

2016 Veuve Clicquot Canadian New Generation Award

JANET **LEPAGE**

CEO, Western Wealth Capital

In just several years, Janet LePage has gone from flipping homes to building an empire.

Both force of nature and forthright, LePage has grown a hobby for dealmaking into an enterprise that now rivals publicly listed real estate investments. The CEO and co-founder of Western Wealth Capital oversees 24 multi-family properties in Arizona comprising more than 4,000 rental units with a total purchased-price value of \$300 million.

LePage got the deal-making bug early. Her father owned two apartment buildings, and the term "passive income" became an early childhood building block. At 25, LePage got a real estate coach. And in 2008, the market imploded. Most thought the sky was falling; LePage saw the heavens opening up.

Leveraging higher interest and shorter-term hard-money lenders. LePage's method was to buy a home at cash auction, invest in appliances and a little TLC, and sell the property quickly at a price on par with the unimproved foreclosed property next door. The system was scalable: LePage bought and sold \$8 homes over two years, all the while working full time for a B.C. utility.

"Here's the thing: I'm a computer scientist so everything is black and white. Everything in my world is a one or a zero. Even buying the houses it was very clear criteria. ... It was a system," explained LePage.

In 2012, she left her workplace and founded Western Wealth Capital. Since then, the company has acquired 22 multi-family rental properties and raised more than \$100 million.

LePage's growth outlook is to make Western Wealth a \$1 billion company.



into another market outside of Phoenix in the next 12 months. Already attracting large equity partners, LePage doesn't balk at the idea of packaging a real estate investment trust (REIT) listed on a public exchange.

However, LePage is also focused on another growth priority: increasing female leadership in her sector.

"It's something that is a top priority for me to transform and leave a legacy in this industry."

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Profession you would most like to

Toughest business or professional decision: Leaving the corporate

Advice you would give the younger your Embrace fear because it

means you are just about on the brink of something great

What's left to do: Raise my own compassionate, confident, self-driven children and support more women in commercial real estate





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2016 Business Vancouver's 40 Under 40





Where you live now: North Vancouver

Highest level of education: Bachelor of science in computing science and business administration, Simon Fraser University

Currently reading: Bullseye by James Patterson

Currently listening to: Try Everything by Shakira

When you were a kid, what you wanted to be when you grew up: Brain surgeon

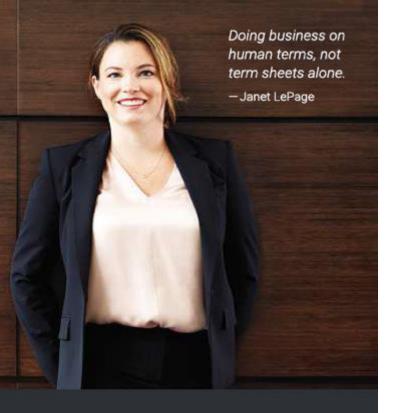
try: Airplane pilot

world to start my own company





2017 EY
Entrepreneur
of the Year



What Real Estate Investment Should Be

Western Wealth Capital proudly congratulates Janet LePage on being recognized as a recipient of Canada's Top 40 under 40® for 2019.

2400 Dollarton Highway, Suite 201 North Vancouver, B.C. V7H 0B3

604.260.4789

westernwealthcapital.com



2019 Canada's Top 40 Under 40



Women Represent just three per cent of real estate management professionals in North America. As a female with young children who has created a company in this space I want to inspire other Moms out there and show other leaders in this space that you can operate and succeed on human terms.

- Janet LePage, CEO, Western Wealth Capital



Janet LePage

2019 RBC Canadian Women of Influence



RBC CANADIAN WOMEN ENTREPRENEUR AWARDS

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