



# Investment & Leasing Specialists

San Diego's Number #1 Retail Team

**CBRE**

# Your Success, Our Priority.

We start with you. Your goals, your challenges, your priorities.  
We listen. We understand. We deliver.

We understand that every client is unique. That's why we start by focusing on you. What are your goals? What challenges are you facing? What are your biggest priorities? We take the time to truly understand your needs and work collaboratively to achieve them. Your success is our driving force, and we're dedicated to building a strong partnership built on trust and results.

**A Holistic Approach:** Our unique dual focus on leasing and sales gives us an unparalleled view of the real estate landscape. We understand the interplay between these two crucial areas, allowing us to offer insights and strategies that maximize value and achieve your desired outcomes.



## What our clients say:

*It is really refreshing to work with high level guys like Reg and Joel, where a deal can go so smoothly and professionally, without all the usual drama that normally comes into play! Thank you both for the opportunity and the trust to acquire this property, it is something I take very seriously and appreciate.*

*Reg, you are top notch and really great to work with. I now have a firsthand understanding of how and why you have earned your outstanding reputation in the industry. Really enjoyed it and I look forward to more deals together with you guys!*

- Pat Geary - 4344 Convoy Street, San Diego

*Michael Peterson stuck with us and went above and beyond. We could have never found another agent as wonderful as Michael. He was calm and helpful, and we can't say enough how much he did for our family. He is an extraordinary human being with a positive and professional attitude always encouraging us to keep going when things didn't look good. We know Michael is a star and will go very far. Your company is lucky to have him.*

-Elsie, Karen and Kathy Kelly

*We have used a lot of leasing agent/brokers in the 15/16 years we have owned this property and Reg has always gone above and beyond to make things happen! I truly respect him because no matter how big or small the deal is, he treats everyone with the same importance.*

-Kelly Cummings

*Not only is Reg smart, knowledgeable and experienced, he's personable, informative, honest, and perhaps most importantly, we were confident in his integrity and ability to get the deal done. Even in a tough interest rate climate, he came through for us.*

- Lisa Kim - 16785 Bernardo Center Drive

*Reg has been a great partner for our San Diego dispositions of excess space through skilled repositioning and savvy leasing.*

- Neill Kelly, Leader of CBRE's Occupier Restructuring and Disposition platform in North America

*Reg was great to work with on such a small, complexed project. I would not have been able to lease this space without his knowledge, diligence, and network.*

- Chris Bloom - Paseo Artist Village

*Joel made a challenging situation look easy and never did I feel that I was out on a limb alone. Thank you for your patience, kindness, and professional manner at every turn.*

-Norma Manrique - 1610 Highland Ave National City



# San Diego Retail

## INVESTMENT & LEASING SPECIALISTS

Our niche is leasing and sale of retail properties only in San Diego County with holistic recommendations and action plan to solve our client's long term goals. We work together as a team to maximize value for our clients and give them a level of service our competitors don't.

PROUD TO BE PART OF  
**CBRE NATIONAL  
RETAIL PARTNERS**  
WEST COAST TEAM



## Our Core Values

### INTEGRITY

We uphold the highest standards in our business practices.

### SERVICE

Our clients interests come before our commissions.

### EXCELLENCE

We will outwork our competitors with enthusiasm.

### FOCUS

We continually challenge ourselves to grow.

