
PRESS RELEASE

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BADE COMPANIES BUILDS UPON ITS WEST VALLEY REPUTATION

PEORIA, Ariz. – The Bade Companies launches its new logo and brand slogan, “Your West Valley Developer,” at a customer appreciation party on March 30, 2007. However, the foundation of the Bade Companies’ reputation as a leading West Valley commercial real estate firm is not a new concept. The groundwork for the Bade Companies’ 37-year span as property development specialists began in 1970, and today the third-generation Bade family remain a stronghold among West Valley developers.

The Bade Companies principal Roy Bade spent much of his youth obtaining hands-on construction experience that continues to reinforce the 44-year-old’s executive decisions on current commercial projects.

“You have to know what happens in the field in order to be a good general contractor,” he said. “I’ve been a framer, landscaper, roofer, done a little bit of concrete, and a lot of steelwork and metal fabrication, so I have a background where I did most of the major jobs in the construction industry before I ever became a developer.

“It’s good to know the ins and outs of why things cost what they do, how to build with certain materials, and why in some cases a frame building is better or worse than a

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block building.” He acknowledges, “You get that when you are out in the field a lot and doing it for yourself.”

It was the construction boom of the early 1980s that cemented his desire to join the family business. Prior to attaining a business computer systems degree from Washington State University in 1984, Roy spent four summers learning aspects of construction and development operations from his parents, principals Duane and Sharon Bade.

Roy branched off with his first commercial development project in 1985, when he rezoned a \$320,000 parcel of land located south of Olive and 51st Avenues in Glendale and developed it into a \$2.4-million project. A partnership with Duane and Sharon was formed in 1995, and together the Bade family’s expertise in development, construction and management has influenced the economic growth of the West Valley ever since.

“Our current philosophy is that we want to be in an area that has at least a half or three-quarters of a circle around it of residential, and has an ability to still have additional residential growth,” Roy said. “Primarily for the past ten years most of our projects have been office and medical. Most of the medical providers want to have a base of people that are existing around them that they can draw on immediately, plus a portion of new families that are moving into the area that they can tap into with the growth of the market.

“We look for projects today that are not on the outskirts of developments, but are on the borders right in the line of growth that has occurred and will occur. We only work in the West Valley, primarily because of the relationships we have established with the

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cities. Our target markets right now are Goodyear, Surprise and North Peoria.”

The Bade Companies are currently hammering away on a 29,160-square-foot retail and professional development, Wigwam Commons, located on the northeast corner of Indian School Road and Wigwam Boulevard in Goodyear. “The shell buildings were completed in early January, and we are currently in the process of doing some tenant improvements,” he said. “Wigwam Commons is a ‘retail condominium’ project, which is a building zoned with a retail use instead of just office users buying their own locations. The types of users in Wigwam now include restaurants, insurance, medical spas, hair salons, and dental, with additional retail users moving in.”

Two new projects underway in the City of Surprise include SkyCom Business Park, an industrial development located on the northwest corner of Peoria Avenue and Dysart Road, and Grand Pointe Plaza, a mixed-retail office and medical building located at Parkview Place and Mountain View Boulevard.

“We have Plaza del Lago, a 38,000-square-foot office and medical condominium project, breaking ground this summer at Yearling Road and Lake Pleasant Parkway,” Roy said. “It’s on the border of 1.6-million-square-foot of retail that is being put in at Happy Valley Road and Lake Pleasant Parkway. It is one of only two office projects that are close to being constructed in that North Peoria area to date.”

As a 14-year resident of Peoria, Roy notes that all 12 of the Bade Companies’ employees also reside in the West Valley. “Our team handles the entire process for our clients, so they only need one telephone number all the way through the process,” he said.

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“We can have every meeting in our office from looking at a site plan, to meeting with an architect, to handing them the keys. We are the general contractor, real estate broker/agent and development company. Our team effort continues with the architects, cities and subcontractors that we work with, so we are not the only ones that help us keep our promise and build the trust.”

For more information about “Your West Valley Developer,” call the Bade Companies at 623-388-4501, or visit the Web site at www.badecom.com. The commercial real estate firm is located at 9059 W. Lake Pleasant Parkway, Suite 300 in Peoria.