



AFFINITY

Industrial Transaction Advisory



STRATEGIC INDUSTRIAL TEAM

Indiana Industrial Advisory

Indianapolis

Park 100
Whitestown
Brownsburg
Plainfield
Carmel
Zionsville
Westfield
Fishers
Noblesville

Northeast

South Bend
Mishawaka
Elkhart
Goshen
Warsaw

Fort Wayne

I-69 Corridor
Airport
North Industrial
East / SE Corridor
I-469 Loop Logistics Belt
New Haven Industrial Node

South

Greenwood
Southport
Whiteland
Franklin
South I-65
River Ridge

Core Sales Team



Conrad Jacobs, SIOR

Managing Director
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Chance Harmon

Corporate Real Estate Specialist
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Jordan Hodges

Transaction Specialist
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KEYS TO **SUCCESS**

1 | Leverage recent transaction experience to maximize pricing

2 | Apply local expertise to tell a differentiated story

3 | Execute a targeted marketing strategy to clearly position the opportunity

4 | Present a compelling investment thesis that drives buyer conviction



INDIANA INDUSTRIAL SERVICES TEAM

Recent Industrial Transactions



9770 Mayflower Park
Carmel, IN
70,400 SF | \$7.2M



933 Western Drive
Indianapolis, IN
50,636 SF | \$4.5M



2615 Endress Place
Indianapolis, IN
100,145 SF | \$5.15M



4250 W 99th Street
Carmel, IN
21,000 SF | \$3.2M



7098 Guion Road
Indianapolis, IN
14,080 SF | \$2.25M



7271 Mayflower Park
Carmel, IN
9,775 SF | \$1.74M



1339 Country Club Rd
Indianapolis, IN
17,390 SF | \$2.4M



7050 Guion Road
Indianapolis, IN
23,000 SF | \$2.3M



924 S. Meridian St
Sunman, IN
311,959 SF | \$7.41M



7520 Georgetown Rd
Indianapolis, IN
424,849 SF | \$29M

CASE STUDY 7520 GEORGETOWN RD



Property Overview

Address	7520 Georgetown Rd
Market	Indianapolis
Size (SF)	424,849 SF
# of Tenants	2

Deal Profile

Date Sold	Q2 2018
Seller	Sansone + Center Square
Buyer	Link / Blackstone
Sale Price	\$29,000,000
In-Place Cap Rate	6.9%
Occupancy	100%
Strategy	Value-Add

Process Summary

- Purchased for \$13,000,000
- Backfilled vacancy with two tenants
- Achieved 100% occupancy in less than six months
- Secured an unsolicited offer from Link/Blackstone immediately following lease-up

424,849 SF

Total Size

\$68.25

Price Per SF

6.9%

In-Place Cap Rate

100%

Occupancy



Conrad Jacobs, SIOR

Managing Director | Indianapolis, IN

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Conrad Jacobs is the Managing Director and Industrial Specialist at Affinity Indianapolis. He has represented the corporate real estate needs of companies throughout the midwest and the continental United States for the past 17 years. He specializes in local, regional, and national “Best in Class” services that include: tenant representation, landlord representation, buyer representation, multi-market corporate services, and site selection on behalf of developers throughout several major markets. He has completed a wide range of assignments and strategic planning projects including site acquisitions, property disposition, investment sales, complex leasing projects, portfolio optimization transactions and ground-up development requirements.

During his real estate career, he has completed many high level and strategic negotiations that have resulted in achieving major cost savings for his clients. He has been a strategic local and regional representative for his clients and new client referrals. He had assembled Best in Class resources and a team to provide complete “end to end” accountability and measurable results for his clients in all major transaction types.

Conrad consistently utilizes proven processes, superior market intelligence, and strong negotiation skills to assist his clients in maximizing their specific real estate goals, securing the absolute best business or deal terms for each transaction type. Conrad’s reputation of representing his clients with honesty, integrity, and professionalism has allowed him to be a valued partner to all his clients and form lasting relationships. Conrad’s recent induction into SIOR confirms he has achieved the highest level of success and that he possesses the highest ethical integrity within the industry.





