



CASE STUDY

3038 WASHINGTON RD
AUGUSTA, GA



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CLIENT TESTIMONIAL

"I have worked with Jonathan for around two years now and he has been stellar in every aspect of real estate. From his communication, to details on a deal, nothing goes missed. Jonathan is also one of the calmest individuals I have met under pressure. I look forward to working more deals in the future with Jonathan and his team."

- Josh Walls, Developer

"Jonathan Aceves with the Finem Group facilitated the sale of our property on Washington Road. After receiving multiple offers, he identified the best buyer, and we went under contract promptly. His professionalism, communication skills, and knowledge helped us navigate all the challenges throughout the transaction process. I confidently recommend working with Jonathan and his team!"

- Daniel Bybee, Transaction Manager



CLIENT CHALLENGE

The Finem Group faced a complex task: assisting a retail developer in selling a rear pad of a property on Washington Road, behind a brand-new 7-Brew Coffee development. The plan involved subdividing the property into front and rear pads. The assignment's difficulty was compounded by several factors, including the presence of numerous easements and the redevelopment of a hotel in the vicinity. Overcoming these hurdles, our team was brought in to manage the sale.



ACTION STEPS

- ✓ **Comprehensive Land Analysis:** Our analysts performed an in-depth study, determining that the land's optimal use was for a Quick Service Restaurant (QSR). We conducted a valuation based on comparable properties and used Placer Ai for a void analysis, targeting suitable retailers.
- ✓ **Premium Marketing Strategy:** We developed a top-tier marketing package, incorporating professional drone imagery to highlight the land's appeal. This comprehensive package was sent to leading retailers and developers in the region.
- ✓ **Offer Evaluation:** Upon receiving offers on these properties, it was necessary to consult the data to ensure we were maximizing the price and negotiating a fair time-frame for the contract in order to close quickly.
- ✓ **Due Diligence and Transaction Management:** We seamlessly handled all due diligence requirements, guiding our client towards a smooth closing process.



VALUE-ADDED RESULTS

Our strategic approach led to the successful sale of the excess land for \$650,000 to Freddy's Frozen Custards and allowed for the optimal utilization of the land. The introduction of two new national QSR and Coffee shops only show the continued growth and vibrant future of Augusta, GA and specifically, Washington Rd.



JONATHAN ACEVES

Jonathan serves as a Commercial Sales and Leasing Advisor with Meybohm Commercial. Originally licensed in 2005, Jonathan specializes in downtown development, portfolio planning, multifamily brokerage, and land & site selection. Jonathan's portfolio planning has mostly centered around advising owners with portfolios of commercial properties regarding sales and 1031 exchanges, along with underwriting potential transactions. Jonathan has worked extensively in Site Selection and Commercial Land Brokerage.

Notable site selection clients include Domino's Pizza, SRP Federal Credit Union, Hardees, Popeyes, Whit's Frozen Custard, and many others. Jonathan's approach to site selection differs from that of many of his competitors in that he starts from a list of all potential sites, rather than simply on-market sites. This tends to be more work but has led to finding off-market ideal locations for his clients. Jonathan also focuses on Multifamily brokerage, with his track record including numerous downtown duplexes and quads, along with Cedar Pines Apartments and Ridgewood Apartments. His approach with multifamily is to reduce the work required by a buyer to underwrite—leading to faster sales and higher prices.

COMMERCIAL & LAND BROKER | VICE PRESIDENT | CCIM | MBA

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Consultative, client-focused and analytical, John is an industrial and commercial advisor for Finem Industrial at Meybohm Commercial, where his aim is to guide clients in accomplishing their greater collective business and financial goals, through diligent regional industrial property consultation, analysis and search.

John earned his MBA and civil engineering degrees from Clemson University and is in the final stages of pursuing his CCIM (Certified Commercial Investment Member) designation. John's extensive experience and training in solving real-world problems are what direct him in developing client strategies for real estate investments.

John's specialties include industrial warehouse and flex-space properties, sale-leasebacks and 1031 Exchanges, creative industrial property solutions for businesses that need space, land & site selection, and general commercial work.

INDUSTRIAL BROKER | VICE PRESIDENT | CCIM | CIVIL ENGINEER | MBA

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