



*Value through  
Innovation*



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# Isle of MANN



**It's not just about making a profit at the Isle of Mann Group. Developing and building future neighbourhoods and communities, Isle of Mann's vision, insightfulness and influence is stretching beyond borders of construction and home building.**

In 1994, Dave Mann had an epiphany. A real estate agent for several years, he was no stranger to success. Then it dawned on him: if he was on the forefront of all these developer deals, why didn't he get in on the action? After partnering up with a father and son team in Henry Yong Sr. and Henry Yong

Jr. and delving into town homes, the Isle of Mann Group has been growing ever since. After pioneering unique family zoning in the Lower Mainland of British Columbia, the company began growing its human capital and are now taking on larger commercial, residential and even industrial construction.



Driven by a family-first and friendly vision, Isle of Mann is reinforcing their reputation as a company doing things their own way. Having been exposed to the industry from a young age, Isle of Mann Project Manager Rick Mann remembers the early days and early lessons instilled in him by his father.

“Growing up I’ve always been around and done work with electricians, drywallers and plumbers,” Rick said. “During the summer months, instead of going around playing, my dad took me to the construction yard and

put a broom in my hand.”

“My father wasn’t the type of person to pave a golden road for me,” Rick continued. “He made me responsible for my own position and my future, and I’m grateful he never put a silver spoon in my mouth. He made me work for the respect and reputation amongst all the vendors and partners.”

After working in lumber yards and pursuing an education in economics and civil engineering, Rick joined his father and the com-

pany on a full-time basis 10 years ago. Made up of a core group under 15 people with as much as 250 during their peak at any given



time, Isle of Mann runs a lean and efficient operation. And while many of the subdivisions that the communities and neighbourhoods they build have been precedent setting; the opportunity to pick and choose was not always available.

“We’re now getting to an area where we have the wherewithal to go and target a specific community and do the line acquisition that way,” he said. “But for the longest time, because my father was a real estate agent and he had connections in the community, we were producing for end-user ship, where developers and real estate would bring the jobs to us.”

## ALBERTA ACCESS

Considered small in stature, Isle’s high-density approach to workmanship sees the company building approximately 300 homes a year.

Even with the high volume, there remains a process and criteria when locating sites, land and determining what makes future neigh-



bourhoods and communities, great.

“Because we’re such a flexible company, we

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don't have the ability to target and pioneer areas," Rick said. "We have to be flexible, sit back and see how certain areas react. Once we see the opportunity, we can strike with fast decision making. This is an advantage of being a smaller company as opposed to a larger conglomerate - we can invest and divest relatively quickly."

But that doesn't mean they invest in the first thing they see, either. Unbeknownst to Rick at the time, patience would indeed be a virtue – and a new opportunity to push Isle of Mann into another province.

"We really do our due diligence before we

go into an area," Rick said. "We're presented with many deals and we're open to exploring new markets. It allows us to keep our eyes on new areas. This is how we got into Alberta. We never had the aspirations to move there, but one day an opportunity came into the door and presented us with the possibility."

"When we got into Alberta we were the new kids on the block and word spread quickly that our company had made a splash," he continued. "When we're in the Lower Mainland we're dealing with developments anywhere from five to 15 acres. There you're dealing with properties between 160 to 640 acres. The scope is very different, but took the op-



portunity to learn about the way business is conducted there. A lot of companies ran into problems during the financial crisis, but with flexibility and creativeness we were able to turn a difficult situation into a plethora of opportunities.”

## HITTING HOME

Isle of Mann’s list of past and current projects is expansive and impressive. With a reputation built on successful completion of a large number of projects, every home hits the heartstrings. Spread through British Columbia and Alberta and spanning into commercial entities like hotels, condo buildings and gas stations, there is one project in par-

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ticular project that stands out for Rick.

“Ivy Row was a nice little pocket of success,” he said. “Because of the difficult real estate market during that time in development, it was a nice to regroup, come back and create something special. It was marketed for young families starting out with their first place. A few years prior, I was in the exact same situation, so the sentiment and demographic really hit home.”

“Since people have moved in the price of their units have gone up – anywhere between \$60 to 75,000,” he continued. “That makes me feel better knowing that those who

bought in got good value for the product.”

