

DYNAMIC WOMEN

2026

ALEXANDRA KALASHO

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Alexandra Kalasho describes herself in three words: strong, ambitious, and motivating. The Finest City Homes & Loans realtor has needed all three qualities to achieve the success that she has. "I think my biggest accomplishment is simply getting to where I am today compared to where I started," she says.

Kalasho left a successful career in luxury retail to build a business that truly reflects who she is. Everything she learned there, along with her background in marketing, now shapes her approach to real estate in a way that feels authentic to her. Over the last few years, she has built a brand she's proud of, one centered on creativity, relationships, and putting clients first. The most rewarding part has been combining her passion for marketing with helping people through one of the biggest milestones of their lives.

This year, that work has a clear focus: La Mesa. Kalasho set an intentional goal to farm the area, building her presence through social media, consistent open houses, and community involvement. Watching those efforts translate into real relationships, more business, and a recognizable name in a community she genuinely loves serving has been among the most exciting parts of her year. The best part, she says, is that she feels like she's just getting started.

Behind her drive is her mother, who inspires her daily. Through hardship, loss, grief, and the challenges of entrepreneurship, Kalasho has never seen her give up. Her resilience shaped the person Kalasho is today.

Her advice to young women entering the industry: show up every single day and do the work, even when you don't feel like it. Consistency compounds, and hard work has a way of paying you back.

Photography by: Kristen Vincent Photography