

**JAL EQUITY**  
**SALE LEASEBACK**



OFFERING MEMORANDUM

# JAL Equity

100 North Park Avenue & 130 West Canal Street, Peru, IN

In Association with Scott Reid & ParaSell, Inc. | A Licensed Indiana Broker #RC51900187

**H M** SECURED

# Opportunity Summary

## 130 WEST CANAL STREET

Total Building Square Feet	Approximately 17,936 SF
Site Acres	0.62 AC

## 100 NORTH PARK AVENUE

Total Building Square Feet	Approximately 67,508 SF
Site Acres	5.53 AC
Year built	1975/1987

Asking Price  
\$3,670,000 (\$43/SF)

Proposed Rent  
Year 1 NOI \$293,520  
(\$3.43/SF) NNN

Cap Rate  
8%

Annual Lease Bumps  
2.5%

Lease Term  
15 years

Lease Structure  
NNN

Landlord Responsibilities  
Zero

Tenant  
American Stationary/  
Marketing.com

Company Ownership  
JAL Equities



# Investment Highlights

## Addresses

100 North Park Avenue  
Peru, IN 46970

130 West Canal Street  
Peru, IN 46970

## Asking Price

\$3,670,000 (\$43/SF)

## Cap Rate

8%

## Lease Term

15 years

## Year 1 NOI

\$293,520 (\$3.43/SF) NNN

## Annual Lease Bumps

2.5%

## Total Building Square Feet

Approximately 85,444 SF

## Land Size

6.15 acres

## BUILDING HIGHLIGHTS:

- Between the two buildings, there is approximately 85,444 SF of single-tenant buildings used for light manufacturing, retail and distribution.
- American Stationery/Marketing.com is backed by JAL Equity who is an owner and operator of marketing, printing, signage, promotion and e-commerce businesses. They are focused on acquiring businesses and operating them profitably over the long term.



# Tenant Overview



**Marketing.com** is a vertically integrated marketing logistics and production firm serving a diverse customer base, ranging from Fortune 500 companies to fast-growing regional businesses. With over 30 production and distribution facilities nationwide, Marketing.com offers a comprehensive suite of services including:

- Commercial printing and direct mail
- Digital marketing integration
- Point-of-sale and signage programs
- Warehousing, fulfillment and kitting
- eCommerce and on-demand brand portals

Their value proposition lies in simplifying execution at scale—streamlining complex supply chains to help brands move faster and smarter. From localized print programs to national rollouts, Marketing.com is the execution engine behind many omnichannel campaigns you’ve likely seen, even if you didn’t know who was behind them.