## ALL TIME TEAM TRANSACTIONS

**\$1.93B**

Total Consideration Sold



**8.8M SF**

Total SF Sold



**226**

Total Transactions Sold



**98%**

Average List to Sale Price



**2K+**

Total Leases Signed



**5M SF**

Leasing Representation On the Market



**BREE TYLER**

*Client Services Coordinator*

bree.tyler@cbre.com  
Lic. 02096625  
+1 858 546 4653

**LANE ROBERTSON**

*Associate*

lane.robertson@cbre.com  
Lic: 02206700  
+1 858 646 4733

**REG KOBZI**

*Senior Vice President*

reg.kobzi@cbre.com  
Lic. 00917639  
+1 858 546 4604

**MICHAEL PETERSON**

*Senior Vice President*

michael.peterson@cbre.com  
Lic. 01969314  
+1 858 646 4749

**NATASHA EDWARDS**

*Marketing Coordinator*

natasha.edwards@cbre.com  
Lic. 01995449  
+1 858 546 4602



# Your Dedicated CBRE Team



**REG KOBZI**

*Senior Vice President*

Investment Sales plus Landlord Development Expertise

Over 30 Years in Commercial Real Estate

Creative leasing and advisory to maximize the value of a client's assets

Lives in Scripps Ranch



**Out of the office, Reg enjoys:**

Traveling, fine dining, softball and spending time with his family



**MICHAEL PETERSON**

*Senior Vice President*

Investment Sales and Landlord Advisor

Leasing expert

Investment focus on NOI maximization and analysis

Over 10 years in Commercial Real Estate

Lives in Mission Hills



**Out of the office, Michael enjoys:**

Find him in the ocean, playing music or playing tennis



**LANE ROBERTSON**

*Associate*

Shop Space Leasing Specialist

Landlord Reporting

Scouting the Market

Manages our Ecosystem for tenant lead generation

3rd Year in Commercial Real Estate

Lives in Carlsbad



**Out of the office, Lane enjoys:**

Find him on the golf course or cooking adventurous new recipes at home



## BREE TYLER

*Client Services Coordinator*

Lease focused administrative support and marketing

Lease marketing, such as brochures, floor plans, maps, property email blasts

Maintain leases on CoStar / LoopNet

Assist brokers in preparing RFPs and LOIs

Over 8 years in Marketing & Admin

Lives in Clairemont



### **Out of the office, Bree enjoys:**

Family time and advocating for shelter dogs



## NATASHA EDWARDS

*Marketing Coordinator*

Investment focused administrative support and marketing

Web and social media management

Investment marketing such as offering memorandums, newsletters, site plans, maps, property email blasts

CRM database management

Over 10 years in Real Estate

Lives in Nashville



### **Out of the office, Natasha enjoys:**

Taking her dogs to the park, vintage shopping and paddle boarding at the lake

## AFFILIATIONS





# Case Studies

## SELLER REPRESENTATION

### SCRIPPS MESA CENTER

*San Diego*

**HENDRICKS COMMERCIAL** wanted to redevelop an existing center to maximize value/return.

**OUR SOLUTION:** We presented this opportunity to the client who understood the upside value of the asset. We originally sold the asset to the client at \$6,925,000. We then worked closely with the client on a remodel of the center and quickly leased up the project quickly to 100% occupancy. Subsequently we listed the property for sale and a successful close of escrow occurred in December 2016 at a price of \$11,000,000.

By focusing on the business objectives of our clients, we consistently deliver results they desire.

