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From Competition to Collaboration: A New Era Begins

San Diego-based Commercial Real Estate Firm Brings on Five Real Estate Experts

SAN DIEGO – December 2, 2025 – Commercial real estate firm Urban Property Group announces that Cameron Lacey, Pasquale Ioele, Andrew Shemirani, Ashley Tiefel, and Traci Knight have joined UPG, further expanding the company's established retail, office, and mixed-use leasing, sales and advisory services across San Diego County and Southern California.

With more than 58 years of combined experience in San Diego's dynamic real estate market, Lacey, Ioele, Shemirani, Tiefel, and Knight will build upon a legacy of excellence – broadening the company's reach, while providing the superior client experience that sets Urban Property Group apart. Their diverse backgrounds and proven track records will further elevate UPG's ability to deliver strategic, high-impact solutions for commercial owners, tenants, and developers.

Urban Property Group has long been recognized for its client-focused approach and rooted relationships throughout the market. The firm's current experts — Bill Shrader, Amy McNamara, Serena Patterson, Joe Brady, Christin Garner, and Tayli Filla — collectively hold over 120 years of experience and have successfully completed more than 1,750 lease and sale transactions totaling over $2 billion in consideration.

"We've cultivated a company with unmatched depth in San Diego's urban and coastal core," says Shrader, CEO and Founder of Urban Property Group. "Adding these experts enhances UPG's collaborative edge and strengthens our ability to serve as trusted strategic advisors. In a market that continually reshapes itself, agility and innovation are not just advantages – they're necessities."

President of UPG, Joe Brady, adds "Our mission remains clear: deliver tailored, forward-thinking solutions for each client with their goals at the center of everything we do. As we welcome five new members to the company, we're not just growing in numbers, we're strengthening our collective expertise. With a unified approach to operational management and a shared commitment to excellence, we're positioned to elevate every aspect of our service."

Lacey departs Next Wave Commercial after 9 years and Ioele, Shemirani, Tiefel, and Knight conclude 9 years at Flocke & Avoyer Commercial Real Estate.

The strategic move reinforces UPG's commitment to excellence, collaboration, and local expertise. The company's expansion is aligned to meet the evolving needs of clients and Urban Property Group will continue to shape the future of San Diego's commercial real estate landscape.

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 and coastal markets from Downtown/Central San Diego to North County. With two offices in San Diego County, the company commits themselves to Southern California's core urban and coastal 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, Urban Property Group creates, optimizes, and protects value in and forges the next generation of local, vibrant streetscapes. For more information: contact Christin Garner (christin@upgsocal.com) or visit www.upgsocal.com