## INSTITUTIONAL OWNERSHIP: JAL EQUITY

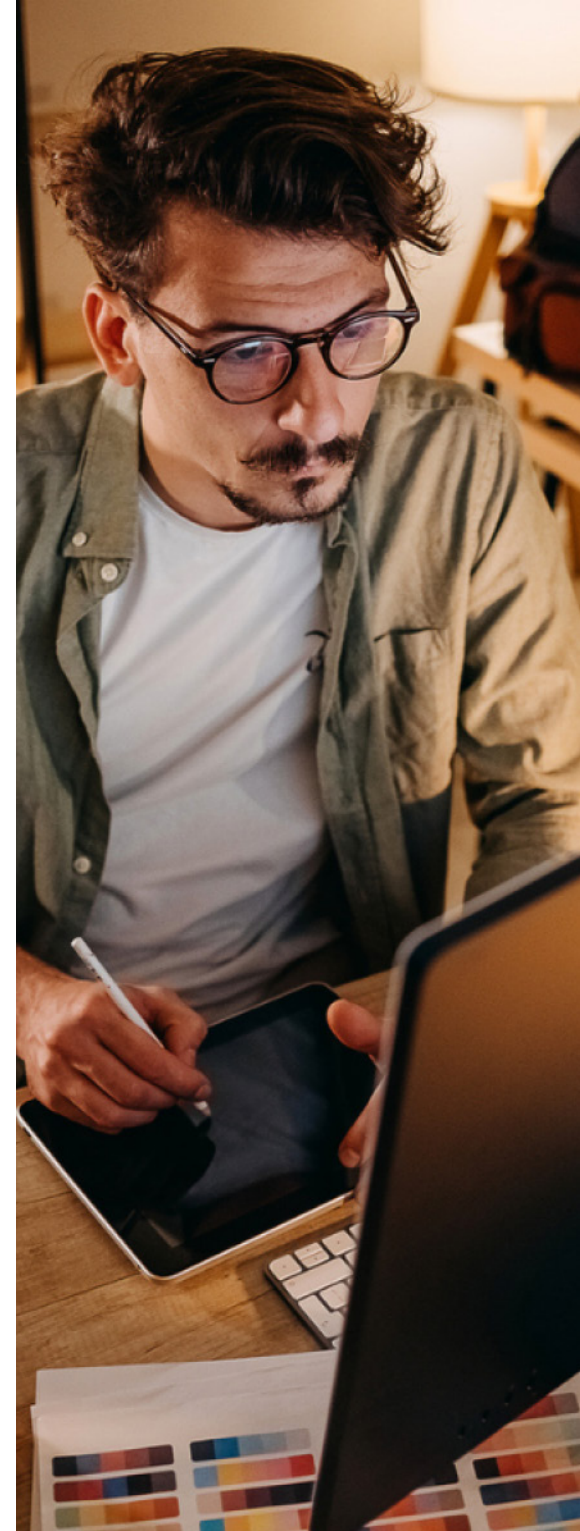
Marketing.com is owned by JAL Equity, a private equity investment firm focused on acquiring and growing companies within the marketing services and business services sectors. JAL Equity provides strategic capital and operational expertise to enable Marketing.com’s continued expansion and innovation. This institutional backing offers a layer of financial strength and governance that supports the tenant’s long-term lease commitment.

Founded on a partnership model, JAL Equity collaborates closely with portfolio companies to drive value creation through operational improvements and strategic acquisitions. Their involvement reinforces Marketing.com’s position as a market leader and reduces risk exposure for investors through a stable ownership structure.

## STRONG CREDIT PROFILE & STRATEGIC COMMITMENT

Marketing.com has demonstrated consistent performance and strategic growth across both traditional and digital media channels. The subject facility plays a critical operational role within their national footprint, and the leaseback reflects the company’s long-term commitment to the location. This is not a passive real estate holding—it is an active component of Marketing.com’s service delivery network.

The company’s ownership by JAL Equity ensures ongoing financial stability and the capacity to support growth initiatives, further de-risking the lease.



# Guarantor Overview

## Guarantor

JAL Equity Corp.

