



Hali Strandlund: **Born to Build**

She is fond of sports—particularly boating and fishing—and horse training, but Hali Strandlund has one true love.

“I’ve been involved in the family real estate and mortgage business all my life, attending open houses with my father Wayne and my mother Lorraine when I was still in diapers. As a toddler, I handed out information to prospective homebuyers.”

Since age 18, Hali has been a property manager, real estate agent, and mortgage broker. She helped the family establish Fisgard Capital in 1994 and shortly thereafter became Fisgard’s President and Chief Executive Officer, a position she occupies today.

“In the course of Fisgard’s activity in investment, lending, construction, and development,” Hali says, “I have made many friends and business acquaintances and become associated with fine people throughout various industries.”

Her involvement is impressive. She is President of the 1100 member Mortgage Brokers Association of BC, a Director of the Mortgage Investment Association of BC and the Canadian Home Builders Association, and a member of the Alberta Mortgage Brokers Association and the Canadian Institute of Mortgage Brokers & Lenders.

Her current real estate association memberships include the Victoria Real Estate Board, the British Columbia Real Estate Association, and the Canadian Real Estate Association. Her private company, Jahara Holdings Ltd., is involved in the

development and construction business. “I am very busy and love every minute of it!”

Her favourite “building” project is the development of Fisgard into one of Canada’s premier mortgage banking companies. “I expect Fisgard to reach the \$100 million mark by the end of this year. This will be a huge family accomplishment and the realization of a benchmark set only three years ago by my father, my brothers Jason and Rafer, and me.”

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She is passionate about the creation of new communities. She has been involved in the financing and development of over 1000 residential lots and homes throughout BC and Alberta. “It is absolutely amazing to be an active participant in the decisions for the financing and construction of a home or development from the raw land stage to



the completion/creation of a neighbourhood or community. These communities don’t disappear. They are here for generations to come. It fills me with pride knowing I have been a part of it all.”

She works closely with her father on community-oriented projects such as the sponsorship of their beloved Victoria Symphony. In May 2006, the family and Fisgard are sponsoring the Mozart Festival to celebrate Mozart’s 250th birthday. “We’re staging five outstanding concerts. I look forward to working again with our great friend Tania Miller, music director and conductor of the Symphony. It will be a great party for Victoria and our guests from all over.”

What makes Hali tick? “I am motivated every day by the potential for success, the potential to learn something new, the potential to positively influence the people around me, and the potential to create a legacy for my immediate family, friends, and the generations that will follow. I love starting something and finishing it as close to ‘perfect’ as possible—and to be able to look back on things and say I was a full participant in a job well done. I want to always be a good example.”

As for the future, Hali wants those around her to be in good health and good spirits. “I will help people position themselves to face interesting challenges. I want to inspire them to be honest, respectful, and responsible. Most important, though, is that they recognize the challenges and want to deal with them.”

It’s the “challenge” that counts, she maintains, and facing into the wind—not away from it—with energy and enthusiasm! ▲