

# JOE BRADY

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## AFFILIATIONS AND MEMBERSHIPS

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## CONTACT DETAILS

619 985 5637  
joe@upgsocal.com  
Lic. No. 01908072

Urban Property Group  
1596 N Coast Hwy 101  
Encinitas, CA 92024

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

## AREA OF EXPERTISE

Joe Brady is a member of Urban Property Group focusing on investment sales of infill retail, mixed-use, multi-family, industrial, and development projects. Services of the Urban Property Group include landlord and buyer representation, leasing and sales, consulting, marketing, and valuation of mixed-use or other infill properties. With an Investment Banking and Principal Ownership background, Joe brings a unique perspective and insight to both buyers and sellers. Joe's concentration lies in urban infill communities throughout San Diego, with a heavy focus on mixed-use projects in Downtown, Uptown, North Park, and Coastal San Diego.

Prior to joining UPG, he worked with one of the nation's leading Investment Banks in New York. Within their Institutional Real Estate Lending platform, he worked on CMBS, Corporate Primary Originations, and CRA/SBA Lending. Before leaving, he managed a team in the operations of a multi-billion dollar Residential Warehouse Lending portfolio. Joe has helped transact over \$200 million in sales consideration over the last four years.

## BUSINESS AND EDUCATIONAL BACKGROUND

2020 - present: Principal, Urban Property Group, San Diego, CA  
2014 - 2020: Senior Associate, Colliers International, San Diego, CA  
2012 - 2014: Associate, Cushman & Wakefield, San Diego, CA  
2008-2012: AVP Morgan Stanley Structured Products, New York, NY  
2012: Masters in real Estate Development, New York University, NY

## PERSONAL BACKGROUND

- Married to Erin Brady
- Two Children, Ella & Charlie
- Born and raised in San Diego
- Interests include: golfing, surfing, and traveling with his family

## RECENT SALE TRANSACTIONS

- 64,000 SF | Harbor Club Retail | \$13.6M
- 7,177 SF (lot) | 2311-2315 El Cajon Blvd | \$1.525M
- 15,641SF | 502 Sportfisher | \$5.47M
- 6,700 SF | 457 Carlsbad Village Drive | \$3.7M
- 11,821 SF | 5373 Mission Center Road | \$3.7M
- 3,953 SF | 3671 5th Ave | \$1.65M

## PARTIAL CLIENT LIST

- Tower Investments, LLC
- Viewpoint Equities, LLC
- Lin Family
- Howard Greenberg
- Monroe Capital
- Brett Farrow Architecture
- CityMark
- Affirmed Housing
- Colrich
- FABRIC Investments
- Juniper Ridge, LLC
- LMC - Lennar
- HP Investors
- Asana Partners