## BUYER REPRESENTATION

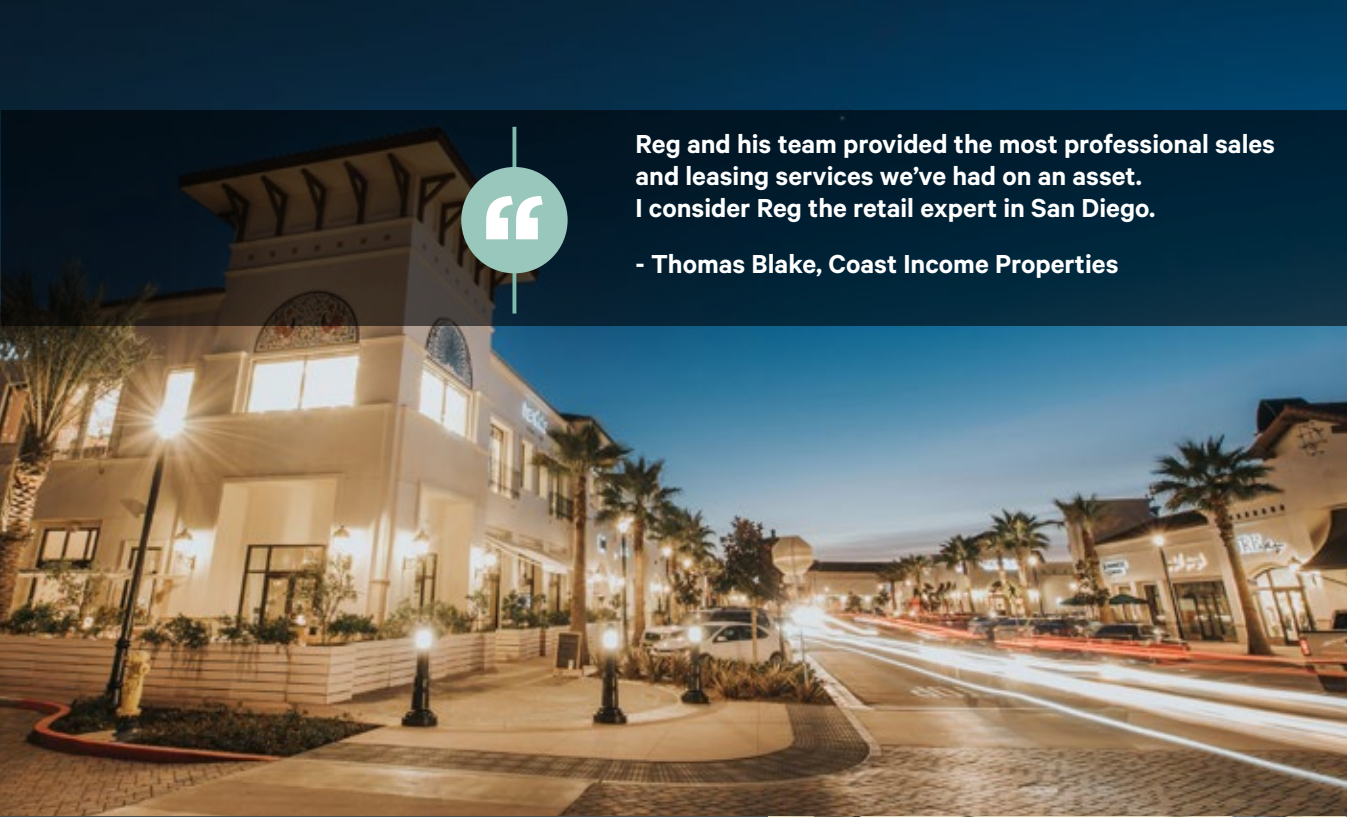
### CANYON HILLS MARKETPLACE

*Lake Elsinore*

**CAL WEST** wanted to buy both phases of grocery anchored center that had two different assumable notes on the property.

**OUR SOLUTION:** We engaged our debt & equity group at CBRE to guide us in working with the existing loan servicer. Existing loan had a 1% assumption fee, with the first loan being \$14,000,000 with a 5% interest rate and the second loan was at \$9,400,000 with a 4.78 interest rate. We sold the asset to our client in a 1031 exchange at a combined price of \$33,500,000 in the time frames needed to close the exchange.





Reg and his team provided the most professional sales and leasing services we've had on an asset. I consider Reg the retail expert in San Diego.

- Thomas Blake, Coast Income Properties

## GROUND UP DEVELOPMENT

### PACIFIC HIGHLANDS RANCH

*Carmel Valley*

**COAST INCOME PROPERTIES** wanted to acquire a trophy development opportunity in San Diego County.

**OUR SOLUTION:** We identified an off market commercial site from a major residential builder that was processing entitlements for a site plan that was not going to be viable. We represented the developer in the land acquisition at a price of over 40 million dollars in value, and developed a new mixed use lifestyle project that made financial sense. The CBRE team completed all the leases totaling over 150,000SF project was 100% leased within one year.

