

Pearson Property – Broker Opinion of Value and Listing Proposal

24.83 acres – Lee St, Edgefield County SC

Prepared by: Access Outdoors | Greenville, South Carolina

Property Overview

Location: Lee St, Edgefield County, SC

Acreage: ±24.83 Acres

Tax Map #: Edgefield County – 179-09-01-032-000

Access: Primary access from Lee St, Secondary Access from Hill Dr

This ±25-acre tract is positioned just outside of downtown Johnston, SC at the edge of Edgefield County, with main utility infrastructure in place. It has gated entrances from Lee St and Hill Dr, along with cut roads and trails throughout the property. The topography is sloped from left to right with multiple buildable sites through the middle to the top of the property.

Property Attributes

Key Features:

- Edgefield public water and sewer
- +/- 3 minutes to downtown Johnston
- No floodzone, abundant wildlife
- Quiet wooded lot suitable for single residence or multiple single residences (NO MOBILE HOMES)

Challenges / Considerations:

- Zoned for Residential Single Family, limits potential for subdividing.
- Topography dictates future home builds.
- Hurricane damage and a majority wooded lot leads to need for clearing

Marketing and Representation Plan

Access Outdoors proposes to exclusively represent Rocky Pearson in marketing and selling this property. The property will receive broad exposure through a targeted, professional campaign designed to reach qualified buyers.

1. **MLS Exposure:** Listing on the Greenville MLS with syndication to Realtor.com, Zillow, Trulia, and affiliated platforms.
2. **Land-Focused Advertising:** Featured placement on LandWatch, Land and Farm, Lands of America, and similar sites reaching a nationwide buyer pool.
3. **Direct Marketing:** Targeted outreach to our local network of buyers looking for this type of property, including local and regional developers, and local, regional and national builders.
4. **Broker Network Engagement:** Utilizing over 20 years of relationships in Upstate land sales.
5. **Signage & Visual Marketing:** On-site signage, drone photography, and detailed mapping to showcase access, topography, and potential homesites
6. **Events & Word-of-Mouth:** Marketing through local industry events and direct engagement with area brokers and prospects.

Comparable Sales

Pearson Property			
00 Lee St, Johnston, SC			
Comparable Sales			
Sales Date	Price Per Acre Sold	Total Acres	Edgefield County Tax Map#
11/22/24	\$13,652.30	39.92	181-00-00-017-000
4/23/25	\$5,322.92	28.18	196-00-00-019-000
12/6/24	\$13,703.70	13.5	156-00-02-030-000
5/22/26	\$11,400.65	12.28	137-03-02-003-000
9/9/25	\$10,000.00	13.67	135-00-00-022-000
8/29/2024	\$10,286.55	13.61	151-00-00-028-000
12/20/2024	\$13,636.36	11	181-00-00-003-000
AVG	\$11,143.21		

Listing Price Recommendation and Strategy

Based on the above comparable sales, the average sales price per acre for similar sized land parcels is \$11,150 per acre, with the upper price point reaching \$13,700 per acre. Due to the proximity to downtown Johnston, combined with the rural/secluded feel of the property, we think the listing price should reflect the higher end of comparable sales approaching \$13,000 per acre. Your family's motivation and timeline will also affect the starting list price. For a faster sale, we suggest listing the property closer to \$12,000 per acre. With a more patient approach, we think the final sales price could reach upwards of \$13,000 per acre, so our listing price would reflect that valuation. This estimate is based solely on aerial and county maps, and comparable sales for similar sized land parcels in the area.

A site visit will need to be scheduled to finalize pricing and inspect the condition of the mobile home and house. Depending on their condition, we will provide a final suggested list price and possibly suggest a subdivide to include the house with a few acres, then a separate land-only listing. This would maximize the potential of the property and could provide a