Priding themselves on innovation and creativity, Isle of Mann doesn’t believe in status quo. Creating value through innovation enhances the emotional attachment to each project. For the crew on the front lines, seeing progression and production builds strength, character and closeness.

“We got a really good group of guys here,” Rick said. “It’s not like you’re trying to climb a corporate ladder here. You have the opportunity to write your own ticket at Isle of Mann. We take responsibility. We don’t say ‘it’s your problem, you deal with it.’ One per-





son's problem is everybody's problem and one person's success is everybody's success. We all got to look after each other that way."

"Pointing fingers gets you nowhere," he continued. "It's not about creating problems, it's about finding solutions, and we share in the accomplishments with everybody. I love it when one of the guys has a success because I can take pride in that too."

## MANKIND CHARITABLE SOCIETY

In the highly competitive and cutthroat construction industry, Rick believes that it's always best to cooperate and spread the wealth.

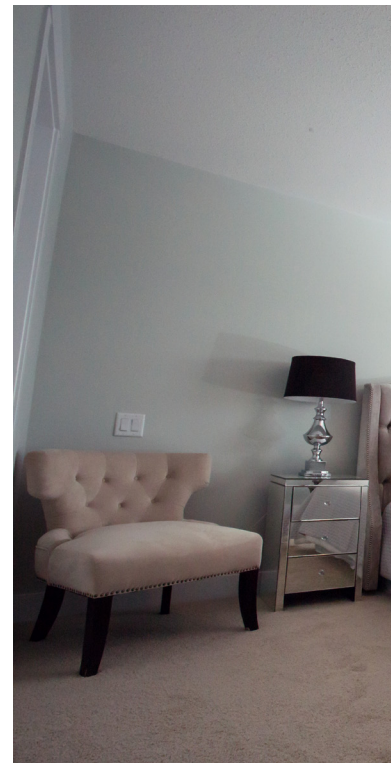


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“We look for a win situation for everyone,” he said. A win for us, a win for suppliers, and most importantly, a win for the end user.”

It’s been about giving back to the end user since the day Dave decided to build communities and neighbourhoods by rewriting bylaws. With the successful foundation of the family-owned company firmly planted in and around the Lower Mainland and Alberta, Dave had another epiphany.

“Seven years ago my father came to the realization that making money is great, but there has to be something more to life,” Rick said. “He wanted to give back to the environment, so he founded the Mannkind Charitable So-

ciety. With the support of people within the community and local municipalities, we go out and we help reforest ecologically sensitive areas.”

“We dedicate ourselves to reinforcing an area that’s been environmentally damaged,” Rick continued. “We invest in our community and it’s not just about the bottom line. We all have to live in the same community, we have to give back.”

By taking on the responsibilities of two orphanages in India and providing them with the necessities of life, Isle of Mann’s philanthropic initiatives prove that money isn’t everything.



“It’s not about making a buck with us,” Rick said. “10% net of every project we do, we donate to charity. “It’s definitely about giving back, we believe it’s our responsibility. We’re also looking into sponsoring a hospice for young girls who have been rescued from the sex trade in India. An active project we’re working on now is aiding and expanding a pediatric palliative care facility for impoverished children in New Delhi.”

## KEEPING THE MACHINE ROLLING

Learning to refine their vision and transition seamlessly from active to development to long-term holdings remains an important goal for Rick, who’s always been a firm activ-

ist for pioneering new ideas.

“You don’t have to re-invent the wheel, but it’s fun when you’re able to come up with creative solutions for the everyday problems, needs and wants of the demographic,” he says. “There is no right or wrong it’s all perspective. When you’re able to move past that and get that momentum behind you, you’re able to do great things.”

By constantly learning, engaging and experimenting with new ideas Isle of Mann has carved a niche for themselves. Having been approached to tackle projects in the United States, the continued growth projection for Isle of Mann is carefully calculated - keeping the company’s stringent vision and values in mind.

“We’re an ambitious company with visions of expanded growth,” Rick said. “At the same time, we don’t want to lose sight of our core principles – at the end of the day, it was honesty, integrity and a commitment to quality that got us here and we’re going to continue to build ourselves on those pillars.”

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