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NAI Hallmark welcomes Jonathan G. Heldenbrand as Partner

JACKSONVILLE, FL – February 16, 2022 – NAI Hallmark, a leading commercial real estate brokerage and property management firm, announces the firm's continued growth by expanding its leadership team with the appointment of Jonathan G. Heldenbrand as Partner. Jon will be focused on bolstering the company's capital and investment platform, helping clients acquire/develop, capitalize, and actively manage commercial real estate properties.

"Over the nearly 30-year history of NAI Hallmark, our team has evolved from a small-scale boutique development and brokerage company headquartered on Western Way to the fifth largest full service commercial real estate company in Northeast Florida. During that time, we have remained nimble to ensure the company is best positioned to service the needs of our clients and we are excited to add a professional of Jon's caliber to our team," said NAI Hallmark Managing Partner Christian Harden.

Jon began his career as a CPA with Arthur Andersen, working with the Albuquerque, San Francisco, Phoenix, and Chicago offices. After working as a CPA, Jon earned his MBA from the University of Florida, then spent 12 years working as the Chief Investment Officer at Sleiman Enterprises. As the CIO of Sleiman, he oversaw all real estate and financial functions, from capitalization, deal structuring, development, acquisition, dispositions, tax, accounting, and asset management.

Over the past two years, Jon has been providing real estate advisory services under his own firm Proper Advisory. Jon works with clients from due diligence through disposition, with scope including but not limited to capital sourcing, recapitalizations, asset repositioning, and tenant negotiations for high-net-worth individuals and family offices. During his career, Jon has worked on over \$2 billion of real estate transactions.

"My expertise is in the full lifecycle of investment ownership: from identification, due diligence, underwriting, capitalization, acquisition; then post-closing asset management, investor relations; and ultimately disposition or refinancing with the goal of maximizing value considering tax efficient strategies," said Jon Heldenbrand. "The last two years have been invigorating and exciting and I look forward to expanding my services on NAI Hallmark's entrepreneurial platform."

Keith Goldfaden, Managing Partner of NAI Hallmark added, “Jon’s depth of knowledge, ability to execute and strong relationships in the industry will be invaluable as we expand the company’s capital and investment division. Working together on various projects over the past two years, we felt that joining NAI Hallmark as a partner was a natural fit.”

About NAI Hallmark

NAI Hallmark is a full-service commercial real estate company specializing in sales and leasing brokerage, property and facilities management, and corporate services in Northeast Florida. Established in 1993, NAI Hallmark is currently involved in the leasing and/or management of a portfolio in excess of 6 million square feet of office, industrial and retail properties and is one of the leading investment sales practices in Northeast Florida. As a member of the NAI Global network, NAI Hallmark is also connected to the largest network of independent commercial real estate firms worldwide. Learn more at naihallmark.com.

About NAI Global

NAI Global is a leading global commercial real estate brokerage firm. NAI Global offices are leaders in their local markets and work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Global has more than 300 offices strategically located throughout North America, Latin America and the Caribbean, Europe, Africa and Asia Pacific, with over 5,100 local market professionals managing in excess of 1.1 billion square feet of property and facilities. Annually, NAI Global completes in excess of \$20 billion in commercial real estate transactions throughout the world.

NAI Global provides a complete range of corporate and institutional real estate services, including brokerage and leasing, property and facilities management, real estate investment and capital market services, due diligence, global supply chain and logistics consulting, and related advisory services.

To learn more, visit www.naiglobal.com or www.naiglobalnewslink.com.

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