TENANT REPRESENTATION

Hachette Book Group – 1,250,000 SF

Pet Supplies Plus – 700,000 SF

Resident Homes, Inc. – 300,000 SF

Niagara Water – 279,000 SF¹

Scalable Printing – 172,000 SF

Telamon Corporation – 180,000 SF²

Accurate Manufactured Products Group – 120,000 SF

¹ Assisted Lead Broker – Indiana Requirement

² Multi-Market / Site Selection & National Portfolio Advisory

AGENCY REPRESENTATION

(Landlord / Ownership)

The National Bank of Indianapolis – 500,000 SF

JDLBCS Holdings, LLC – 101,350 SF

Meritex – 80,000 SF

Grey Street Properties – 1,100,000 SF

Sansone Group – 478,000 SF

BUYER REPRESENTATION

Grey Street Properties – 1,100,000 SF

Sansone Group – 424,849 SF

Asymmetre Mayflower 9770, LLC – 70,400 SF

SELLER REPRESENTATION

JDLBCS Holdings, LLC – 100,145 SF

Country Club Rd, LLC – 17,309 SF

Jadam Property Group, LLC – 9,775 SF

Sansone Group – 478,000 SF

Deufol – 350,000 SF

Ashkenazy – 92 Acre Regional Center





Chance Harmon

Corporate Real Estate Specialist | Indianapolis, IN

Chance Harmon is an industrial real estate advisor focused on helping business owners and operators make informed decisions around renewals, expansions, relocations, and long-term occupancy strategy.

Most industrial real estate decisions impact far more than rent – they affect operating costs, labor and logistics efficiency, future flexibility, and risk embedded in lease language. Chance’s role is to bring clarity to those decisions by validating true market leverage, pressure-testing renewal versus relocation scenarios, identifying hidden costs and risks, and aligning real estate strategy with operational goals.

Before entering commercial real estate, Chance built a background in SaaS, strategic sales, and business development. That experience shapes a consultative, data-driven approach focused on trade-offs, timing, and leverage – not just transactions.

Clients don’t work with Chance for listings alone. They work with him for strategy, market intelligence, and execution that supports the business beyond the deal. He holds a strong analytical foundation from his studies in Financial Services at Indiana State University.

If you’re an industrial user evaluating your space over the next 12–24 months or seeking a second opinion, Chance is always open to a conversation.

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Core Services

Occupier Services

- Lease renewals & restructures
- Relocation & site selection
- Expansion & contraction planning
- Market rent & concession benchmarking
- Lease review & risk analysis

Investment & Owner-User Advisory

- Acquisition & disposition advisory
- Pricing & underwriting support
- Market validation & comp analysis
- Sale positioning & buyer targeting
- Deal execution from LOI to closing

Landlord / Owner Services

- Industrial leasing strategy
- Asset positioning and rent guidance
- Tenant sourcing and negotiation
- Vacancy absorption planning
- Transaction management



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Jordon Hodges

Transaction Specialist | Elkhart County | Indianapolis, IN

Born in Goshen, Indiana, Jordon Hodges transitioned into commercial real estate after a successful 15-year career in the Hollywood film industry. As a feature film producer, writer, and union actor in Los Angeles, he earned 27 international awards and achieved worldwide distribution for each of his feature film projects.

Today, Jordon brings that same creativity, discipline, and high-level execution to the commercial real estate world, with a particular focus on industrial brokerage and transaction support. His background in filmmaking sharpened his skills in branding, storytelling, marketing, and project coordination—tools that now translate directly into serving clients and supporting deals.

Jordon's work centers on brokerage, transaction coordination, and the use of innovative technology across data, marketing, and business development. He is known for bringing a creative perspective, strong attention to detail, and a forward-thinking approach to every assignment.

Having built a track record in one of the most competitive industries in the world, Jordon now applies that experience to helping create value in commercial real estate and continues to make a strong impact in this next chapter of his career.

