

BEYOND THE BUSINESS CARD

GIVING YOU THE BACKSTORY BEFORE THE FACE-TO-FACE MEETING

JOSEPH W. BRADY

TITLE: President

COMPANY: The Bradco Cos., Coldwell Banker Golden West Real Estate, Alliance Management Group

CAREER EXPERIENCE: Brady began his career at Santa Barbara Management Corp. and was later appointed president. Following that, Brady was administrative officer of Islay Investments and then director of operations at Sundesert Development Inc. Before launching Bradco, he was vice president of Pegasus Development Corp.

EDUCATION: B.S. in business administration with concentrations in human resources management and real estate, California Polytechnic State University at San Luis Obispo

At real estate events, Joseph Brady usually is standing at the front of the room with the microphone or he is the guy in the back with the booming voice. Either way, you hear him no matter where you sit. The High Desert broker is president of Joseph W. Brady Inc., under which there are 17 DBAs, including The Bradco Cos. In 1988, Brady moved from Santa Barbara to the Victor Valley to launch his brokerage company. At the time, Brady said many brokers were in the High Desert marketing land and there was the perception that he, like the others, was there to make some money and then leave. More than 20 years later, Brady is still there.

Had you always known you wanted to be in real estate?

No, Cal Poly San Luis Obispo requires that you have a concentration within the business major. I picked human resource management and real estate as my two sub-concentrations. The year before I graduated, I started working on my senior project. That got me into the syndication business and ultimately the property management business, which is where I first started. I graduated on Saturday at 1 p.m. and then started work at 8 a.m. on Sunday.

How did you manage that?

I was developing a checklist for investors in private syndication. I was interviewing anyone in real estate. One of those interviews was with a guy named Milo Saling in Santa Barbara. He offered me a job and I took it.

You have experience in asset management and development.

When did you decide to start your own business?

I was attending the Pacific Coast Builders Conference — I'll never forget this — in San Francisco. I was notified by a fellow homebuilder that my former employer was going to file a lawsuit against his partners. [Pegasus ultimately won all lawsuits.] We had to shut the project down and all of the projects the company had. And that's when I decided to go out on my own. I hired a feasibility company and I asked them to take a look at the greatest amount of growth opportunities between Paso Robles and the Mexican border. They came back and said the Victor Valley was the place to go.

How has the region changed from when you first moved there?

It was a lot smaller community when I got here. The economy has grown two and a half times and the demographics have also changed, but the Victor Valley is still a great place to do business because you know everybody you're doing business with.

What do you see as the region's strengths?

We have the cheapest land in all of Southern California. We have an Interstate and a rail system that carries nearly 60 percent of product imported into ports through either the Cajon Pass by highway or by rail by BNSF [Burlington Northern Santa Fe] or UP [Union Pacific]. We have very cooperative cities. We have the labor. We have the Southern California Logistics Airport.

And its challenges?

People not understanding or spending the time to understand what the High Desert has to offer. If you have a perception that the area doesn't have those assets that you need and you're wrong in your summation in it, you're not going to explore it.

What's an early lesson you learned that you've kept with you to this day?

I've learned that if you tell someone you're going to do it, then do it. At the end of the day, you can only be measured by what you do, what you say, what you put into writing and what your integrity is all about. Some people might be a little challenged by me because I'm black and white. My wife says there should be gray.

I probably could go to tact school, but I've never been embarrassed by what I've said. I do really well when people like that approach. I do terrible by people that are cagey.

What's surprising about you that few people know?

I was run over by a two-ton truck filled with 26 kids, and the doctor told my parents I wasn't going to make it.

How old were you?

Eleven years old — it was Aug. 16, 1966. I still have a scar that covers my entire chest that is 18 inches long. Every day I see it when I wake up in the morning and I see it every night when I go to bed. Every day is a free day. I love living life.

What do you do to get away from the stresses of work?

We like to travel. I love deep tissue massages. I like to play golf. I like to spend time with my wife. I like to read a lot, too.

What are you currently reading?

I bought Sarah Palin's book. I'm interested in what she has to say. I also bought another called the Top Social Networking Bible. It's 844 pages that I hope to be done with soon. And then I spend about \$2,500 a year on industry pubs. I'm constantly reading those.

Do you ever look at your stack of newspapers and industry publications and just want to burn it?

Yeah. I have the ability to read in the car.

That's why we like traveling.

I really like reading about successful people and another way to do something that someone hasn't already done. What I like with the professionals in the industry is that they want to share with you and show how to do it better.

What's something you haven't yet done that you would like to do?

Finish the top 100 golf courses in the world.

Where are you currently?

Number 43. "Golf Digest" publishes a list every year of the top golf courses. I've been lucky to play over 43 of the top courses. My goal is to finish out that list. The problem is the list changes over time.

— Kari Hamanaka

