

## JOSEPH W. BRADY, CCIM, SIOR

P.O. BOX 2710

VICTORVILLE, CA 92393-2710

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(760) 954-4567 CELL

(760) 245-4445 HOME

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### EXPERIENCE

December 1989

To Present

#### **JOSEPH W. BRADY, INC. DBA THE BRADCO COMPANIES**

*President, Broker*

P.O. Box 2710

Victorville, California 92393-2710

(760) 951-5111 Ext. 101

Oversee all facets of commercial, industrial and land brokerage firm including the sale and/or lease of subdivisions, raw land, commercial, industrial, office and retail properties located throughout the Victor Valley area. Maintained company status as the No. 1 ranked commercial, industrial and land brokerage firm servicing the entire High Desert Region and the 13th firm in the Inland Empire from 2000 to 2006. No. 1 ranked agent in High Desert Association of REALTORS®, formerly Victor Valley Association Multiple Listing Service in 2006, No. 2 in 2011. Broker of over 3,975± transactions, \$862,995,111.22 in gross sales today.

2017 - Present

#### **MANAGING MEMBER OF BARSTOW SPANISH TRAIL, LLC**

PO Box 2710

Victorville, CA 92393

(760) 951-5111 x101

Barstow Spanish Trail is a fully entitled project consisting of 112.4± acres with an entitlement of 801,000± Sq. ft. of mixed-use retail located in Barstow, California at the Intersection of Interstate 15 and Avenue L. Originally, Mr. Malcolm Riley, President of Riley Properties Inc., and Joseph W. Brady partnered together on the entitlement. Mr. Brady is currently in escrow to purchase 63.0± acres gross and 50.38± acres net from the State of California State Lands Commission to start the initial stages of the development. Groundbreaking is anticipated in the first quarter of 2022.



SIOR commercial • industrial • office • sales • leasing • land brokerage



Individual Member



[www.TheBradcoCompanies.com](http://www.TheBradcoCompanies.com) • email: [info@TheBradcoCompanies.com](mailto:info@TheBradcoCompanies.com)  
Joseph W. Brady Inc., is a California Licensed Real Estate Broker DRE LIC #01057618



October 2008

**COLLIERS INTERNATIONAL BRADCO**

*Senior Vice President / Director for the High Desert*

P.O. Box 2710  
Victorville, California 92393-2710  
(760) 951-5111 Ext. 101

Sold and licensed The Bradco Companies and its name to Colliers International. Became a Director for Colliers. Oversaw all facets of commercial, industrial and land brokerage firm including the sale and/or lease of subdivisions, raw land, commercial, industrial, office and retail properties located throughout the Victor Valley area. Oversaw five (5) sales associates and three (3) administrative personnel.

May 1993  
To Present

**JOSEPH W. BRADY, INC. DBA THE BRADCO HIGH DESERT REPORT**

*Publisher*

P.O. Box 2710  
Victorville, California 92393-2710  
(760) 951-5111 Ext. 101

Edit, publish and distribute The Bradco High Desert Report, the only 24-36 page economic overview of the High Desert Region. 58 editions completed as of December 31<sup>st</sup>, 2019.

June 2000  
To December 2010

**JOSEPH W. BRADY, INC. DBA COLDWELL BANKER GOLDEN WEST REAL ESTATE**

*President, Broker*

601 East Main Street  
Barstow, CA 92311-2331  
(760) 256-6843 Ext. 101

Oversee all facets of residential real estate firm. Maintain status as No. 1 ranked residential firm servicing entire Barstow Region. Oversee 10 sales associates and 3 administrative personnel.

December 2010  
To Present

**JOSEPH W. BRADY, INC. DBA BARSTOW REAL ESTATE GROUP**

*President, Broker*

240 E. Williams Street  
Barstow, CA 92311-2331  
(760) 256-4663

Oversee with Deborah K. Brady, Executive Vice President a residential real estate firm servicing the entire Barstow region. 5 sales associates and 2 administrative personnel.

November 2004  
To Present

**JOSEPH W. BRADY, INC. DBA ALLIANCE MANAGEMENT GROUP**

*President, Broker*

240 E. Williams Street  
Barstow, CA 92311-2331

Oversee property management department personnel with 197 residential and 6 commercial accounts. Staff includes 1 property manager and 3 administrative personnel.

January 1985  
To January 1988

**PEGASUS DEVELOPMENT CORPORATION, SANTA BARBARA**

*Vice President*

Oversaw operational activities and projects including The Meadows of Lompoc (189 single family homes in Lompoc, California). Assisted owner with implementation of business plans. Coordinated acquisition and disposition of 54-acre parcel in Palmdale, California, which was subdivided into 230 single-family lots. Obtained approvals for development of 268-unit project, Glen Ellen, Lompoc, California. Assisted Owner and joint venture partners with disposition of property.

