	88	2115 LACROIX WAY	0.75	Interior Small	\$48,000	113	2008 FONTAINBLEAU DR	1.25	Interior Large	\$50,000
37	2083 FONTAINBLEAU DR	1.02	River Small	\$73,000	89	2117 LACROIX WAY	0.76	Interior Small	\$48,000	114	2006 FONTAINBLEAU DR	1.28	Interior Large	\$49,000
39	2204 ESCALADE CT	0.91	River Small	\$79,000	90	2119 LACROIX WAY	0.93	Interior Small	\$46,000	115	2004 FONTAINBLEAU DR	1.26	Interior Large	\$48,000
40	2206 ESCALADE CT	0.85	River Small	\$79,000	91	2121 LACROIX WAY	0.91	Interior Small	\$47,000	116	2000 FONTAINBLEAU DR	1.22	Interior Large	\$32,000



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

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

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





# Support Information

Below are files that are related to **Fontainbleau** and may be downloaded.\* Click the links to open the files.



[VIEW ALL FILES](#)



[GOOGLE EARTH KMZ FILE](#)



[SUBDIVISION PLAT](#)



[LOT LIST](#)



[DESIGN STANDARDS](#)



[RECORDED COVENANTS](#)



[COMMUNITY VIDEO](#)







## 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 **\$300+ million** in transactions.

### FOR MORE INFORMATION, CONTACT:



John Speros  
Senior Vice President  
Ackerman & Co.  
Direct: 770.913.3910  
Mobile: 404.578.7033  
Email: [jsperos@ackermanco.net](mailto:jsperos@ackermanco.net)



Kyle Gable  
Broker  
Pioneer Land Group  
Direct: 770.225.0718  
Mobile: 404.867.3332  
Email: [kgable@pioneerlandga.com](mailto:kgable@pioneerlandga.com)



J.T. Speros  
Associate, Brokerage  
Ackerman & Co.  
Direct: 770.913.3949  
Mobile: 404.775.3919  
Email: [jtsperos@ackermanco.net](mailto:jtsperos@ackermanco.net)