



# 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 deal-making 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 58 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.



BOB KIRBY/FT

She plans on diversifying by moving 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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**Birthplace:** Castlegar

**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

**Profession you would most like to try:** Airplane pilot

**Toughest business or professional decision:** Leaving the corporate world to start my own company

**Advice you would give the younger you:** 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



# 2016 Business Vancouver's 40 Under 40



# 2017 EY Entrepreneur of the Year

Doing business on  
human terms, not  
term sheets alone.

— Janet LePage

# 2019 Canada's Top 40 Under 40

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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

## 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](http://westernwealthcapital.com)



Janet LePage

# 2019 RBC Canadian Women of Influence



RBC CANADIAN WOMEN  
ENTREPRENEUR AWARDS

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