

**a | r | e**  
**ASIAN | REAL | ESTATE**

*The official publication of the Asian Real Estate Association of America*

**100**



**THE ANNIVERSARY EDITION**

# 10

## QUESTIONS w/ 2014 AREAA NATIONAL CHAIR

# IVAN

# CHOI

**1** What **book** other than the Bible impacted you the most?  
That's easy! *The Brothers Karamazov*. My mother named me after the middle brother, Ivan.

**2** Where would you go on your ultimate vacation?  
Hawaii. With AREAA friends. For the Global Summit!

**3** Who's your favorite rock band?  
U2. I grew up with them, saw them live in concert twice during high school and to this day I still love them. My other favorite band is The Descendents, a local Los Angeles punk rock band from the 80s.



# 4

Tell us something that **no one would ever guess** about you.

After work hours, at home, I want people to leave me alone. For some reason people think I'm just as talkative and sociable at home as I am during work hours. For anyone that knows me well, I'm dead silent after work hours. Outside of my family, people think my dead silence is way too awkward.

# 5

What's your **greatest fear**?

I have two big fears: fear of failure and being chased by the Headless Horseman. It's a long story that stems from childhood. I know, the Horseman is not real. But still very scary for me.

# 6

What or who is the **greatest love in your life**?

My wife Melanie and little girl, Izzy. I have to say that both getting married and having a daughter really does change a guy's perspective. My mom and dad were right. You don't have any depth of understanding nor appreciation for what it does until it happens.

# 7

What **famous person** do you most admire?

Steve Jobs. Maybe that sounds cliché. But my very first computer ever was a Macintosh 512K back in 1986. He had a vision, even back then, which ended up making huge changes in the way we work.

What are your **three favorite movies** of all time?

- #1 The Royal Tenenbaums
- #2 Gattaca
- #3 Almost every Kevin Smith film

# 9

What's the **biggest lesson** in business you've learned **that was never taught**?

You really have to check a person out before you partner up closely with him/her on business. You need to see for yourself whether that person is truly a good person and in fact has business ability. Don't feel compelled to take a leap of faith; too much is at stake in partnerships.

I partnered with two people who had a ton of endorsements from industry professionals as well as a history of success. It was all a big sham. Over time I found out first-hand they were no better than con artists. It was a costly and heart-wrenching mistake.

# 10

Give us **three visions** of the **future of real estate** 10 years down the road.

I'll give you two personal visions, one positive and one negative.

The positive is that everyone has an interest in real estate. Ownership represents inclusion into communities here in the U.S. Because it's a deep-seated desire, real estate will continue to evolve and be a personal goal for many, whether its homeownership or commercial ventures.

The negative is that government policy, lobbying interests, market conditions, and real estate buying resources that make real estate access possible for the mainstream population... It will all cause real estate conditions to be more volatile in the future. Mainstream real estate access will be difficult at times. Disruptions in the mainstream population's ability to access and own real estate has a huge economic impact.

Regardless of what happens, I believe those who serve the Asian segment will be successful in the future. The Asian population is the fastest growing in the U.S. AREAA and its members are making a difference and helping to ensure that access is available for Asians who have the desire. We are bridging cultural gaps, language barriers, financing needs, providing resources via government housing programs, and advocating for national policies that remove barriers for Asian buyers. In 10 years we'll look back and be proud of who we were able to help and what we all contributed to the community. 🙏🙏🙏

Photo: Bellegio Photo Services