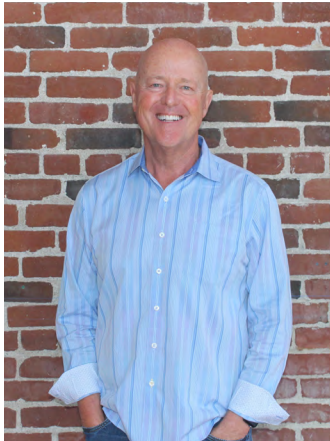


# BILL SHRADER

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## AFFILIATIONS AND MEMBERSHIPS

ICSC

ULI

USC Alumni Association

San Diego Partnership

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## CONTACT DETAILS

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## AREA OF EXPERTISE

Bill Shrader is the Founder and President of Urban Property Group (UPG), which was created to provide urban and mixed-use owners, developers, and investors unsurpassed leasing, sales, and advisory services. As the leader of UPG, he has a passion for the redevelopment of San Diego urban neighborhoods and being part of their repositioning. He focuses on investment sales and advisory services.

Long considered to be one of the leading retail, mixed-use and investment brokers in California, Bill has successfully closed over \$1 billion in sales of mixed-use properties, leases, and restaurant tenant representation, representing a diverse client base.

## BUSINESS AND EDUCATIONAL BACKGROUND

2020 - present: Founder & President, Urban Property Group, San Diego, CA

2014 - 2020: Senior Vice President, Colliers International, San Diego, CA

1989 - 2014: Senior Vice President, Burnham Real Estate/Cushman & Wakefield, San Diego, CA  
University of Southern California (B.A. in Business Administration - Real Estate Finance)

## PERSONAL BACKGROUND

- Married to Tori Shrader
- Three children: Mary Beth, Katy, and Andrew
- Born and raised in South Pasadena, CA
- Currently lives in Rancho Santa Fe
- Interests include: golfing, hiking, traveling, and enjoying life with family and friends

## RECENT SALE TRANSACTIONS

- 18,809 SF | Roosevelt & State | \$4.04M
- 13,620 SF | Plaza de Acacias | \$19.5M
- 22,320 SF | 411 Broadway | \$3.15 M
- 5,392 SF | 1931 S. Coast Hwy | \$2.115M
- 6,750 SF | 1261-1263 Garnet Ave | \$5.3M
- 6,700 SF | 457 Carlsbad Village Drive | \$5.55M
- 18,500 SF | 501 Mission Ave | \$3.6M

## PARTIAL CLIENT LIST

- |                           |                      |                       |
|---------------------------|----------------------|-----------------------|
| • Asana Partners          | • Merlone Geier      | • Juniper Ridge, LLC  |
| • HP Investors            | • Oliver McMillan    | • LMC - Lennar        |
| • Tower Investments, LLC  | • CityMark           | • Trilogy Real Estate |
| • Viewpoint Equities, LLC | • Affirmed Housing   | • Monroe Capital      |
| • Lin Family              | • Colrich            | • Kleege Enterprises  |
| • EC Ventures Corp        | • FABRIC Investments | • McKeller McGowan    |