

Bradco High Desert Report debuts 50th edition First published in May 1993

Joseph W. Brady, CCIM, SIOR and president of The Bradco Companies, announced this past week that the company has completed the 50th edition of The Bradco High Desert Report. "When I decided to do the newsletter in February 1993 I had absolutely no idea how to produce a newsletter," said Brady.

But with the help of Dr. Alfred Gobar, chairman emeritus of Alfred Gobar Associates, one of the brightest economist of his time and a former resident of Lucerne Valley, Brady learned the basics and in May, 1993, the first issue was released.

Since its debut, the Bradco High Desert Report has produced and mailed 300,000 copies, including a national audience. "Our goal today is the same as it was in 1993 — create a positive and factual overview of the High Desert economy, including the municipalities of Adelanto, Apple Valley, Barstow, Hesperia and Victorville. We continue to cover economic and project development issues that effect and benefit our economy," explained Brady.

"This 50th edition was mailed to all the local cities and governmental agencies including nearly 1,200 employees, planning commissioners, city council member and all the department heads within San Bernardino County that have an impact and do business within the 1,700± square miles of the High Desert that The Bradco Companies and our firm monitors," said Brady. "It has always been our intent to educate those that help serve not only the development industry, but all those people within the High Desert region," explained Brady.

Starting with 45th edition the publication became web based and is available to the general public and those wishing to obtain it electronically by visiting the website at www.thebradcocompanies.com/register .

For additional information, please contact Ms. Kaitlin Alpert at 760-951-5111, Ext. 100 or Ms. April Tyler at 760-951-5111, Ext 112 or visit their website at www.thebradcocompanies.com .

About The Bradco Companies: Joseph W. Brady, Inc. dba The Bradco Companies is the longest serving commercial, industrial and land brokerage firm serving the High Desert region. Incorporated in December of 1989, the firm has completed over 1,500 transactions and sales of nearly \$400,000,000. Joseph W. Brady, CCIM, SIOR and president has been the No. 1 ranked Commercial industrial Broker in 2005 and 2011 according to statistics released by the Victor Valley Association of Realtors Multiple Listing Services. The company recently negotiated a 505,192± square foot lease, the largest commercial lease ever recorded by the commercial brokerage industry in the High Desert region. The companies three Principals Joseph W. Brady President, Nick DiCosola Senior Vice President/Principal and Ronald J. Barbieri, Ph.D, CPA Senior Vice President/Principal have over 100 years of collective commercial real estate experience and over 50 years of local knowledge. The company also publishes the Bradco High Desert Report, the only quarterly economic overview of the High Desert region that can be obtained for free at www.thebradcocompanies.com/register .

About TCN Worldwide: TCN Worldwide, a consortium of independent commercial real estate firms, provides complete integrated real estate solutions locally and internationally. With approximately \$21.6 billion in annual transactions and over 80 million square feet of space under management, the organization ranks as one of the largest service providers in the industry. An extensive range of real estate services coupled with a personal commitment to exceed client expectations is what allows TCN Worldwide to be a leader within the commercial real estate industry. Formed in 1989, TCN Worldwide is

comprised of over 800 commercial real estate professionals serving more than 200 primary and secondary markets worldwide.

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— The Bradco Companies



Joseph W. Brady



Dr. Alfred Gobar