

## NEWS RELEASE

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### *Nick DiCosola and Ron Barbieri Ph.D, CPA Join The Bradco Companies.*

Two heavy hitters on the commercial real estate scene have partnered with long time business leader and mega broker Joseph W. Brady to form a dream team that has over 100 years of combined experience in commercial real estate and a nationwide book of clients.

Nick DiCosola and Ron Barbieri both boast a laundry list of accomplishments in their long careers including having been founding members of Lee & Associates Inland Empire North. As co-principals and senior vice presidents of the newly formed venture each brings a new dynamic to the Bradco Companies, which to date has more than \$385 million in sales.

“The key to successful real estate investing is anticipating changes in local economic conditions and their impact on real estate trends,” said Barbieri, who joins Bradco as one of the leading minds in market research and an expert on regional trends in the industry. Bringing with him an MBA from Stanford University and a PhD in real estate and urban land economics from UCLA, Barbieri will co-edit the High Desert Bradco Report along with Brady. Barbieri saw the unique model of Bradco’s approach to combining analytical research with deal making as the perfect opportunity to benefit from his extensive research and knowledge.

Barbieri’s knowledge of finance and economics is unprecedented among brokers in the region. Throughout his 40-year career, he’s managed multi-million dollar investment funds, often reporting an annual internal rate of return of 20 percent or more for its investors. He also successfully developed a 125-acre business park complete with a mid-rise office building and biomedical lab for cancer research.

“From my perspective, I can combine my expertise with Joe’s to basically provide investment opportunities and insights,” Barbieri said.

DiCosola’s knowledge in corporate business from years as a successful data processing manager have helped him close large commercial real estate deals including leases with multiple tenants in Apple Valley’s thriving Jess Ranch Marketplace.

“To join a team of experienced professionals of this caliber is an opportunity that comes along once in a career,” says DiCosola. “We have a lot of experience and momentum behind us, and we intend to make a very positive impact on the economy throughout the region, bringing new businesses to the area, and filling vacant buildings.”

DiCosola also brings a large book of business in the Antelope Valley to the table. His regional network has led to the sales of several bank-owned restaurants in the Lancaster and Palmdale region.

“When you look at the experience these guys bring to the table, creating a team like this was an opportunity I had to jump at,” Brady added. “We’re looking forward to some big things ahead.”