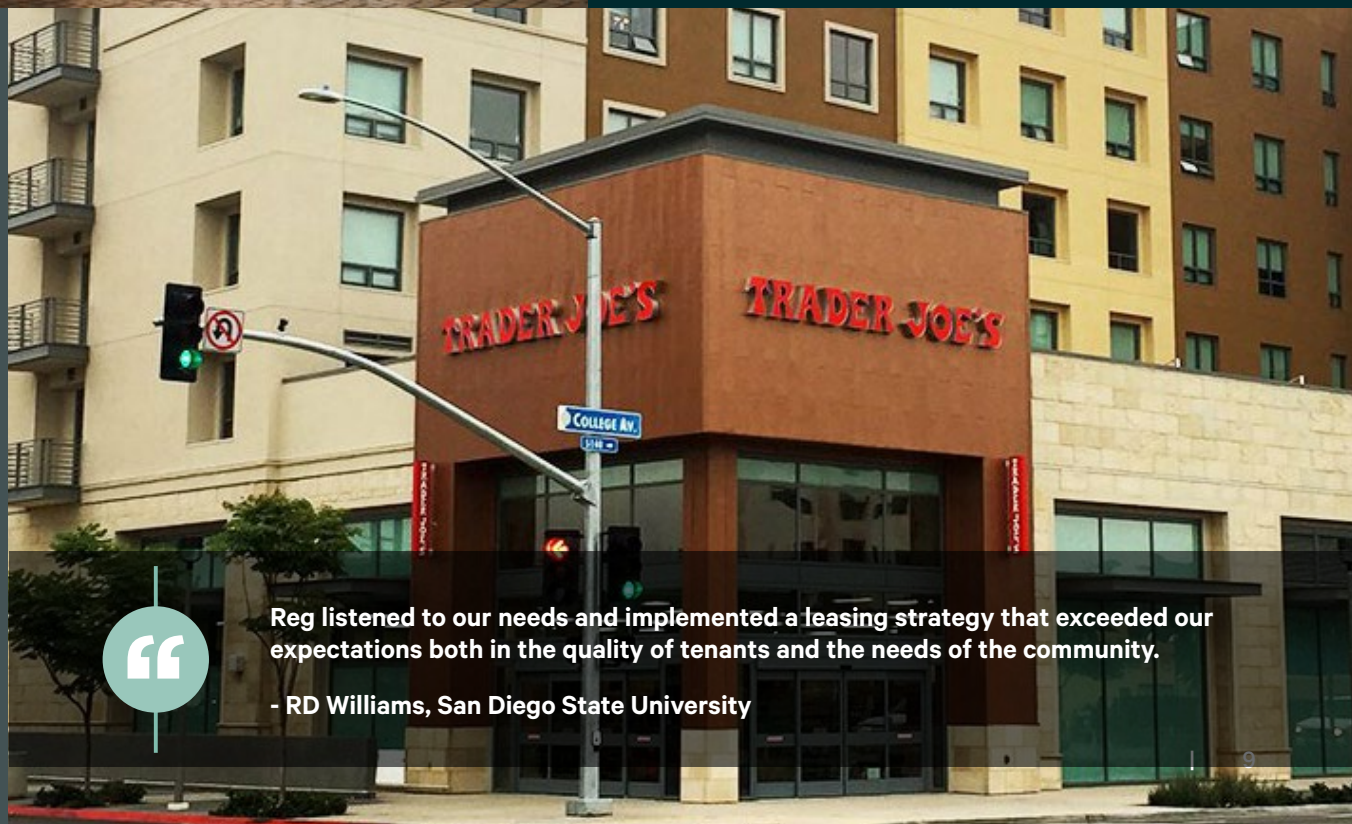
## MIXED USE EXPERTISE

### SDSU SOUTH CAMPUS PLAZA

*San Diego*

**SAN DIEGO STATE UNIVERSITY** wanted to create an urban and lively environment at the "front door" of SDSU University for use by the local neighborhood as well as students and faculty.

**OUR SOLUTION:** Develop a proforma for a new mixed use project for the SDSU University. CBRE assisted in the predesign of the building and shell requirements. CBRE then developed a merchandising strategy for each space and ended up getting numerous offers from qualified Tenants for the client to choose from. We were able to secure a long term leases with Trader Joe's and the various other spaces to both local and national chains such as Eureka, Broken Yolk, Verizon, and others.



Reg listened to our needs and implemented a leasing strategy that exceeded our expectations both in the quality of tenants and the needs of the community.

