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San Diego-based Commercial Real Estate Pioneer Launches Urban Property Group (UPG)

SAN DIEGO – September 23, 2020 –Commercial real estate pioneer Bill Shrader announces the launch of Urban Property Group (UPG), a full-service real estate firm serving Southern California's core urban and coastal markets with offices in Downtown San Diego and Encinitas. UPG has long been leaders in the urban marketplace providing leasing, investment, and advisory services for owners, tenants, and developers. UPG is comprised of Bill Shrader and industry veterans David Maxwell, Joe Brady, Amy McNamara, Serena Patterson, Luke Holler and Christin Garner. With over 100 years of collective experience and local knowledge, the group has completed more than 1,500 lease and sale transactions with a total consideration of over $1.5 billion.

"This venture provides a tremendous opportunity for our team to better align with our clients and be a strategic partner in navigating their real estate portfolio at all stages." says Shrader. "We are in un-charted territory with the recent pandemic and industry closures; the flexibility to adapt and innovate has never been more critical."

Specializing in urban sales, retail and creative office leasing, and advisory services, Shrader established the group at Burnham Real Estate (later Cushman & Wakefield) in 1989 to fill a niche for Downtown San Diego mixed-use landlords and developers. The group departs Colliers International after six years.

"We have built a great foundation and I can't think of any other group that has the collective experience, collaboration, and razor-sharp focus in San Diego's core urban markets. Our goal is to provide clients with an outstanding advisory solution, always putting their needs first." says Shrader.

Urban Property Group (UPG) is a full service commercial real estate firm and has a wide variety of properties available for sale or lease in urban markets from Downtown/Central San Diego to North County Coastal. With two offices in San Diego County, the group commits themselves to Southern California's core urban markets providing unsurpassed leasing, sales, and advisory services to owners, investors, developers, and tenants. Building upon a five-decade legacy of shaping San Diego's urban, mixed-use experiences, the Urban Property Group creates, optimizes, and protects value in and forges the next generation of local, vibrant streetscapes. For more information: UPGSoCal.com