

SUCCESS STORY

**STRATEGIC SITE SELECTION: JOHNSTONE
SUPPLY EXPANDS TO COLUMBUS' WEST SIDE**

TRANSACTION PROFILE

Transaction Type: Lease

Building Type: Warehouse

Size: ±24,000 SF



3700 Parkway Lane
Hilliard, OH 43026

“They are a great company to work with. Their reps are professional, listen well, and follow through on everything asked with timely and thorough communications.”

- George Ells Jr., President



Project Overview

Johnstone Supply, a leading HVAC parts and equipment distributor, was expanding its Columbus operations and needed additional industrial space on the west side of the city. Their goal was to better serve customers in that region while meeting specific requirements for showroom visibility and accessibility.

Challenges & Solutions

- **Challenge:** The search for a new location was uniquely complex due to Johnstone Supply’s need for freeway visibility and a functional showroom—features not commonly found together in industrial properties. Additionally, the leasing market was highly competitive, and the team initially lost out on several promising spaces to other tenants.
- **Solution:** Johnstone Supply partnered with the NAI Ohio Equities Industrial Property Team (IPT) to lead the site selection process. The team conducted multiple property tours, issued RFPs, and engaged in detailed negotiations to identify and secure a space that met all of Johnstone’s operational and branding needs.

Execution

The IPT guided Johnstone Supply through a thorough and strategic leasing process, navigating a tight market with limited inventory. Despite early setbacks, they remained persistent—touring properties, submitting proposals, and negotiating terms. Their efforts culminated in securing space at 3700 Parkway Lane, which offered the ideal combination of showroom presence, warehouse functionality, and freeway visibility. The team worked closely with the listing agents at Colliers to finalize the lease and ensure a smooth transition.

Outcome

Johnstone Supply successfully leased a new industrial space that aligned with their expansion goals and customer service strategy. The new location at 3700 Parkway Lane positions them to better serve the west side of Columbus while enhancing their brand visibility and operational efficiency. The IPT’s persistence and market expertise were key to overcoming early challenges and delivering a result that exceeded expectations.