- RD Williams, San Diego State University



## SELLER REPRESENTATION

### UNION BANK PORTFOLIO OF FIVE BANK BRANCHES

*San Diego County & Brawley, CA*

**UNION BANK** wanted to sell five banks branches across San Diego County and Brawley, CA

**OUR SOLUTION:** As banks continue to evaluate real estate on their balance sheets, it is important to analyze each asset individually. Each of these five bank branches had a different business plan and took strategic underwriting to attract a buyer who could deliver the highest and best use for the site. Whether owner-user, redevelopment or adaptive reuse of the existing structure, our utilization of multiple product lines when marketing allowed the bank to achieve the highest value per asset as opposed to packaging as a portfolio.

The total portfolio sold for \$19.25 million and totals over 39,000 sq. ft.

## SELLER REPRESENTATION

### UNIVERSITY SQUARE

*San Diego County & Brawley, CA*

**LAKHA PROPERTIES** wanted to sell their 212,000 SF grocery-anchored shopping center near San Diego State University.

**OUR SOLUTION:** The grocery-anchored shopping center segment is coming off of a record 2021 as investors flocked to the segment given its strong operating performance during the pandemic and attractive interest rates. The deal is among the San Diego region's largest retail sales of the past year (2022) by total price at \$68.7 million.





BUYER REPRESENTATION  
SHAH FAMILY PROPERTIES

## LA AVENIDA

Coronado

**BUYER** wanted to acquire an entire block on Coronado adjacent to another property they already owned on the island.

## EL CORDOVA HOTEL

Coronado

**OUR SOLUTION:** It took several years to accomplish but step number one was the acquisition of La Avenida Plaza retail center and La Avendia Hotel for \$24,000,000. Then in December 2022, we successfully accomplished their goal by winning the competitive bid and helping them acquire El Cordova Hotel including the retail portion at a price of \$45,000,000.





URBAN MIXED USE LEASING

## MARKETPLACE DEL RIO

*Oceanside*

**ROIC** wanted to sell neighborhood grocery anchored center after their hold period to maximize profits for the REIT.

**OUR SOLUTION:** We partnered up with our CBRE National Retail Partners teammates to maximize exposure of this institutional quality asset. As a result of the combined marketing efforts we generated 195 signed confidentiality agreements with almost 1,000 web hits that resulted in 6 offers and a sale at 95% of the asking price.

TENANT REPRESENTATION

## 212 S CEDROS AVE

*Solana Beach*

**BRIXTON CAPITAL** wanted to sell legacy asset that did not match their current portfolio of assets.

**OUR SOLUTION:** With our strategic and all-encompassing marketing efforts we found an exchange buyer who did not require leverage on the asset. We closed the transaction in 21 days.





## SINGLE TENANT SALE

### TWIGGS COFFEE SHOP

*North Park*

**SHEK FOO HOM & SUEY WAN HOM LIVING TRUST** wanted to sell their freestanding single tenant building.

**OUR SOLUTION:** The team's broad-based and cooperative marketing platform produced exceptional interest in the property, receiving multiple offers and selling for asking price. We were able to put the property under contract and close within 100 days from going to market, while navigating several lease issues with the tenant.

## LIFECYCLE OF AN ASSET

### STARBUCKS COFFEE SHOP

*Otay Mesa*

#### OUR SOLUTION:

- The project began with the acquisition of a strategically located parcel of land that was currently a gas station.
- A lease was secured with Citibank for the gas station, generating a steady income stream.
- Lease Optimization: Recognizing an opportunity for increased value, the lease was terminated.
- Strategic Upgrade: A new lease was negotiated and secured with Starbucks, a highly desirable tenant.
- Asset Sale: The Starbucks-leased asset was successfully sold, demonstrating a successful investment and value creation.



Even though Reg and the CBRE team represented the seller, they handled the transaction in a highly ethical and competent manner. We would work with them any time in the future.

- Brian Walsh





URBAN MIXED USE LEASING

IDEA1

*Downtown San Diego*

**LOWE ENTERPRISES AND LASALLE PARTNERS** wanted to educate the public on the first “Live/Work/Play” development in San Diego and the opportunity it would provide for the East Village Community.

**OUR SOLUTION:** In order to highlight the innovative features of the development, we provided our own PR representative to meet with ownership to develop a multimedia marketing platform. We coordinated press releases and an interview circuit distributed throughout national media outlets. At the same time our team ran a focused twitter campaign allowing the developers to reach the community on a personal level. Our multi-pronged marketing approach allowed us to touch thousands in real time, as well as enabled us to grow brand identity and educate the public on a project that is one of a kind in the San Diego marketplace. As a result we were able to 100% pre-lease the project prior to construction being completed.