## Headquarters

Sarasota, FL

## Date Founded

2008

## Acquisitions

50+

## Volume

\$20B+

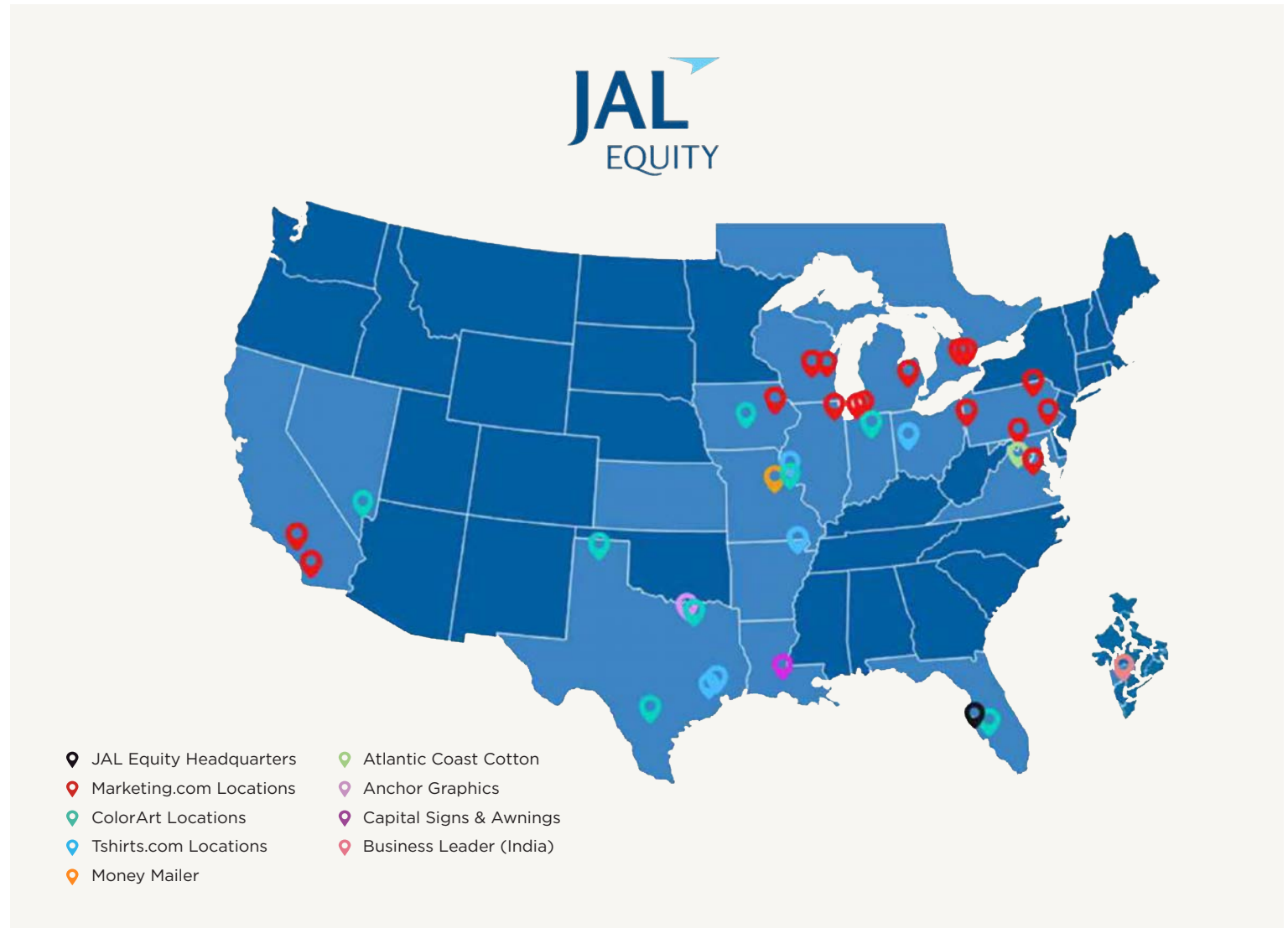
## Employees

2,500+

## Total Square Feet

2M+

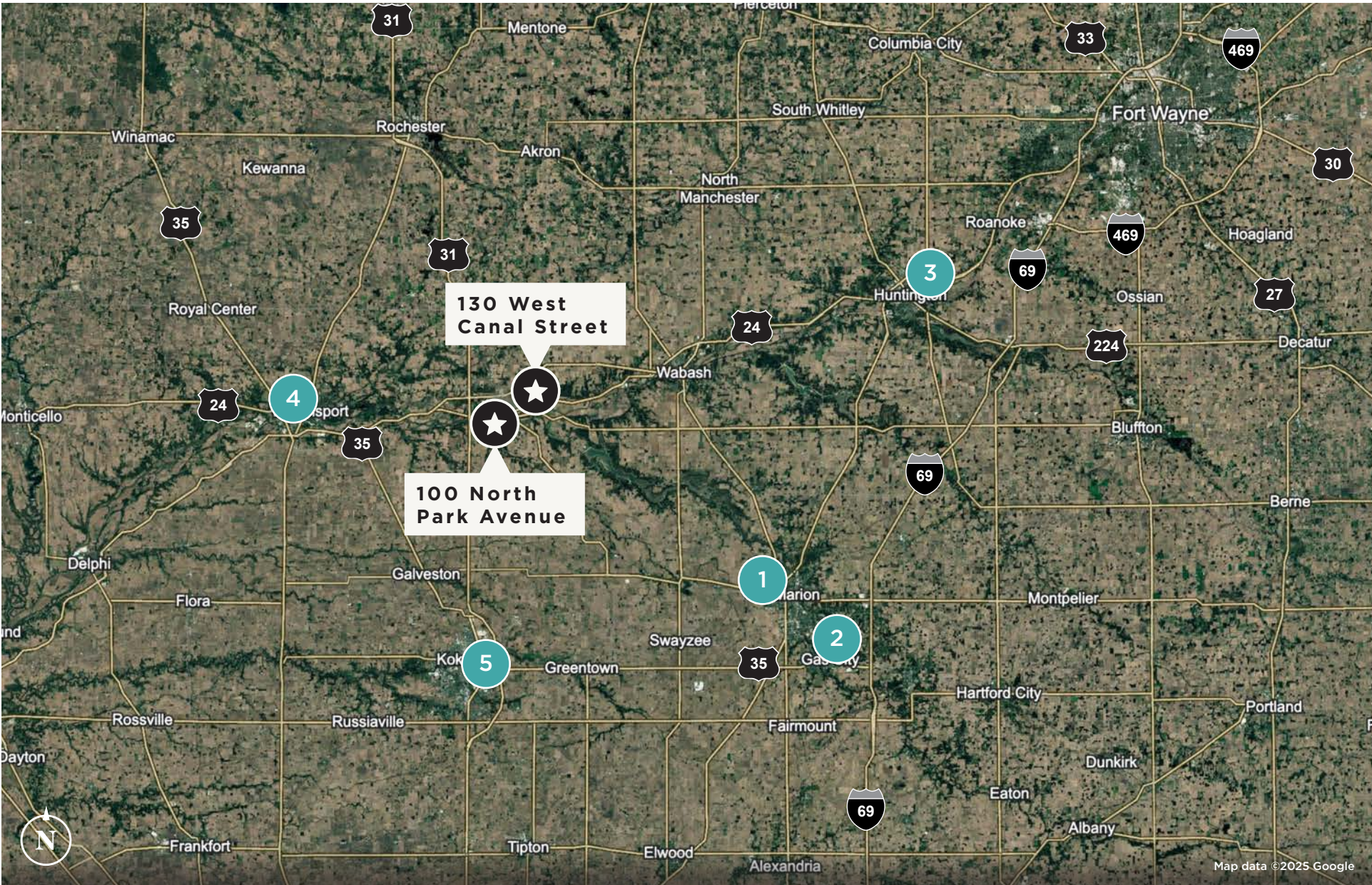
[www.jalequity.com](http://www.jalequity.com)



# Sale Comps

	ADDRESS	CITY	STATE	BUILDING SF	PRICE	PRICE PER SF	YEAR BUILT/RENOVATION	SOLD DATE
1	2703 W 9th St	Marion	IN	45,936	\$1,730,000	\$37.66	1967	03/06/25
2	100 Schaffer Dr	Gas City	IN	43,254	\$1,800,000	\$41.61	1998/2006	01/08/25
3	701 N Broadway St	Huntington	IN	79,160	\$5,791,059	\$73.16	1964	02/26/24
4	830 S State Rd 25	Logansport	IN	70,808	\$2,500,000	\$35.31	1988	04/06/23
5	2297 E Blvd	Kokomo	IN	11,853	\$545,000	\$45.98	1991	01/09/23
TOTAL /AVERAGE				50,202	\$2,473,212	\$46.74		

