



COLORADO REAL ESTATE JOURNAL

THE COMMUNICATION CHANNEL OF THE COMMERCIAL REAL ESTATE COMMUNITY

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Commercial Real Estate Icons



Steve Leonard

Founder
Pacifica Capital Investments LLC

Years in the industry: 38

Birthplace: Los Angeles

Education: UCLA

Professional affiliations/charities: NAIOP, Hoover Institution, Ronald Reagan Ranch

What advice would you give someone starting in commercial real estate today? Always remember markets are determined by supply and demand conditions.

What professional accomplishment or achievement are you most proud of and why? Investing in Denver commercial real estate in the early 1990s and investing in the stock market in early 2009

What was your first job? Property management and leasing

What projects are you currently working on or planning? Several industrial, office projects in North San Diego, new home in Montecito, California

What are your rules to live by in business? You don't know who is swimming naked until the tide goes out.

Family: Wife, Cindy; daughter, Adrienne (at University of Denver); and son, Robert (at Southern Methodist University)

Hobbies/interests: Beaches and mountains

Favorite book or TV show: "Guns, Germs and Steel," Jared Diamond; "Wealth of Nations," Adam Smith