TENANT REPRESENTATION

TRADER JOE’S

*Poway, Vista, Santee, Pacific Highlands, La Jolla, Scripps Ranch and Collage Area*

**TRADER JOE’S CORPORATION** requires high profile out parcel sites in select trade areas. We work closely with the tenant to identify the trade area pursuits. Once identified, the CBRE team secured spaces in each area prior to the locations ever reaching the market.

**OUR SOLUTION:** By focusing on the business objectives of our client we have been able to identify and secure 6 high profile locations throughout San Diego County.





MIXED USE

## TOPAZ

College

**PIERCE EDUCATION PROPERTIES** wanted to pre-lease their 10,000 SF ground floor retail of their seven story building scheduled to open Summer 2023.

**OUR SOLUTION:** We 100% preleased the Project before construction was completed. The leases completed include Handel's Homemade Ice Cream, The Alley, Jimmy John's, Dunkin' Donuts as well as the relocation of the original McDonald's restaurant.

URBAN

## SAVINA

San Diego

**BOSA** wanted to deliver a high end tenant mix to serve their luxury, waterfront condo development

**OUR SOLUTION:** We created a targeted merchandising strategy and solicited tenants throughout, high-end, southern California markets. We were able to lease the project to an assortment of boutique fitness tenants and a flagship restaurant prior to delivery of the condos, this enabled ownership to drive price of their residential units touting the exciting ground floor offering.





# NORTH COUNTY SQUARE

BRANDING & CONSULTING

## NORTH COUNTY SQUARE

*Vista*

**VAL CENTERS** wanted to raise brand awareness for the center and the retailers within the San Diego North County.

**OUR SOLUTION:** Created new property website, new shopping center logo and a community marketing program for the center. We also coordinated a custom in-depth consumer behavior analysis that spoke to the money spent inside the trade area and money leaving the trade area. In addition we were able to bring in a tax appeal specialist that helped reduce the tax basis on the property by over \$20,000,000 in value.

DEBT & EQUITY



## DEL ORO MARKETPLACE

*Oceanside*

**DEL ORO COLLEGE LLC** wanted to refinance the property at the current historical low interest rates while completing the lease up required to obtain the loan.

**OUR SOLUTION:** We connected the client with the CBRE Debt and Equity Group to secure a loan on the property. The loan involved a lot of structuring that included an extended forward rate lock that allowed the completion of the leasing needed to take advantage of the low interest rates. The combination of our leasing expertise and our Debt and Equity team allowed the client to refinance the center with historical low rates. Shortly there after we were able to sell the asset for \$33,000,000, one of the highest price per square foot prices in North San Diego County history.

