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Brad Frohling
Senior Vice President
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Brad Frohling is a senior vice president with the Radius Group since 2002 specializing in commercial lease and sale transactions.

Prior to joining Radius Group, Brad managed the Eastern United States for Oakley Corporation based out of the Southern California headquarters. Brad's sales division grew from \$8 million in sales to \$16.5 million in a period of three years. During his management at Oakley, Brad reorganized the representation within the region and launched new products lines including footwear, outerwear and optical products.

Brad transitioned into commercial brokerage in January of 2000 representing a group of private investors. During this period, Brad completed several off market transactions that resulted in excellent returns in the Santa Barbara market. Brad was involved in value creation opportunity including the repositioning of existing assets and entitlements.

In August of 2002, Brad joined the Radius Group as a sales and leasing agent. Since that move to the Radius Group, Brad has completed over \$330,000,000 in local sales and leasing transactions. Brad takes a creative, solution oriented approach to the business which has resulted in a high volume of deals. Brad is committed to serving clients with integrity and expertise keeping a specialized focus on retail, office & industrial assets on the South Coast of Santa Barbara.

NOTABLE LEASES

- 201 Montecito Street, SB 27,000 SF Ferguson Retail/Industrial
- 601 Pine, Goleta ATK 59,000 SF Office/Industrial
- 6868 Cortona, Goleta 47,000 SF Office/ R&D;
- 7 N Nopal, SB Big Brand Tire 8,600 SF Retail/Industrial
- 636 State Street, SB 6,000 SF Verizon Retail
- 6385 Rose Lane, Carp, 7,200 SF Industrial
- 10 E Figueroa, SB 9,800 SF Office
- 30 La Patera, Goleta New Wave 15,800 SF Industrial
- 475 Pine, Goleta ATK 12,600 SF Industrial.
- 6755 Hollister, Goleta ATK 15,000 SF Office
- 203 Chapala Street, SB 10,500 SF Office



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NOTABLE SALES

- Devereux Campus, Goleta \$27.5 M
- 5464 Carpinteria Ave., Carp. \$13 M Office
- 1201 De La Vina Street, SB \$3.55 M Office
- 203 Chapala, SB \$3.5M Office/Ind
- 136 State Street, SB \$4.2 M Retail
- 901 State Street, SB \$7.8 M Retail
- 813, 819 Reddick / 425 Milpas, SB \$8.3 M Office/ R&D
- 2245 Lillie Ave, Sum \$2.35M Retail Development
- 924 Laguna, SB \$1.95M Office
- 5955 Calle Real Retail, Goleta \$3.75M
- 1019 Chapala, SB \$1.83M Office/Retail
- 15 W Mason, SB \$1.93M Office
- 331 N Milpas, SB \$2.55M Office/Retail
- Big Yellow House, Summerland \$4.25M
- 913 State, Paseo Chapala, SB \$3.6M Retail;
- 203 Chapala, Paseo Chapala, SB \$5.5M Retail
- 116 E Yanonali, SB \$2.8 M Industrial.
- 4986 Calle Real, SB \$3.65M Development

PERSONAL

Brad's interests include surfing, boating, skiing, paddling, golf and tennis. Brad surfed professionally for a number of years as was sponsored for over a decade. Brad and his wife of 18 years are raising their two teenage girls here in Santa Barbara. Brad serves on the board of Westmont College Foundation, the Hillside House, AAPLE program (SMHS) and is active with his church Santa Barbara Community.

EDUCATION

Westmont College, Santa Barbara, 1994

B.A., Communications Studies, 1994

Real Estate Sales License, 2001

EXPERIENCE

RADIUS GROUP COMMERCIAL REAL ESTATE 2002 – present

- Senior Sales Associate

Providence Realty Group, 2000-2002

- Associate

Oakley Corporation, 1998-2000

- East Coast Sales Manager

Document Systems, 1995-1998

- Ventura County Sales Manager