Sierra Falso

Associate Agent

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Sierra's Commercial Real Estate career began when she transitioned from Santa Barbara to take a position at Radius Retail Advisors in Newport Beach (not affiliated with Radius Group, Santa Barbara) in 1995. She quickly established herself as a rising talent by securing leases for a variety of commercial properties and building strong relationships with developers, landlords, and tenants. From there, she was recruited by CBRE's top-producing team in the Southern California Trade Area, where she would go on to contribute to high-profile CRE developments and existing properties. She later held a senior associate role at Commercial West Brokerage in Corona del Mar, where she continued to refine her expertise in CRE development and tenant representation.

In 2008, Sierra returned to her Santa Barbara roots and the community that she greatly missed. Following her return, she launched a series of local ventures with her husband and business partner including Live Culture, a vibrant epicurean cafe, frozen yogurt lounge and live music venue; Jump On The School Bus, a legendary local transportation company; and Freedog Farms at Cactus Flower Ranch, a multi award-winning Hipcamp destination known for its unique blend of nature, rustic comfort amenities and privacy. Today, Sierra is deeply immersed in Santa Barbara county's local business landscape, helping develop, manage, and grow ventures that reflect her creativity, strategic mindset, and commitment to community.

Native to the Central Coast and having spent nearly two decades managing diverse entrepreneurial ventures in the county of Santa Barbara, Sierra Falso is an accomplished business owner, founder and CEO with a wealth of experience in business development and deep knowledge of the Tri-County market. With over 35 years of experience, 15 of which were dedicated solely to commercial real estate, and five in commercial construction management.

NOTABLE CLIENTS & SELECT LEASE TRANSACTIONS

Sierra has completed hundreds of significant lease transactions with various national, regional, and mom & pop tenants. Below are a few notable commercial real estate developers, tenants and buyers she has been involved with over the years, just to name a few:

The Irvine Company: Regional life style centers, neighborhood centers, office, industrial, medical, apartments, hotels, golf courses and marinas.

Kimco Realty: a REIT and leading owner & operator of high-quality, open-air, grocery-anchored shopping centers and mixed-use properties in the United States.

Regency Centers: Regency Centers is a preeminent national owner, operator, and developer of shopping centers, with more than 400 retail properties.

Rich Development Enterprises: a California big box and neighborhood shopping center developer ±3M SF and growing.

Selleck Development Group: a neighborhood shopping center developer.

Coffee Shops: Starbucks, Coffee Bean & Tea Leaf

Freestanding Pad Transactions: Carl's Jr., McDonald's, Taco Bell

Corporate & Franchised QSRs: Daphne's Greek Cafe, Chipotle, Subway, Papa John's, Dominos Pizza

Frozen Yogurt Tenants: Golden Spoon, Pink Berry, Yogurtland

Banks: Wells-Fargo, Bank of America

GSA: ±20K SF Social Security Administration office in Long Beach

Postal & Copy Stores: The UPS Store, Postal Annex, FedEX

Video Stores: Blockbuster

(Along with various unique businesses, restaurants, salons, fitness centers, medi-spas, nail salons, dental offices, and franchises).

MEMBERSHIPS & ASSOCIATIONS

International Council of Shopping Centers (ICSC), Member
Solvang Chamber of Commerce, Member
Buellton Chamber of Commerce, Member
Santa Maria Chamber of Commerce, Member
Lompoc Chamber of Commerce, Member

AWARDS

Irvine Company Broker of the Year 2004, 2005 & 2006
"Irvine Company's holdings consist of 129 million square feet and include more than 590 office buildings, 125 apartment communities with 65,000 units, 40 retail centers, one coastal resort, three golf courses, and five marinas. The company's investment property portfolio is largely located in Orange County."