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Ben Badiee

Badiee Development Inc.

Commercial Development Company Hits Its Stride In North County

Formed in 2003, **Badiee Development Inc.** is a full-service real estate development company based in La Jolla that specializes in the ground-up development of unique commercial and industrial projects throughout Southern California.

Badiee Development was founded by **Ben Badiee**, a successful entrepreneur and business leader with deep ties to San Diego's business community. He is known for his success in multiple business ventures and has seen the ups and downs of the construction and development cycles.

Staying committed and motivated is one of his key tenets. "In my opinion, the most important attribute for a businessman is confidence. It is the foundation of any growth that one needs to have. In a nutshell, confident people don't know who they are, but they know who they are becoming."

According to Badiee, the economic upturn has generated an increasing need for office and industrial space of all types, but currently the biggest challenge is simply that "it's very difficult to find property and we need to work hard to acquire the right assets to develop."

Badiee Development's revenues grew from \$1.5 million in 2014 to \$15.35 million in 2016. The company now has more than \$100 million in North County industrial projects underway or in its pipeline. It has six major projects on the books in Carlsbad, Escondido and Vista totaling 413,373 square feet of space. Its two Escondido properties are the first major industrial developments in that city in 10 years.

Taking a Chance on Spec

"We've been fortunate to acquire the right properties during the last three years and have put the right design and entitlements that are necessary so we can develop amazing product that is very much needed in the market today," Badiee said.

With construction and development on a turnaround from the recession, Badiee's projects generally will take about nine

months from time of purchase to breaking ground and seven to nine months to build.

They are finding companies eager to locate or expand in the North County region and take advantage of the location and convenience to both Orange and San Diego counties' infrastructure.

"All our products are spec at the moment. We take chances on what we design and what we build knowing that the right companies are in town and will need the type of properties we develop," Badiee said.

Badiee Development's primary mission is to create an enthusiastic, stimulating workplace that amplifies the talents of its management team and employees.

"The biggest opportunity for Badiee is to incorporate technology and innovation. The sensors that are available; the networking systems that go into the buildings; the 3-D printing that one day will actually print the building; these are the things that we have on our horizon," Badiee said.

10 Million Square Feet of Development

Each member of Badiee Development's senior management team has more than 30 years of industry experience and collectively they have developed in excess of 10 million square feet of commercial and residential real estate.

Badiee also leads the company in its commitment to the community. A major part of the company's mission is to be a good steward of the environment. To that end, Badiee created a corporate philanthropy program called Building Blocks, which is designed to inspire youth and young adults.

Badiee is enthusiastic about working in the local market. "There is a lot of opportunity right here in San Diego; you just have to look for it," he said. "There is a tremendous amount of talent around and there is a tremendous amount of opportunity. It is a matter of thinking outside the box and taking chances and believing in yourself that you can accomplish all that."

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