



AFFINITY | Industrial Occupier Services

Strategic Representation for Industrial Tenants

OCCUPIER ADVISORY TEAM

Core Representation



Chance Harmon

Corporate Real Estate Specialist
702.373.9375
chance@affinity-corp.com

Focused exclusively on protecting leverage for industrial tenants through strategic renewals and relocations.



Conrad Jacobs, SIOR

Managing Director
317.219.8070
conrad@affinity-corp.com

Institutional Industrial Advisory & Capital Markets Experience. Over \$300m in industrial transaction experience across Indiana markets.



Jordon Hodges

Transaction Specialist
574.849.1357
jordon@affinity-corp.com

Focused exclusively on brand-level presentation and detail-driven execution throughout the transaction.



OUR APPROACH

Discovery

Getting to know your business inside and out

Every relationship starts with listening. We take the time to understand what drives your business, where you see opportunity, and what's keeping you up at night.

Delivery

Handling the details so you don't have to

This is where we roll up our sleeves. Every deadline, every document, every moving piece -- we manage it all with the kind of care and attention your deal deserves.

Alignment

Making sure we're on the same page

We bring together what we've learned with real-time market intelligence, then sit down with you to make sure our read on the situation matches yours before we move forward.

Metrics

Keeping score and staying accountable

We track results throughout the process and check in with you regularly, because the only way to know we've delivered is to measure it.

Strategy

Building a plan that fits

With clear objectives in hand, we map out the financial parameters, get your stakeholders aligned, and work through the options together until we land on the right path.

At Affinity, we believe great real estate outcomes start with great relationships. Your business is one of a kind, and our team brings the hands-on expertise and personal commitment to match -- whether it's a single transaction or a portfolio-wide strategy.

INDUSTRIAL OCCUPIER SERVICES

Renewals

- Market Benchmarking Before Engagement
- Parallel Strategy Development
- Lease Structure Optimization

Build-to-Suit & Expansions

- Feasibility & Cost Analysis
- Future Growth Planning
- Developer & Landlord Coordination

Relocations

- Operational Needs Assessment
- Targeted Site Identification & Financial Modeling
- Incentive & Concession Negotiation

Acquisition Advisory

- Buy vs. Lease Analysis
- Market & Asset Underwriting
- Transaction Structuring & Negotiation

Rent Benchmarking | Lease Structuring | OPEX Review | Timeline Management | Incentive Negotiation | Risk Mitigation

RECENT WINS





Conrad Jacobs, SIOR

Managing Director | Indianapolis, IN

+1 317 219 8070
conrad@affinity-corp.com

650 E. Carmel Drive
Suite 300,
Carmel, Indiana 46032

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.

+1702 373 9375
chance@affinity-corp.com

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Carmel, Indiana 46032



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



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.

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