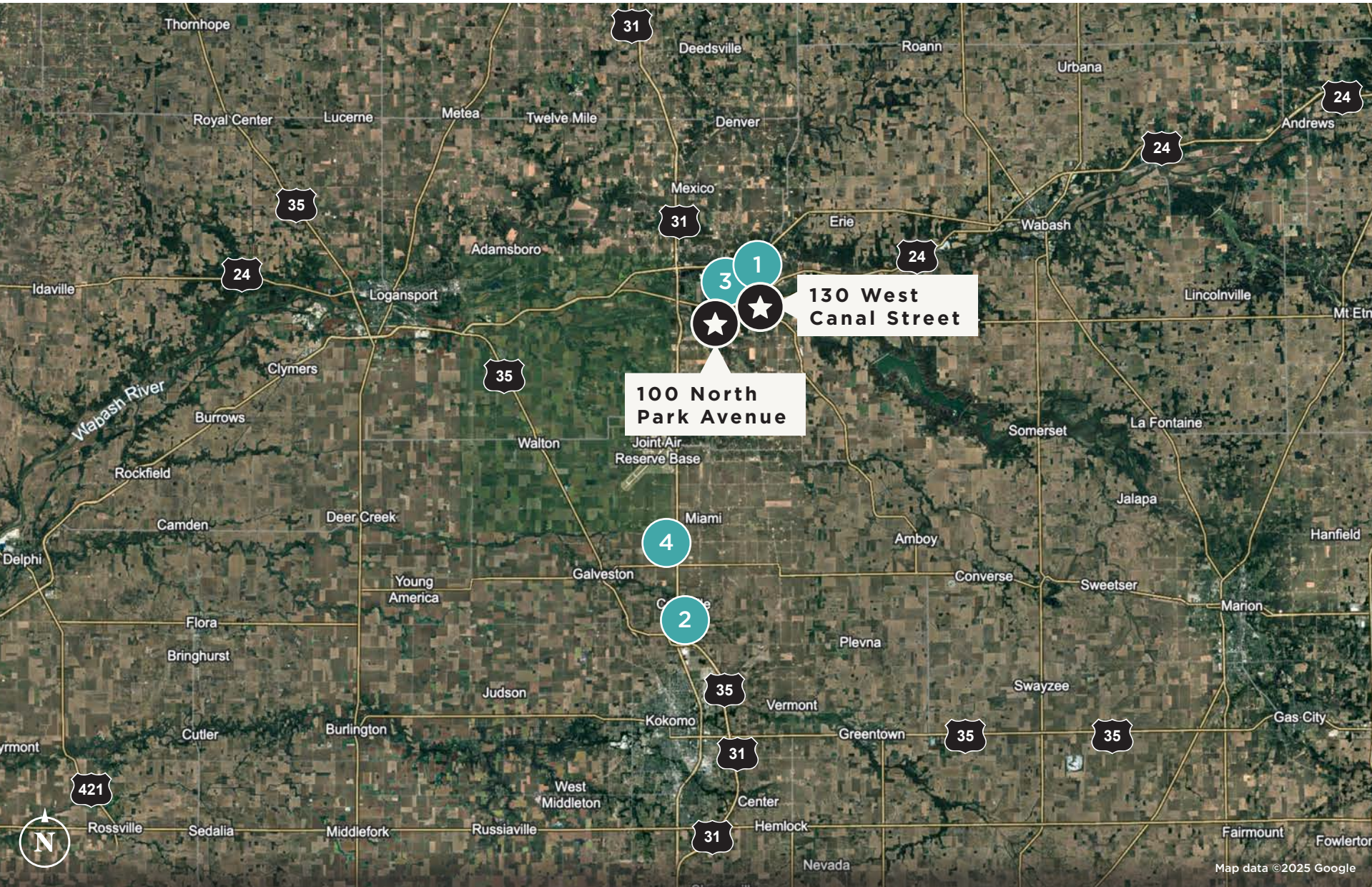
# Sale Comps Map



# Lease Comps

	ADDRESS	CITY	STATE	SF LEASED	RENT SF	SERVICE	START DATE
1	175 E Washington Ave	Peru	IN	127,600	\$3.50	NNN	01/20/25
2	414 E 400 N	Kokomo	IN	195,000	\$6.50	NNN	07/01/25
3	588 W 7th St	Peru	IN	96,000	\$3.25	NNN	12/12/24
4	3180 W State Rd 18	Kokomo	IN	14,260	\$7.34	NNN	01/01/22
TOTAL /AVERAGE				108,215	\$5.15		

