



A true entrepreneur, Sine Chadi has never worked for anyone but himself. After six months at university, he dropped out to expand the family fur-trading business to livestock and then real estate. Today, he is president and CEO of Imperial Equities Inc., a publicly traded real estate company holding \$75 million in industrial and commercial properties in Western Canada, as well as other businesses such as pharmaceutical distribution.

“The fundamentals of business are the same, regardless of what you’re selling - land, livestock, pharmaceuticals. Find your competitive advantage, build

relationships and demonstrate integrity,” says Chadi.

For example, in the 1980s, he had a business buying, subdividing and reselling farmland. But when the market tanked, he found himself owing the bank several million dollars. Over the next six months, Chadi slowly liquidated his properties, didn’t pay himself a cent, and turned it all over to the bank which promptly offered him a job liquidating the bank’s properties acquired through foreclosures.

“Instead of taking the job, I struck a deal to buy all of their properties,” Chadi says. “I acquired 275 lots and sold them

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off one by one; the bank financed the entire deal. Then, I went to the other banks and bought 800 properties in total.”

Recently, Chadi diversified his business by buying a pharmaceutical distribution company and has taken it from \$1 million in annual sales to \$12 million by finding a competitive advantage. In Edmonton, normal delivery service for pharmaceuticals was next-day so Chadi put together a fleet of vans and now delivers within the hour.

A former MLA, Chadi keeps up his community support through charitable work. Known for his entertaining auctioneer skills at fundraisers, Chadi has raised millions for the Edmonton Islamic School, the Canadian Olympic Committee, Boys and Girls Clubs, and the Glenrose Rehabilitation Hospital.

- **Christine Gillies**