



(404) 808-1190  
www.lunarregroup.com

# PROJECT Snapshot

## Unlocking Legacy Value: Land Sale Advisory in Raleigh, NC

### Challenge

The client owned 14.87 acres of land in a prime Raleigh location, encumbered by a ground lease with 15 years remaining. Walmart, the anchor tenant, declined to extend its lease, limiting reinvestment in the site. With no party incentivized to improve the property, its condition declined, and the lease structure made valuation and disposition difficult.

### Solution

Lunar Real Estate Group was engaged as a strategic advisor, not as a broker, but as a trusted partner to evaluate the land's value and guide the family through a complex decision. Lunar assessed three scenarios:

**(1) Sell today** with the existing ground lease

**(2) Negotiate** a new ground lease lasting 20 to 50 years with payments set at three times the current amount.

**(3) Wait 15 years** and sell once land is unencumbered

### Results:

- **Sold and achieved** a 5% premium over broker expectations
- **Clarity achieved** across all family stakeholders
- **Asset disposition simplified** for next-generation inheritance
- **Valuation modeling** gave the family confidence to act

*Lynn's guidance has helped my family figure out how to meet their goals. We have all been so thankful to have her in their corner!*

*- Kate Raney (daughter)*