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Vegas Developer Keeps It Small

In Las Vegas, where the motto is “bigger is better,” it might be easy to hop onto the megadevelopment bandwagon. But Jaimee Yoshizawa, principal of Pacific Concepts, said problems come with growing too quickly.

“I don’t want to work on 10 projects at once,” Yoshizawa said. “Our company brings different disciplines to a development, and if we were doing too much, we’d have to give that up.”

Yoshizawa, 37, founded Pacific Concepts in 1997 after moving from Hawaii to Las Vegas. She oversees the company’s land acquisitions, development and construction management. Projects include Mountain Dream Center, a \$12 million, 41,000-square-foot mixed-use project in Henderson, completed in 2003, and The Village at The Cauldron, a \$55 million, 168,000-square-foot mixed-use development in southwest Las Vegas, featuring retail and office lofts. The first phase is slated to open during the second quarter of 2007.

A professional civil engineer, real estate broker and property manager, Yoshizawa believes that a successful developer must have expertise in multiple disciplines. “A development is a big puzzle that you have to put together,” she said. “I love the changing dynamics and how other properties in the area affect the rents you can charge. You’re at a crossroads all the time.”

“Jaimee is a pleasure to work with,” said Ray Maron, president of AMI Real Estate Inc., a partner and investor in The Village at The Cauldron. “Give her the horses, and she’ll run with them.”

—Eugene Gilligan



Jaimee Yoshizawa

Stars to Watch 2006

CPN presents its annual special feature on commercial real estate’s up-and-coming leaders from every corner of the industry except brokerage (which we will spotlight in the March 1, 2007, issue). Industry innovators at an early age, these 40-and-unders are making a mark on the business that is sure to last.