# Lease Comps Map

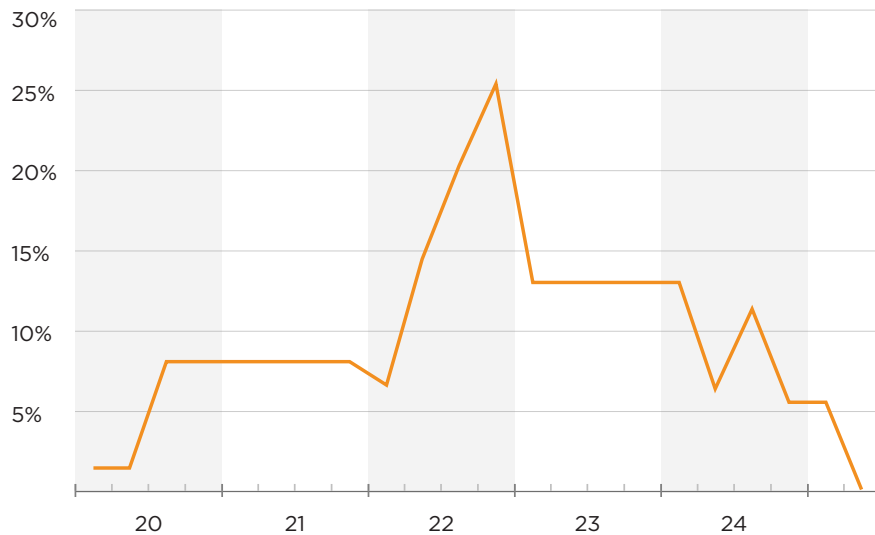


# State of the Market

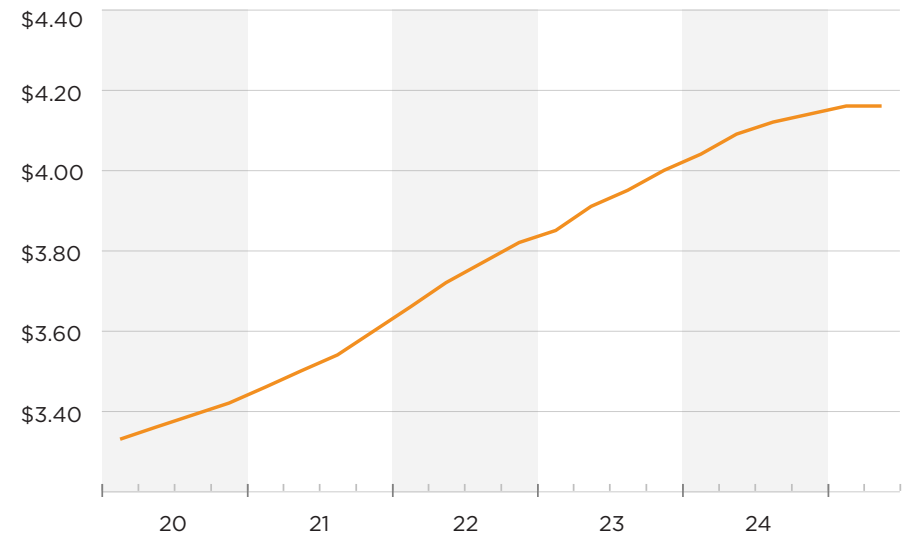
The commercial real estate market in Peru, IN, is showing signs of cautious recovery and opportunity. With population growth in the township and job growth projections tied to expanding industries, demand for retail, logistics and light industrial spaces is expected to rise. Current vacancies in commercial retail properties, particularly along the U.S. Route 24 corridor, could be strategically filled as new businesses look to tap into the area's underserved retail market. Additionally, public-private partnerships and incentives from Miami County Economic Development Authority are attracting attention from regional developers. Overall, while Peru's economic landscape has its challenges, the combination of modest population gains, improving incomes and strategic job creation points to a commercial real estate sector that is poised for gradual but meaningful growth.