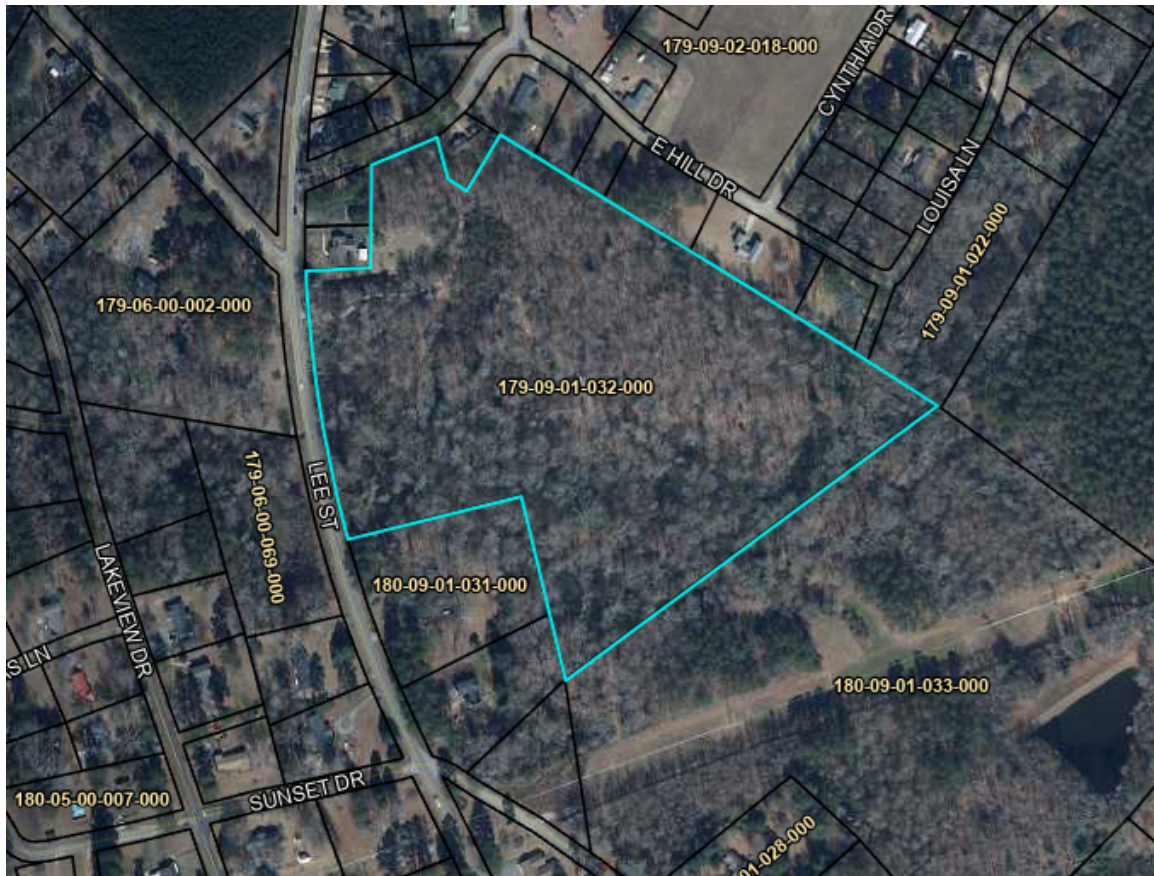
higher financial return, again, based on condition. If the mobile home and house appear to be more of a liability or negative feature, then pricing would also reflect that reality. In summation, this Broker Opinion of Value is based on county maps and comparable sales. Once a site visit is scheduled and completed, we will provide a final suggested list price. As of today, our suggested list price is below:

Suggested List Price (Option 1):

\$298,000

Suggested List Price (Option 2 - Faster Sale):

\$223,500



Listing Terms

- Listing Price: To be mutually agreed upon by Seller and Broker
- Listing Duration: One (1) year exclusive right to sell
- Commission Rate (negotiable): Agents to keep proceeds over \$200,000 with a maximum of \$22,000 (with Buyer agent) or keep proceeds over \$200,000 with a maximum of \$15,000 (without Buyer agent) payable at closing.
- Broker: Access Realty, LLC - Greenville, SC
- Listing Agents: John Claffey – Agent | Tyler Visin – Agent | Jon Tompkins - Agent

Our Commitment

Access Outdoors uses a combination of modern marketing and strong local relationships to make sure your property gets in front of the right buyers.

First, we promote the property across our **social media platforms**, where we share professional photos, videos, and property highlights. This allows us to quickly reach a large audience of people actively looking for land, outdoor property, and investment opportunities.

Second, we place **high-visibility signage on the property**. This helps capture interest from local buyers, neighbors, and people already familiar with the area who may be looking for land nearby.

Finally, we leverage our **extensive network of buyers, agents, and industry contacts**. Through years of working in the land and outdoor property market, we have built strong relationships with investors, developers, and individuals actively searching for property in this region. We directly share your property with these contacts to create additional exposure.

By combining **digital marketing, on-site visibility, and personal connections**, Access Outdoors ensures your property is seen by the widest and most qualified audience possible. Our goal is to secure the best possible value for the Gambrell Family while simplifying the sales process.

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