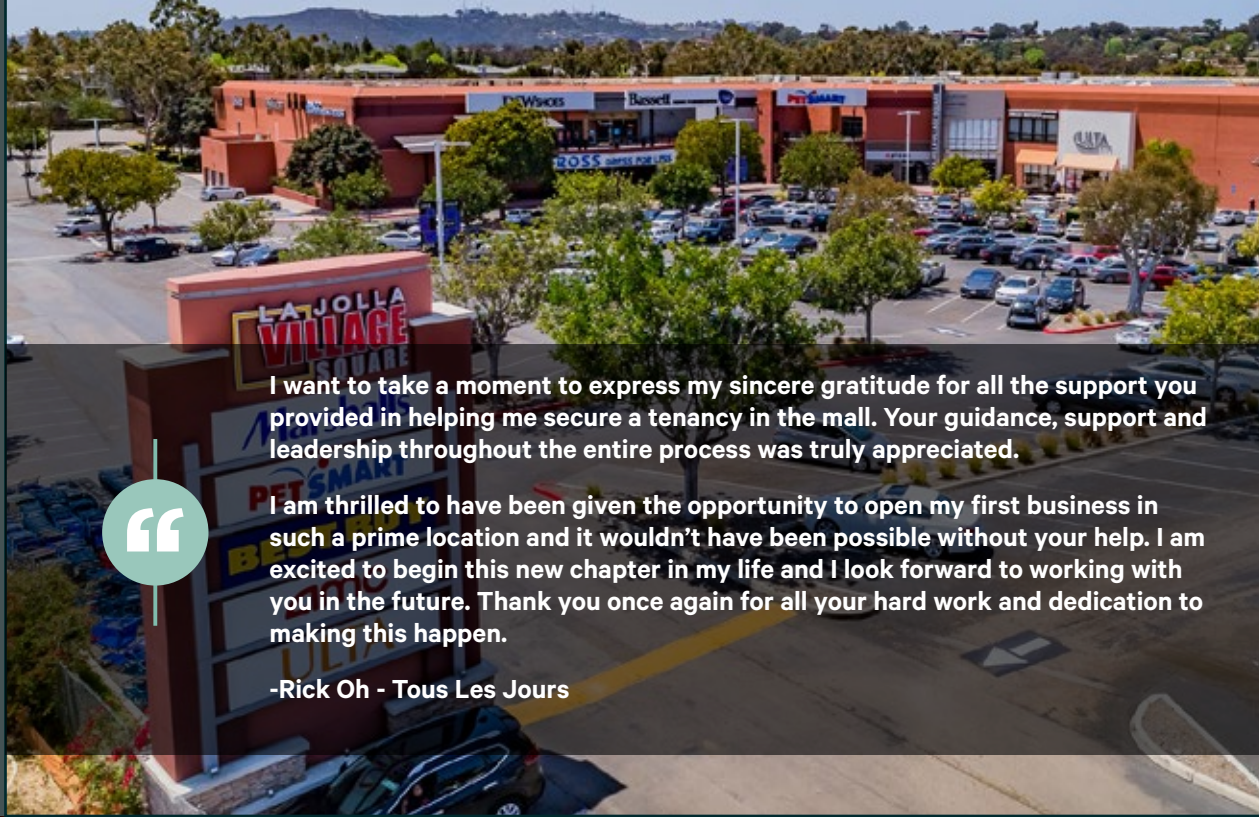


## LANDLORD LEASING REPRESENTATION

### THROUGHOUT SAN DIEGO COUNTY

**PROPERTIES:** Whether the asset is a community center (La Jolla Village Square) or a neighborhood/specialty center (La Plaza La Jolla) or power centers (North County Square, Courtyard at Carmel Mountain) or strip centers (FMP Center, Convoy Court, Mercury Village, Scripps Mesa, Torrey Highlands, Blvd 63, Casa De Oro) our clients want results in the lease up of their centers.

**OUR SOLUTION:** We are able to quickly achieve our client's goal by procuring the tenants for each of the assets and other vacancies throughout San Diego County. Through our vast network of active tenants in the market and our unique marketing platform we are able to bring our projects to 100% occupancy quickly.



I want to take a moment to express my sincere gratitude for all the support you provided in helping me secure a tenancy in the mall. Your guidance, support and leadership throughout the entire process was truly appreciated.

I am thrilled to have been given the opportunity to open my first business in such a prime location and it wouldn't have been possible without your help. I am excited to begin this new chapter in my life and I look forward to working with you in the future. Thank you once again for all your hard work and dedication to making this happen.

-Rick Oh - Tous Les Jours



## SELLER REPRESENTATION

### LA PLAZA

*La Jolla*

**REGENT PROPERTIES** purchased their high street asset several years ago and directed CBRE to both lease up and eventually sell the asset which was in a long term leasehold.

**OUR SOLUTION:** We leased the asset to 100% within one year which allowed us to maximize pricing when going to the market. We identified a buyer that preferred leasehold assets because they utilized bonus development strategy.



SELLER AND BUYER REPRESENTATION

**MADISON PLACE**

*Clairemont*

**PPI REAL ESTATE** had been executing a strategy whereby they were rolling all existing leases on a short lease basis to prepare for a possible residential redevelopment.

**CEG ADVISORS** was looking to purchase and add assets in their core market in Kearny Mesa.

**OUR SOLUTION:** We teamed up with our CBRE multifamily group and solicited 13 bids from both types of developers . The highest bid eventually went to a long term retail asset holder with nearby assets in the market.

