



Executive Vice President
Office Advisory | Indianapolis

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Rich Forslund

Area of Expertise

Rich specializes in Office leasing and sales in the Indianapolis metropolitan market. During his commercial real estate career, Rich has quickly earned a nod as one of the market's top brokers – completing over \$800 million in transaction volume and representing many of the area's most notable projects.

Rich has extensive experience on the developer / landlord side, with a strong suit in the positioning and marketing of many product / class types. He enjoys orchestrating the advantageous elements of a property in a fresh approach – to best present a property's full "unique" story.

Rich keeps a pulse on the local market and greater industry trends. Consequently, he has become a go-to subject matter expert for local and national media – including the New York Times, Indianapolis Star, Indianapolis Business Journal, and other industry publications.

Within a formal specialized team, Rich tackles sophisticated assignments with an exhaustive effort and consistent thoroughness. The team leverages in-depth market data – matched with proven strategies and strong negotiation skills – to assist clients in meeting their overall objectives. Energy, creative-thinking, and focus are notable strengths that have become part of Rich's brand and has led to many long-term client relationships.

Previously with NAI Olympia Partners, he was consistently among the firm's top producing brokers, was overall top producer for multiple years, and held a long-standing record within the firm for the most transactions within a year. Most recently he was with Summit Realty Group/Cushman Wakefield, where he was also a top producing broker and was a partner/owner.

In his free time, Rich enjoys spending quality time with his wife and three daughters, exercising, and attending live music performances.

Affiliations & Achievements

- Colliers Indianapolis Performance Awards:
 - Inductee. Colliers Everest Club, recognizing top 10% of brokers across the U.S. 2019
 - Top Producing Team 2019
 - 2nd Top Producing Broker 2019
 - Largest Transaction 2019 & 2013
 - Peak Performance Brokerage 2011
- Inductee. Hall of Fame — Midwest Real Estate News 2019
- NAIOP Performance Awards:
 - Recipient. People's Choice Award, Visionary Project — NAIOP 2018
 - Recipient. Office Broker of the Year, Office Indy Team — NAIOP 2017
 - Recipient. Office Transaction of the Year, Office Indy Team — NAIOP 2013
- Panelist. Indianapolis Business Journal (IBJ) CRE Power Breakfast 2014
- Finalist. Indy's Best & Brightest — Junior Achievement 2014
- NAI Olympia Partners Performance Awards:
 - Recipient. Overall Top Producer Award – NAI Olympia Partners 2009, 2010
 - Recipient. Top Associate of the Year – NAI Olympia Partners 2009, 2010
- Recipient. Indianapolis Power Broker — CoStar Group, multiple years

Community Involvement

- City of Fishers Redevelopment Authority — Mayor Appointed
- Past Executive Board Member. Jerrell Freeman's Rise Above Foundation
- Committee Member. The Main Event, Big Brothers Big Sisters of Central Indiana
- Volunteer. Patachou Foundation
- Volunteer. Habitat of Humanity
- Volunteer. Wheeler Mission
- Volunteer. New Tech Community Mentoring Program

Education

B.A. – Telecommunications,
Marketing & Advertising

Indiana University
Bloomington, IN

Indiana Real Estate Broker
License

Affiliations

Sigma Phi Epsilon Fraternity
ICBR
IAR
NAR

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Significant Assignments	Size (SF)
Onward Investors	621,000
Hearn	570,000
Redico	570,000
Tempus Realty Advisors	439,000
Hendricks Commercial	395,000
Norry Properties	376,000
Blue Real Estate	330,000
Hudson Advisors, LLC	330,000
Orix Capital Markets	330,000
Perennial Partners	318,000
Farm Bureau Insurance	308,000
Fairbridge Properties	306,000
Real Capital Solutions	300,000
Kite Realty Group	296,000
Amerimar Enterprises	270,000
Typerion Partners	248,000
Citimark Management Company	208,000
Lexington Realty Trust	141,000
Coastal Partners	139,000
National Education Association	117,000
Panattoni Development	100,000
Gershman Partners	80,000
LNR Partners	53,000
Cage Campus	38,000

Significant Clients

- Baldwin & Lyons
- Winthrop Realty Trust
- Indiana Fiber Network
- Wurth Group of North America
- Young & Laramore
- Norry Properties
- Community Health
- Buckingham Companies
- National Retail Hardware Association
- Grain Deals Mutual Insurance
- Central Indiana Community Foundation
- Boy Scouts of America