

# reign

COLORADO

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HISTORY

*The Perfect*  
WEEK IN  
PARIS





TASTEMAKER



## JOE FALKO OF CARDINAL HOLDINGS

**J**oe Falko is not your typical real estate developer. Nor is he your typical broker. In fact, Falko's professional past traces back to Wall Street – on the 106th floor of Cantor Fitzgerald's south tower to be exact. Post 9/11, he found himself at a crossroads and instead of returning to the typical trappings associated with finance, Joe decided a move to Colorado was more in line with his vision and values. Slowly, he began to purchase real estate investment properties in and around Denver and soon, found himself with a thriving portfolio. With that, Joe left the finance world altogether and committed to expanding his real estate business with the same level of fervor and dedication he applies to everything in life. Falko rolled up his sleeves and immersed himself in the world of buying, selling and ultimately building properties. The result? A boutique real estate company that truly understands and serves both sides of an ever-changing industry.

“Most brokers either know how to buy and sell a home or know how to negotiate a deal, but what they don't know are the actual bones that go into the business,” he explains. “Zoning, planning and understanding the structural integrity of a home plays a huge role in the ease or difficulty of any real estate deal. Because we are both brokers and developers, we know what to look for when helping our clients find a home, or when finding a development project for ourselves,” he continues. These are the tenants that give Cardinal Holdings and its associated brokerage firm, Falko Realty, a truly competitive edge.

Yet for Falko, the real advantage in representing both sides of a real estate deal has more to do with giving than getting. Because of the lower acquisition costs that Cardinal Holdings is able to realize, Joe and his team are able to parlay a portion of their profits into giving back. Recently, the company formed a part-

nership with Colorado UpLift, a non-profit organization that builds long-term, life-changing relationships with Denver's urban youth. “Being a single dad, I understand first hand how important it is for children to have strong role models. By donating to Colorado UpLift, Cardinal Holdings is able to help these kids make the right choices in life,” Falko attests. “What's so incredible about this partnership is that the children we are impacting live in the very communities where we are building. We are truly developing to make a difference.”

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True to his word, a portion of profits from Cardinal's recent project in Denver's Sloan's Lake area will directly benefit Colorado UpLift. A business model that like Falko, is anything but typical. In keeping with his Midwestern roots and values (a nod to his Columbus upbringing, Cardinal is named for Ohio's state bird), Falko and his team take this same hands-on, proactive approach when working with clients. As a boutique agency,

both Cardinal Holdings and Falko Realty are able to create lasting, meaningful relationships and really get to know each and every client. In fact, if there's one word to remember about Joe Falko, it's integrity.

“I really try to be fair and honest in my approach to life, my approach to raising my son and my approach to my business. I do what I say and I say what I do,” he affirms. “Competition is through the roof these days, and those that are ethical, honest and exude integrity will ultimately succeed. We want our clients to be friends who we work with for generations. For us, it's all about relationships that stand the test of time.”

JOE FALKO

CARDINAL HOLDINGS

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