VACANCY RATE



MARKET ASKING RENT PER SF



# Location Overview

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Peru, IN, is experiencing nuanced trends in both population and economic development. The city itself has seen a slight decline in population, dipping from 10,862 in 2022 to 10,835 in 2023. However, the broader Peru Township tells a more optimistic story, with a population increase of 1.89% since 2020 and projections estimating growth to 11,298 by 2025. This modest population uptick suggests gradual revitalization in the area, likely supported by targeted development and local infrastructure improvements.

Economically, the region has faced recent headwinds with a 6.5% decline in the job market over the past year. Despite this, long-term forecasts remain hopeful, predicting a 28.8% increase in job growth over the next decade. While this is slightly below the national average, it reflects potential resilience, especially considering the area's strong ties to the automotive and heavy vehicle equipment manufacturing sectors, which continue to offer high-paying and stable employment opportunities. A recent retail gap analysis anticipates the addition of over 1,000 new jobs in the next five years, driven in part by efforts from local economic development organizations.

Household income and property values are also trending positively. The median household income rose to \$46,180 in 2023, a 3.39% increase, while the median property value climbed to \$84,000, reflecting a 7.01% rise. These indicators signal a growing confidence in the local economy and a gradual increase in resident purchasing power.



# 100 North Park Avenue Photos

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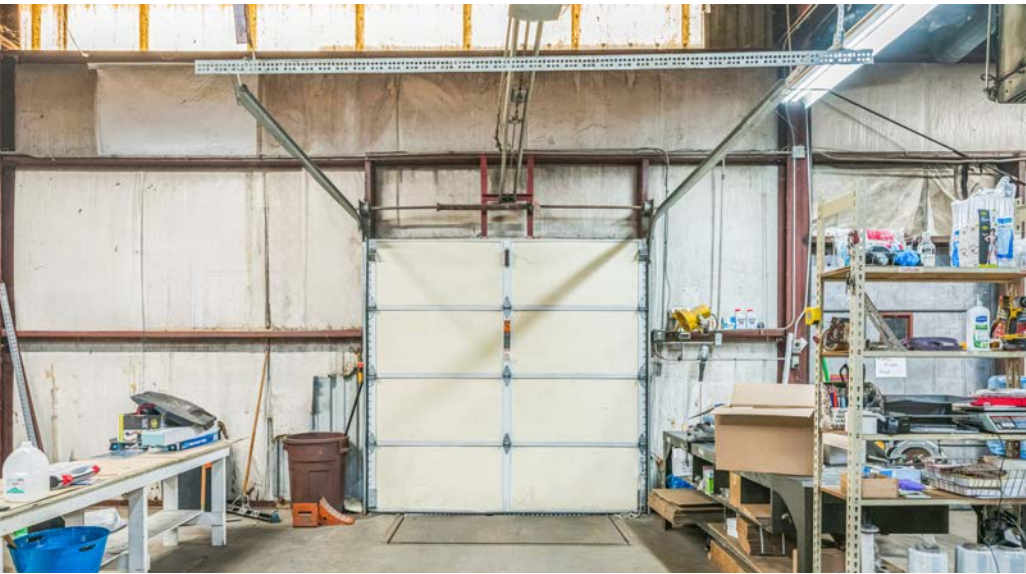
# 130 West Canal Street Photos