**FORMER RITE AID**

*Ocean Beach*

**R&L PROPERTIES** tenant declared bankruptcy, so property owners wanted to achieve maximum pricing on a sale.

**OUR SOLUTION:** We teamed up with our residential partners at CRBE, Rachel Parsons and went to market unpriced to both residential developers to demolish and redevelop the site and to retail users / investors as a retail opportunity. Twelve offers were obtained and chose a buyer that closed in 60 days.



# Tenant Representation

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# CBRE Market Dominance

We are the world's largest commercial real estate services and investment firm.

#1 Investment Sales  
Leasing  
Property Management  
Occupier Outsourcing  
Valuation

500+  
Offices

140,000+  
Employees

100+  
Countries

FORTUNE  
Most Admired Real Estate Company; 15 years in a row

FORTUNE  
One of America's Most Innovative Companies

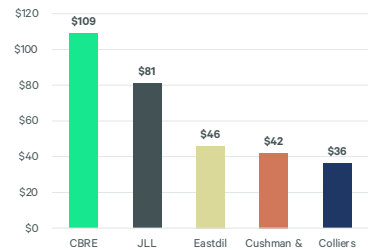
FORBES  
One of America's Best Large Employers; 5<sup>th</sup> consecutive year

FORTUNE 500  
#128 in 2025; ranked since 2008

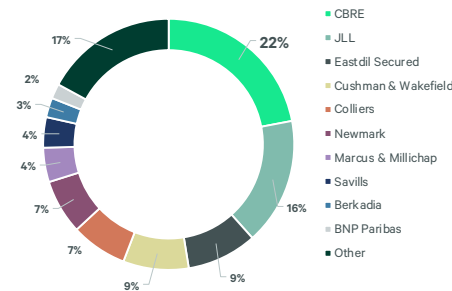
LIPSEY  
#1 Real Estate Brand; 24 consecutive years

## Investment Sales Rankings

Global Investment Sales Rankings by Volume  
All Property Types | Full Year 2024



Global Investment Sales Rankings by Market Share  
All Property Types | Full Year 2024



Investment Sales Rankings  
By Property Type | Full Year 2024

Global	U.S.
#1 Office	#4 Office
#1 Industrial	#1 Industrial
#1 Multifamily	#1 Multifamily
#1 Retail	#1 Retail
#3 Hotels	#3 Hotels

#1

\$210.1B

TOTAL TRANSACTION VOLUME

Global brokerage firm in 2024 for commercial property investment sales according to MSCI Real Assets

\$108.8B  
PROPERTY SALES

\$29.2B  
BUYER REP

\$55.1B  
FINANCING

\$18.7B  
INVESTMENT BANKING

Source: MSCI Real Assets, CBRE Capital Markets; Investment Sales Rankings based seller's broker, excludes entity level transactions, includes properties and portfolios \$2.5M+; Financing total includes Loan Sales; Investment banking total includes duplication from financing and sales volumes

## CBRE SAN DIEGO RANKS #1 IN 2025 RCA FOR ALL PROPERTY TYPES:

### SAN DIEGO RETAIL:

- Market Volume: +48.3% in 2025 compared to 2024
- CBRE Retail Market Share: 16%

# Give Back



PurpleStride is the ultimate walk to end pancreatic cancer. Wherever you are, you can help create that sea of purple to honor those we lost, celebrate survivors and raise funds for essential research



Nativity Prep Academy is a private-independent, all-scholarship Catholic middle school and college-preparatory program for young men and women from low-income families who represent the first generation to graduate from college.



## SAN DIEGO

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4301 La Jolla Village Drive,  
Suite 3000, San Diego, CA 92122

## RETAIL INVESTMENT GROUP

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[www.cbre.com/invsandiegoretail](http://www.cbre.com/invsandiegoretail)

## LEASING SPECIALISTS

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[www.cbre.us/san-diego-retail-leasing-specialists](http://www.cbre.us/san-diego-retail-leasing-specialists)

### For more information please contact:

**REG KOBZI**

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[reg.kobzi@cbre.com](mailto:reg.kobzi@cbre.com)

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