

H. Bradley Peterson
Senior Managing Director



250 South Park Avenue
Suite 360
Orlando, FL 32789

T: (407) 745-3910
bpeterson@hfflp.com

Specialty

- Retail Investment Advisory

Professional Designations

- Licensed Real Estate Broker – States of Florida & Alabama
- Licensed Real Estate Salesperson – State of Georgia
- Certified Public Accountant

Professional Affiliations

- (ICSC) International Council of Shopping Centers
 - 2015-2018 Florida State Director
 - 2012-2015 Florida Programs Chair
 - 2010 Florida Conference Chair
- 2019 NAIOP Central Florida Chapter Executive Council

Education

- MBA, Emory University – Atlanta, Georgia
- BS, Lehigh University – Bethlehem, Pennsylvania

Career Summary

Mr. Peterson is a Senior Managing Director and co-head of the Orlando office of HFF with more than 17 years of commercial real estate experience. He is primarily responsible for originating retail investment advisory transactions throughout the southeastern United States. Mr. Peterson is consistently recognized by the Central Florida Commercial Association of Realtors, NAIOP and CoStar as the Top Retail Investment Sales Broker in Central Florida. Mr. Peterson has been involved with the sale of 247 shopping centers totaling 33 million square feet with an aggregate value of more than \$4.1 billion.

Prior to joining HFF in May 2008, Mr. Peterson was with The Staubach Company in Orlando, Trammell Crow Company in Atlanta, and West LB and Price Waterhouse, LLP in New York City.

Representative Assignments

PROPERTY	LOCATION	TYPE	VALUE
The Loop	Kissimmee, FL	Investment Advisory	\$116,870,000
Center of Winter Park	Winter Park, FL	Investment Advisory	\$ 72,750,000
Millenia Plaza	Orlando, FL	Investment Advisory	\$58,100,000
Marketplace at Seminole Towne Center	Sanford, FL	Investment Advisory	\$58,000,000
Crossroads at Lake Buena Vista	Orlando, FL	Investment Advisory	\$57,050,000
Northwood Plaza	Clearwater, FL	Investment Advisory	\$53,315,500
Loop West	Kissimmee, FL	Investment Advisory	\$52,000,000
Dellagio	Orlando, FL	Investment Advisory	\$40,050,500
Palm Coast Landing	Palm Coast, FL	Investment Advisory	\$40,350,000
Kendall Corners	Miami, FL	Investment Advisory	\$38,575,000
Colonial Landing	Orlando, FL	Investment Advisory	\$37,300,000
Riverplace Shopping Center	Jacksonville, FL	Investment Advisory	\$35,559,673
Cross Country Plaza	West Palm Beach, FL	Investment Advisory	\$35,000,000
Cordova Commons	Pensacola, FL	Investment Advisory	\$33,685,000
Venice Village Shoppes	Venice, FL	Investment Advisory	\$33,500,000
International Drive Value Center	Orlando, FL	Investment Advisory	\$33,250,000
Shoppes at Paradise Isle	Destin, FL	Investment Advisory	\$32,800,000
Rialto	Orlando, FL	Investment Advisory	\$32,450,000
Palms of Carrollwood	Tampa, FL	Investment Advisory	\$31,125,000
Volusia Square	Daytona Beach, FL	Investment Advisory	\$31,000,000
Van Dyke Commons	Tampa, FL	Investment Advisory	\$30,009,166
City Plaza	Tampa, FL	Investment Advisory	\$30,000,000
Alafaya Square	Orlando, FL	Investment Advisory	\$29,400,000
Cypress Point Shopping Center	Clearwater, FL	Investment Advisory	\$25,500,000
International Drive Value Center (2018)	Orlando, FL	Investment Advisory	\$26,156,800
Volusia Marketplace	Daytona Beach, FL	Investment Advisory	\$25,500,000
Santa Rosa Commons	Pensacola, FL	Investment Advisory	\$25,450,000
Eustis Village	Orlando, FL	Investment Advisory	\$23,500,000
Fountains at Bay Hill	Orlando, FL	Investment Advisory	\$22,750,000
Merchants Crossing	North Ft. Myers, FL	Investment Advisory	\$21,800,000
Mission Hills Shopping Center	Naples, FL	Investment Advisory	\$21,400,000
Shady Oaks	Ocala, FL	Investment Advisory	\$20,100,000
Pablo Plaza	Jacksonville Beach, FL	Investment Advisory	\$19,337,750