



Sam Newberg, President of Minneapolis-based Joe Urban, Inc., is a real estate consultant with nearly 10 years of market analysis experience on a variety of property types. Prior to forming his own firm in 2006, he held the positions of Appraisal Assistant/Research Specialist at **Colliers Towle** (1998-2000), Research Analyst at **Maxfield Research** (2000-2003) and Senior Market Analyst at **Dahlgren, Shardlow and Uban** (2003-2006).



Over his career, Sam has completed market studies for a wide range of property types, including for-sale and rental housing, senior housing, retail, office, industrial, resort, lodging, and transit-oriented development. He has extensive experience in residential market analysis, and helped write the 2004-2005 annual condo market study. Recent significant work has included two assignments in partnership with Colliers Turley Martin Tucker and the City of St. Paul to determine housing demand along the University Avenue Light Rail Corridor and on the Ford Plant redevelopment site. He has worked for a variety of public and private clients, participated in planning charrettes and has presented his work to several cities. Examples of built projects or those under construction that Sam has performed market studies for include:

- West River Commons apartments and retail, Minneapolis
- Galleria Condos, Edina
- Lofts of Stillwater/Terra Springs, Stillwater
- Upper Landing condominiums, St. Paul
- Silver Lake Village condominiums, St. Anthony
- Excelsior and Grand apartments, St. Louis Park
- Highland Pointe senior and condominium housing, St. Paul
- National Market Center retail development, Blaine
- Orono Woods senior rental housing, Orono

Sam is an active member of the Minnesota District Council of the Urban Land Institute, having formed its Young Leaders Group in 2004. He has made presentations on the residential housing market to local trade groups and lectured at the University of Minnesota and the University of St. Thomas. Sam has also written articles for a variety of local and national publications, and contributed to several ULI books and case studies. His research and writing across the country brings a broad perspective to his consulting work.