ALEXANDRA KALASHO

FINEST CITY HOMES & LOANS

BY BETH MCCABE
PHOTOS BY ELIZABETH IRELAND PHOTOGRAPHY

"You have to be comfortable being uncomfortable if you want to grow." - Emma Grede

For Alexandra Kalasho at Finest City Homes & Loans, that's not just a line. It's the reality she chose. Because three years ago, she walked away from something safe with a consistent income.

Before real estate, Alexandra was in luxury retail. She explains, "I worked in Designer Handbags at Nordstrom Fashion Valley throughout college, and then made the move to work at Saint Laurent for 3 years." It was structured. It was polished. It was the kind of career path that makes sense on paper, especially since luxury purses cost a pretty penny.

And for a while, it worked. But eventually, something in her started to push. "I hit a cap and wanted more," she says. "I wanted to build something for myself."

So she made the jump into real estate… and into a completely different kind of pressure. Because when you leave a steady paycheck behind, everything changes. There's no clocking in and out. No guaranteed outcome. Just you, your habits, and your ability to stay consistent when things feel uncertain.



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"Starting a business without a guaranteed structure or timeline for results was a big adjustment," she says. That adjustment? It forces growth, whether you're ready or not.

For Alexandra, it meant learning how to trust the process before the results show up. It meant cutting out distractions, being intentional about who she surrounds herself with, and getting comfortable doing the work without immediate reward.

"Staying consistent and showing up for myself is the only way to overcome any challenge I have in real estate," she says. She also had a great background in retail. Sales were her signature. "I learned so much from all the people I work with," she smiles. From coworkers to managers, she learned every detail of all the beautiful brands she sold. Nordstrom was the perfect training ground. "I took everything I learned in the retail aspect and put it toward real estate."

Making Her Mark

Alexandra isn't trying to keep up with everyone else. She's blazing her own trail in real estate, focused on building something that actually reflects who she is. "I don't want to blend in," she says. And she doesn't.

There's a natural edge to her brand—clean, elevated, intentional—but not in a way that feels overdone. It feels like an extension of her. Her background in fashion and marketing shows up in how she presents herself, but what really stands out is the authenticity behind it.

She's not copying a formula. She's creating her own. And she's doing it with a very clear goal in mind: becoming the top agent in La Mesa, California. She's already farming the area, building relationships, and committing to it long-term, knowing full well that real success in this business doesn't happen overnight. It's built. That perspective comes from how she was raised.



Alexandra grew up in San Diego in a close-knit, entrepreneurial family where hard work wasn't optional. It was expected. "Showing up is non-negotiable," says Alexandra. Her parents, Leslie and Louie, built businesses of their own, and that example left a lasting impression.

"My dad owns multiple recycling centers throughout San Diego, Arizona, and El Centro, and my mom runs our family department store business in Tuxtla Gutiérrez, Chiapas. The store has been operating for over 65 years and is one of the most well-known in the area."

That kind of longevity shapes how Alexandra sees success. So does connection. Raised bilingual in Spanish, Alexandra learned early on how to relate to people from different backgrounds in a genuine way. It's something that carries into her business today, connecting to people from all walks of life with ease.

And through everything, one thing stays constant: family. "My family is absolutely everything to me," she says.

It's the anchor. The perspective. The reminder of why she's doing all of this in the first place. That balance shows up in the way she lives, too. She prioritizes working out, whether it's Pilates or just getting outside for a walk. She spends time with friends. She travels when she can. Sure, she's building something meaningful, but she's not losing herself in the process. And when it comes to advice, she keeps it simple.

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"Show up every day, no matter what," she says. "Even the smallest step forward is still progress." There are no shortcuts to success. Just consistency. She could have chosen the easy path, but she saw more within herself.

Now she is venturing to new heights, overcoming obstacles, and taking the road less traveled. Real estate isn't easy, but she has what it takes. Her drive, discipline, and determination have put her on the map here in San Diego. She's building something intentional and others are noticing.