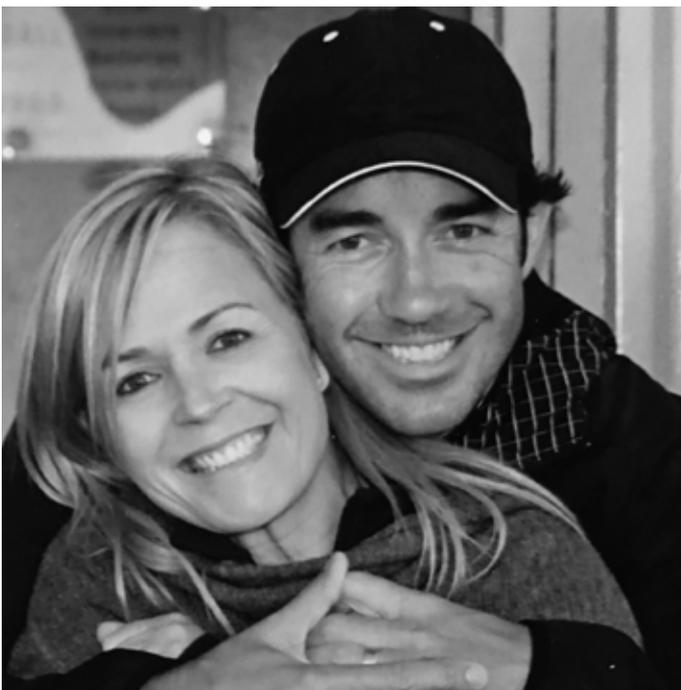


T *The man behind the suave sophisticated brand that has become synonymous with West Vancouver's luxury Real Estate scene over the last 24 years is a casual light-hearted family man with whom we had the pleasure to meet and have an enjoyable conversation. His passion for his work and love for his family keeps him grounded and has made him a respected icon in the industry.*

AT HOME WITH JASON SOPROVICH



Q. Tell us about Jason Soprovich...the person behind the brand...

A. I'm a pretty easy going guy over all. My focus is my family. My wife Monica and our four children are everything to me! My business has been an incredible joy purely based on my passion for Real Estate. It has afforded us such a blessed life and allowed us so many opportunities abroad ... I mean in the sense that we've met so many wonderful people along the way and fostered magnificent friendships with those people over the years. We have a multitude and diverse group of friends at every level of life which makes our life together both interesting and satisfying. We cherish our friendships dearly and have truly enjoyed all of our experiences. They are so completely gratifying and important to both of us! I believe I probably come across more as 'in the zone' or 'focused' when working, but when I'm with my friends I can truly relax and be present!



Q. What was your earliest source of inspiration as far as your career choice was concerned?

A. My parents divorced when I was 5 and I have a younger brother who has experienced challenges. My mother put the onus on us to be accountable, so I grew up having my fair share of work and responsibilities. We were expected to help out and had a reasonable chore list waiting for us daily. I believe this truly set the foundation for me and helped mould the person I am today. Since my mother was in Real Estate, we used to spend plenty of time visiting open houses when we were younger. Back in the 70's she would leverage properties to make money and I got a solid dose of Real Estate very early on. When I turned 20, I had this real desire to get out and start my life. The leap into Real Estate was a natural for me, not only because of my love for properties and houses, but more importantly

because I loved people and this is such an amazing people business. During college I ended up entering the construction industry and framed houses to pay for my extra curricular activities and education. It was a great asset and I have used that knowledge throughout my Real Estate career. I would say my mother and father, who to this day have remained close friends despite their separation, were both an inspiration to me for the love and support they gave us to set goals and strive further in life. They always said to 'give it our best' and we did!

As I matured in Real Estate, I had this desire to achieve the highest standards within the industry and the best within myself. I have always had a burning desire within; both on a competitive level and to better myself both personally and physically. Every day I wake up I am excited to get to work and I am excited to see change ...

this business is so brilliant because it is ever changing ... no two days are the same. You acquire this unique array of experiences helping people achieve their 'wishes and dreams' and it gives you an unbelievable feeling to do so!

