



For Immediate Release

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For More Information:

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Hallmark Homes Group Completes Purchase of 7.494 Acres of Land for a 10 Home Residential Development

**Feinberg Real Estate Advisors, LLC
Represents the Buyer and Seller**

Sale of a prime location 7.494 Acres Residential Land

Allentown, PA – Feinberg Real Estate Advisors, LLC announced today that Casey Keller and Cindy McDonnell Feinberg, CCIM represented the Buyer, Hallmark Homes – Surrey Court LLC and the Seller, The Johnson Family Trust, on the purchase and sale of 5137 Schantz Road, an approved 10-lot residential development located in Upper Macungie Township. The seven and a half acres of land sold for \$770,000.

“From the beginning of our marketing efforts, we knew that this parcel would drive significant interest from buyers. We received a handful of strong offers with the Sellers ultimately choosing Hallmark Homes Group as the buyer”, said Casey Feinberg. “Knowing that the buyer was a developer who had a strong portfolio of beautiful homes helped the Seller feel confident in their ability to get to closing and it was a wonderful process working with both parties throughout the process. We are excited to see this development come to life.”

"Casey Keller was instrumental in supporting with the due diligence and negotiations for our 10-home project; her collaborative approach ensured a successful land acquisition and a positive outcome for all parties." said Tom Imperato, Director of Land Acquisition for Hallmark Homes.

"Working with Casey made selling our land feel like a weight off my shoulders. She was an excellent communicator, and her guidance helped us navigate multiple offers to choose the best buyer", said Pete Johnson, the primary contact for the Seller. "She was an incredible partner throughout the land sale. Despite the normal hiccups that come with a transaction like this, she kept the process moving smoothly with her exceptional communication and unwavering support."

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About The Reserve at Surrey Court

The residential development will consist of 10 luxury single family homes. The proximity is excellent to Hamilton Crossings, Shopping, Dining, and Outdoor recreation in the Lehigh Valley. The project is scheduled to begin construction in the Fall of 2025.

About Feinberg Real Estate Advisors, LLC

Feinberg Real Estate Advisors, LLC is the Lehigh Valley's leading independent commercial real estate brokerage firm. Our focused areas of expertise include commercial and industrial brokerage, investment properties, commercial development and consulting and real estate project management. Our hands-on approach to client management and our personal investments in commercial real estate provides us with a unique perspective on the industry.



5137 Schantz Rd- Plan- Allentown, Pennsylvania



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