Chris LaRocco is a distinguished professional renowned for his profound expertise in land sales, leasing, and innovative marketing strategies, with a niche in driving the success of build-to-suit projects. In addition, he is responsible for the day-to-day project management and ensuring the projects adhere to the planned timetable. His unparalleled skills also extend to the implementation of scenario-based financial modeling, a strategic tool that effectively forecasts construction costs and meticulously analyzes potential investor returns on equity. At the core of his involvement is a deep commitment to shaping the strategic direction, vision, and growth trajectory of each development endeavor.

Prior to his tenure at Harkinson Development, Chris's career spanned diverse corporate and independent roles, where his focus centered on spearheading Enterprise Software projects within the realms of Corporate Finance and Financial Planning and Analysis (FP&A). His extensive background in these domains adds a unique layer of business acumen to his real estate prowess, enabling him to craft holistic and financially astute solutions.

Beyond his professional endeavors, Chris LaRocco is a dedicated Crossfit enthusiast, embodying the same determination and discipline that define his career. A devoted family man, he cherishes the moments spent with his wife, Rebecca, and their two young children, Liam and Scarlett. With a strong blend of analytical acumen, visionary leadership, and a commitment to holistic well-being, Chris continues to shape the landscape of real estate development while finding harmony in life's varied passions.