Direct Supervisor: Marcus W. Logan, President

October 1983  
To January 1985

**THE SUNTREE COMPANY, dba SUNDESERT DEVELOPMENT, INC.**

*Director of Operations*

Oversaw brokerage and consulting for Creekside Terrace, 40 residential condominiums, in Goleta, California. Oversaw sale and leasing of Creekside Professional Plaza, a 32,000 square foot office condominium complex; and residential sales and development of a 55 unit proposed unit development (Seacost Village) Carpinteria, California. Obtained approvals on a 21-unit (Oak Crest) and a 24-unit (Oak Creek) condominium project in Santa Barbara, California.

Direct Supervisor: Fred Rice, Jr., President

October 1980  
to April 1983

**ISLAY INVESTMENTS, SANTA BARBARA**

*Administrative Officer*

Negotiated real estate acquisitions; serve as personnel officer; render insurance recommendations regarding scope of coverage and administration of Workers Compensation; Responsible for capital acquisitions and service contracts; review collection progress and procedures of receivables; evaluate apartment tenant increases; maintain mini-warehouses and shopping centers; maintain and delegate records retention program; assist legal counsel; oversaw procedures and goals regarding advertising; conducted monthly staff luncheons; prepare special reports and office policies; review of monthly operating statements and budgets; direct responsibility for 98 personnel.

Direct Supervisor: Marvin R. Trevillan, Managing General Partner (deceased)

June 1979  
to August 1980

**SANTA BARBARA MANAGEMENT CORPORATION, JMS INVESTMENTS**

*President - Santa Barbara Management Corporation*

Oversaw operation of apartment management and maintenance company (Manage Property Repairs). In October 1970 I was appointed District Manager and Assistant to

supervision of three district offices, 20 employees, and 12 on premises managers; contributed to employee understanding of business objectives, functions, policies, and guidelines through direction of employee communications.

Direct Supervisor: Milo P. Saling, Chairman of the Board (Retired)

**PROFESSIONAL LICENSES:**

December 1989 State of California- Bureau of Real Estate,  
Corporate License Number 01057618, issued 12-29-89

April 1980 State of California- Bureau of Real Estate  
Broker License Number 00773589, issued 04-01-80

**PROFESSIONAL ORGANIZATIONS:**

1984 – 1986 Board of Directors, Building Industry Association of Southern California, Santa Barbara Chapter

1986 – 1987 Vice President, Building Industry Association of Southern California,  
Santa Barbara Chapter

1988 – 1989 Founder and Director, San Bernardino County Young Republicans, Victorville California

1989 – 2007 Member of Building Industry Association of Southern California,  
Baldy View Region California (#100150-00)

1989 – 2007 Member of the National Association of Home Builders

1989 – 2007 Member of the California Building Industry Association

1988 – Present High Desert Association of REALTORS®  
Formally Victor Valley Association of Realtors,  
Victorville, California  
California Association of Realtors NRDS No. 212000084

1988 – Present National Association of Realtors  
NRDS No. 212000084

1990 – Present Realty Investment Association of California (R.I.O.A.C.)  
Tustin, California (#3R90191.89)

1992 – 1992 President, Mojave Regional Economic Development Council

1991 – 1994 Desert Communities United Way Division Chairman  
(Real Estate/ Development)

1991 – 1992 Chairman, Community Bank Advisory Board,  
Victorville, California

1991 – 1992 Board of Directors, Building Industry Association of Southern California  
(BIA), Baldy View Region

1992 – 1993 Vice President, Membership, Executive Board Member BIA,  
Baldy View Chapter

1993 – 1994 Treasurer, Executive Board member of the BIA/Baldy View Chapter

1993 – 1994 Board of Directors - BIA of Southern California

1994 – 1995 Chairman, High Desert Business Coalition (HDBC)

1994 – 1995 BIA/Baldy View Board of Directors

1995 – 1998 State of California Republican State Central Committee Delegate

1996 – 1997 Trustee Science & Technology Center (Apple Valley)

1996 – 2001 High Desert Regional Economic Development Authority (REDA)  
Executive Board

1997 – 2001 High Desert Regional Economic Development Authority (REDA)  
Board of Directors

1997 – 2001 St. Mary’s Regional Hospital, Planning Committee

1997 – 1998 Chairman “Lincoln Club of the Victor Valley”

1997 – 1998 Vice President membership (Desert Region) BIA/Baldy View Executive Board of  
Directors

1998 – Present Accredited member of the American Industrial Real Estate Association (A.I.R.)

2000 – 2001 Member Urban Land Institute (U.L.I.)

