



The incredible mother daughter duo Jill & Joan Prévost

Jill and Joan Prévost have built a very special bond together. They have the same vision when it comes to three important values: trust, integrity and honesty. Joan has been one of the top of real estate agents in Montreal for 25 years, specializing in Westmount and the surrounding areas “Ethics have always been important to me,” says Joan. Her daughter Jill has been working alongside her for the past eight years and shares her mother’s high standards. “As a child, I saw how dedicated my mother was. We could be having supper and then suddenly, if my mother had a phone call about a home, she would have to leave the table and give it her utmost attention. This business demands a great deal of time and energy and it becomes part of your life, day and night,” explains Jill. With real estate in their blood, Jill and Joan have sold hundreds of properties through the years. Joan focuses mainly on Westmount and adjacent areas. Jill has clients in NDG, Côte St. Luc, Hampstead, Mile End, the Plateau, Little Italy and Old Montreal as well as Westmount.

“Buying or selling a home is a highly emotional experience. It can bring the greatest joy, or can be marked with sadness,” says Jill. “We have seen people at their highest of highs and lowest of lows. Our slogan: *You Matter / Vous d’abord* is something we take to heart. You have to care! This is about people’s lives, and their home is often the biggest asset. When you sell a home, you are selling a part of their memories. We have had clients buy back their parents home.” Joan even sold a client back their own home!

Jill, who has a Bachelor of Commerce, experienced the buzz of real estate eight years ago, when her mother asked her to help out for a few days. One week later, Jill knew real estate was for her. “Jill is amazing,” says Joan with pride. “She is a hands on person, and does everything from putting her own sign in the ground, to putting on her rubber gloves and cleaning the house if the crew didn’t show up.”

An exciting “development” for Jill and Joan has been the luxury condo at 1250 Avenue Greene, which finally had a permit to build in 2010, after seven years of negotiations. “I wanted to be a part of it,” says Joan. “I was in Florida, but flew into Montreal that Christmas, to meet with the condo developer, Jacob Attias. It is a work of art!” says Joan. “There is nothing like it anywhere else.”

Located in one of real-estate’s most coveted locales, the Greene address sells itself. “We are very proud to be a part of this project,” says Jill. “It is a great community and special environment... our own little Rodeo Drive.” There are only 19 units, with the absolute best quality that there is. The interior design features the concepts and renowned talents of Scott Yetman Design. Each condo is fully equipped with the highest technology available anywhere (Sub Zero, Wolf, Asko etc...). Joan fell in love with the building, both professionally and personally. “I decided I wanted to live there!” Joan and her husband Jean, have bought into this wonderful lifestyle. It will be completed in Spring 2013.

Far from the Westmount milieu, Joan and her husband, who both love animals, recently went on a Jeep Safari to South Africa. Jean Prévost, in his own right, is the inventor of Fieldturf, the artificial grass which revolutionized the sporting industry and is played on all over the world.

Jill makes time for golf, snowboarding, camping and a well deserved reprieve in Mexico each year. Her administrative assistant, Jennifer Bennett, is always by her side. “She is the calm in my storm,” says Jill. “We take our business to heart. You take it to bed with you! But if you do what feels right, you sleep well at night. Always trust your gut instinct,” she advises. “There is a great deal of emotion that goes into the art of the deal. Whether it is a small apartment rental in Côte St. Luc, to our highest sale to date, a 7.425 million dollar home in downtown Montreal, **it all balances out when people—not property—matter the most,” says Jill.**

... “we take our business to heart.”

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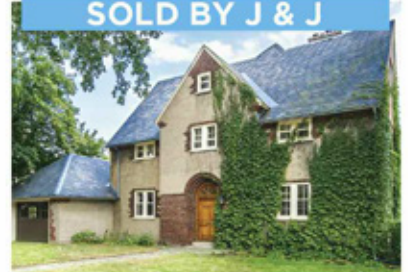
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