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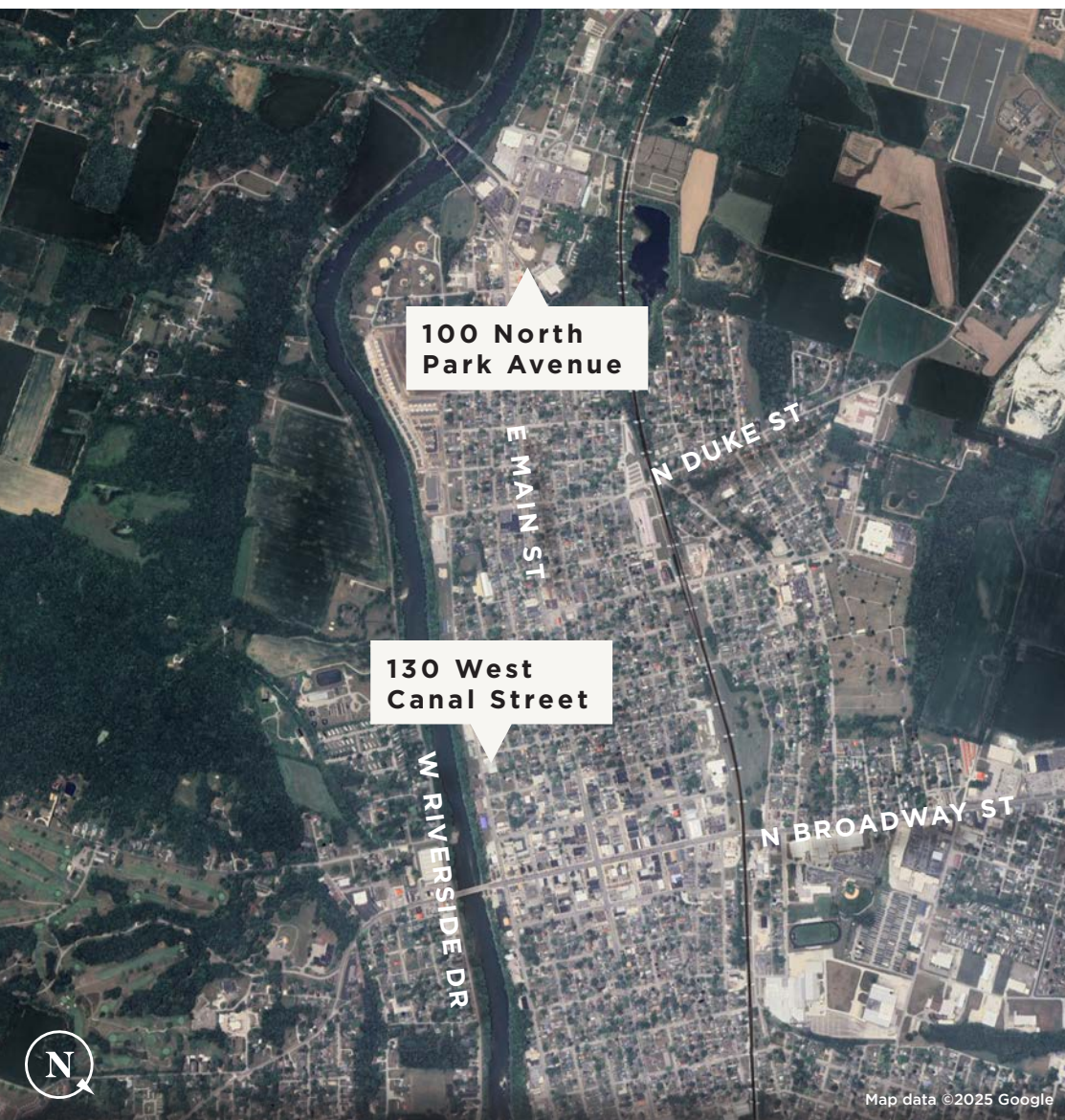
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# 130 West Canal Street Photos

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# Contact

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