2000 – Present CCIM (Certified Commercial Investment Manager – Chicago)

2000 – 2001 Spring Valley Lake Homeowners Association, Political Action/Governmental Affairs

2000 – 2002	Chairman Victor Valley Association of Realtors BORPAC (Political Action)
1999 – 2011	Chairman, Co-Founder, Master of Ceremonies High Desert Chapter American Red Cross Annual Economic Summit (now a partnership with Victor Valley Community Foundation)
2000-2010	Co-Founder Spring Valley Lake Concerned Property Owners (SVLCPO)
2000 – 2006	Board of Directors San Bernardino County Workforce Investment Board Appointee
2000 – 2006	Board of Directors San Bernardino County Economic Development Committee
2003 – 2004	Inland Empire Economic Partnership Board of Directors
2004 – 2006	President High Desert Jr. Golf Foundation
2004 – 2008	Executive Board “Alliance in Education” San Bernardino County Superintendent of Schools
2005 – 2008	Member NAIOP (National Association Industrial Office Properties) Inland Empire Chapter
2006 – Present	Victorville Rotary Member
2006 – 2007	CCIM Institute Inland Empire Board of Directors
2006 – 2007	Chairman Finance Committee Spring Valley Lake Homeowners Association, Victorville, California
2011 – 2012	Appointed as the 5 <sup>th</sup> Trustee to the Victor Valley Community College District on February 1 <sup>st</sup> , 2011
2012 – Present	Trustee Victor Valley Community College District (Elected Official)
2019-Present	President of the Victor Valley Community College District Board of Trustees

**PROFESSIONAL AWARDS/HONORS:**

1986	National Association of Home Builders "Spike" Member
1985 – 1988	Inclusion in "Who's Who in The West"

- 1992 BIA Baldy View Region "Spike of the Year Award"
- 1992 National Association of Home Builders "Life Spike" Member
- 1992 BIA Baldy View Region "Recruiter of the Year Award"
- 1993 BIA Baldy View Region "Spike of the Year Award"
- 1993 BIA Baldy View Region "Recruiter of the Year Award"
- 1994 "Republican Volunteer of the Year," 34th District Assemblyman Keith Olberg Award
- 1995 "Spirit of Freedom Award", Victorville Daily Press (Freedom Communications)
- 1998 BIA Baldy View "75th Spike Award" (NAHB)
- 2000 High Desert Chapter of The American Red Cross "Volunteer of the Year"
- 2000 Voted Top Ten (10) Business Person of the Year, San Bernardino County Sun and Victorville Daily Press
- 2001 – 2002 High Desert Chapter of The American Red Cross "Leadership Award"
- 2004 California Red Cross "Golden Bear Award" for fundraising
- 2005 "Paul Harris Fellow" Award for Community Involvement  
Victorville, California Rotary Club
- 2007 – Present Member of Lambda Alpha International
- 2015 High Desert Association of REALTORS®, Realtor of the Year
- 2009 – 2016 San Bernardino County Tax Appeals Assessment Board Commissioner

**MISCELLANEOUS HONORS:**

- 1989 – 1990 Member of the CCA National Golf Scramble Team, Pinehurst, North Carolina, Representing Spring Valley Lake Country Club.

**MISCELLANEOUS INFORMATION:**

December 1989 President, Joseph W. Brady, Inc.

March 1980  
to Present

State of California Bureau of Real Estate  
Real Estate Broker No. 00773589

December 1989  
to Present

State of California Bureau of Real Estate  
JOSEPH W. BRADY, INC. (I.D. No. 01057618) dba

1. The Bradco Companies
2. Barstow Real Estate Group
3. Alliance Management Group
4. The Bradco High Desert Report
5. Twenty-two (22) additional California DBA's

**MISCELLANEOUS APPOINTMENTS**

May 5<sup>th</sup>, 2009-  
September 2<sup>nd</sup>, 2013

San Bernardino County Tax Appeals Commissioner

**EDUCATION:**

Nov 2006

SIOR (Society of Industrial and Office Realtors) Member

Feb 2006

Coldwell Banker University with management trademark Management Institute  
“Certified Negotiations Specialist” (32 units)

Feb 2004

Coldwell Banker University “Coldwell Banker Concierge” (8 units)

July 2003

Dennis Walsh & Associates, Inc. Certified New Home Specialist™

April 2001

Coldwell Banker University “Coldwell Banker Systems Orientation” (32 units)

Aug 2000

Coldwell Banker University with Management Institute “Blueprint for Profitable  
Operations” (32 units)

1998 – 2000

CCIM Institute Member (Identification No. 9425)  
Chicago, Illinois

1974 – 1979

California Polytechnic State University  
San Luis Obispo, California  
B.S. in Business Administration with separate concentrations in  
Management and Real Estate

1970 – 1974

The Abbey School  
College Preparatory  
Canon City, Colorado

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