Q. What do you do to recharge your batteries?

A. I strongly believe that it's important to take time to rekindle the fire. For me, that means getting out of the city because when I am here I'm in full on work mode all the time. A few years back I contracted Endocarditis which is essentially a bacterial infection on my aortic valve. Because of this, I had to have emergency open heart surgery. Needless to say, I am extremely grateful to be above the grass. Monica and I feel that it is important to broaden the spectrum for our children and make them more worldly so we enjoy taking breaks and travelling to different parts of the world. We find it all very fascinating! It's a wonderful way to take a breath and re-charge, get educated and experience some different cultures and aspects that will better your overall perspective. At home we entertain constantly and spend plenty of time with close friends enjoying their company.

I am also a fanatic for exercise and a firm believer in 'your body is your temple' so I treat it as such. I indulge, like everybody else, in certain

road riding and enjoyed that very much! I love skiing and playing golf whenever possible.

Q. What's your favourite restaurant - where do you like to dine out most?

A. Locally, I really enjoy Il Giardino, Le Crocodile and The Beach House; however, Cactus Club and Earl's are family favourites. Internationally, we recently went to Il Mulino Restaurant in Manhattan. It was incredible!

Q. Other than for your children, have there been other opportunities for mentorship?

A. I get numerous calls a week from young people starting out in Real Estate. I've always appreciated the people who took time out of their busy schedules for me, so over the years I've spent as much time as possible giving back to those who have requested it. I love to talk about our industry and explain what I think may be a benefit to a newcomer to help them reach success in this business ... what it takes both positively and negatively and which pitfalls to watch out for. Although I'm competitive, I want this profession to be 'professional'. I think it's healthy to have a certain level of competitiveness amongst peers and yet, at the same time, have a genuine respect for one another. I try to lead by example.

"Besides achieving a great education, we want our children to learn to honour people, to be gracious and create many friendships. Life is about hills and valleys and we want them to know that it's of grave importance to surround yourself with people in your life that will look out for you and be advocates for your well being."

aspects, but overall I look at it as ... 'I'm only as good as my health', so I take my health very seriously. I make it a priority to do some type of exercise every day, whether it's weightlifting, spinning or boxing - the variety makes it fun and interesting at the same time. I get great joy out of it.

Q. So, outside of Vancouver, what's your favourite city you like to get away to?

A. I would say New York - Manhattan is probably my favourite. I find the city fascinating and invigorating! It's multicultural, it has fantastic cuisine and there's so much to see. I highly recommend taking the 25 minute helicopter ride up and down the Hudson River. It allows you to get great perspective on one of the world's most fascinating cities.

Q. What do you like to do when you're not working or travelling? Do you cook?

A. I love cuisine but I can barely make toast! Cooking is Monica's forte. I'm passionate about exercise and sports. I think it's important for me to challenge myself and do a multitude of things both on a physical and mental/spiritual level. I boxed for a number of years and I found it very challenging, both mentally and physically. It gave me a lot of grit and, at the same time, is a fabulous stress release. I have also done a lot of

Q. Where do you see yourself in 10 years?

A. I've had a lot of time to think since my open heart surgery. Monica and I are on the same wave length on this - we want the best for our families and our friends! Our main focus right now is to ensure that our children maintain their education and that they grow up to be well-rounded and productive members of society. We want them to be accountable and be involved in volunteer work, giving back to others. Besides achieving a great education, we also want our children to learn to honour people, to be gracious and create many friendships. Life is about hills and valleys and we want them to know that it's of grave importance to surround yourself with people in your life that will look out for you and be advocates for your well being. Our kids have grown up in a very social environment and they have a mother who has a gift of being so incredibly 'giving' to all. She is truly an amazing person and has taught them so many important aspects about life. It has been an honour to be married to Monica! The kids are now reaching an age of independence and soon they will be off to University. Monica and I want to spend more time with them and together. We want to continue to travel and see more of the world. Ten ... twenty years from now I will still have my hands in Real Estate because I'm not one of the guys who's going to retire. It's important to have your mind working all the time and to keep those creative juices flowing. I'm never going to change professions - I love Real Estate too damn much!