

REAL PROJECT CASE STUDY | METRO ATLANTA GEORGIA

Stables Motor Condos Development and Commercialization Case Study

From an emerging concept to more than 10 million dollars in verified sales

How specialized market knowledge, local development expertise, category education and strategic partnerships helped pioneer the garage-condominium market in Metro Atlanta.

A case study for developers and landowners evaluating garage condominiums, specialized flex space and automotive real estate.

MARKET INTELLIGENCE | DEVELOPMENT STRATEGY | LEAD GENERATION | SALES

LAUNCH

2017

BUILD DEMAND

700+ prospective buyers

VALIDATE

**Mercedes-Benz USA
2018-2019**

COMMERCIALIZE

**\$10M+ verified sales
2024-2025**

An unfamiliar product in an emerging market

The development question extended beyond construction: would the market understand, value and purchase the product?

QUESTIONS A DEVELOPER MUST ANSWER • Is there sufficient buyer demand in this market? • Who is the actual buyer and how will the space be used? • Does the proposed site align with that buyer? • How should ownership be distinguished from storage rental? • When should buyer education and lead generation begin? • How should pricing and sales strategy influence development decisions?	THE STABLES TEST CASE When Stables entered the Metro Atlanta market in 2017, garage-condominium ownership was not broadly understood. Jeff Beal and Cindy "Rodeo" Steedle had to help define the opportunity, educate prospective buyers and create demand for an emerging real estate category. The original McFarland Parkway development advanced through site control, rezoning, municipal approvals and pre-development planning. Unforeseen site conditions beyond the team's control ultimately made the original development path unviable. <i>The strategic question became whether the underlying market opportunity could be preserved, repositioned and successfully commercialized on a different site.</i>
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The lesson for developers and landowners: entitlement progress, product appeal and market demand must be evaluated together before major capital commitments become fixed.

Preserve the opportunity and reposition the execution plan

Stables separated the strength of the market concept from the limitations of the original site.

01	Research the niche	Study comparable developments, visit operating projects, meet with developers and understand how buyers intend to use privately owned garage space.
02	Preserve the market thesis	Retain the brand, intellectual property, automotive relationships, buyer intelligence and sales infrastructure after the original site became unviable.
03	Reposition locally	Use local market knowledge and municipal relationships to help identify a replacement site and navigate entitlements and approvals.
04	Create the development relationship	Form a co-development relationship with an out-of-state flex-space developer while Stables contributed local strategy, brand licensing, demand generation and sales oversight.
05	Educate before selling	Introduce the product through monthly automotive events, site plans, renderings and direct conversations before relying on conventional listing exposure.
06	Build the buyer pipeline	Convert event engagement, referrals, digital outreach and automotive relationships into a database of more than 700 prospective buyers.

Seven capabilities connected development decisions to the eventual buyer

These pillars now form the basis of advisory services for other developers and landowners.

Core capability	Value to the developer or landowner
Market intelligence	Tests whether a specialized concept aligns with identifiable buyer demand.
Site and municipal strategy	Connects location, approvals and local relationships to execution realities.
Product market fit	Defines the buyer, intended uses, ownership proposition and value narrative.
Brand positioning	Differentiates the project from commodity storage and conventional flex space.
Market education	Builds understanding and trust before asking prospects to make a purchase decision.
Lead generation	Creates a qualified pipeline before construction delivery or conventional listing exposure.
Sales strategy	Connects pricing, inventory communication, follow-up and objections to transaction execution.

The operating principle: specialized real estate succeeds when the site, product, economics, positioning and sales strategy are developed around the same buyer.

Market education converted into measurable demand and sales

The results reflect nearly a decade of category research, relationship building and commercialization work.

2017 Stables launched	700+ Prospective-buyer database	18 months Mercedes-Benz USA relationship	\$10M+ Verified sales during 2024-2025
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THIRD PARTY BRAND VALIDATION

Between 2018 and 2019, Stables maintained an 18-month brand integration and strategic marketing partnership with Mercedes-Benz USA. Mercedes-Benz USA provided two new marketing vehicles for Stables to drive and display at automotive events. The vehicles carried decals identifying Mercedes-Benz USA as the Official Automotive Partner.

WHAT THE RECORD DEMONSTRATES • The concept survived a major site challenge. • Local knowledge supported strategic repositioning. • Category education created an identifiable buyer pipeline.	COMMERCIAL VALIDATION Jeff and Cindy's sales and marketing leadership contributed to more than \$10 million in verified garage-condominium sales during 2024-2025. Sales volume is supported by brokerage records and settlement statements.
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Apply the lessons before major capital decisions become fixed

The Stables case study is proof of a transferable advisory capability, not simply a history of one brand.

BEFORE ACQUIRING LAND Market alignment, buyer concentration, competitive supply, site suitability, municipal considerations and early go or no-go factors.	BEFORE FINALIZING THE PLAN Buyer use cases, product positioning, ownership narrative, unit strategy, pricing assumptions and marketability.
BEFORE LAUNCHING SALES Brand positioning, lead generation, presale strategy, automotive partnerships, buyer education and sales systems.	WHEN A PROJECT IS STRUGGLING Pricing alignment, lead quality, buyer objections, value narrative, market education and sales follow-up.

TRANSFERABLE EXPERTISE IN PRACTICE

The expertise developed through Stables is now being applied to independently owned developments. At The Toy Barn of Dillard, Jeff and Cindy provide specialized market positioning, lead generation, buyer education, and sales and marketing services through SERHANT. Georgia.

BEST FIT ADVISORY ENGAGEMENTS

Development opportunity assessment | Market and competitive analysis | Site and product-market-fit review | Garage-condo development advisory | Brand and go-to-market strategy | Presale and lead-generation strategy | Sales and marketing representation

Considering a garage-condominium, specialized flex-space or automotive real estate project?

Discuss the opportunity before the site plan, pricing and capital commitments are finalized. Visit jeffreybeal.com