

# Life at the Top Chapter 1011

Today was an ordinary day for most people.

However, to Southeast Province's real estate industry, today was extremely happening.

This was because three of Southeast province's top five real estate companies had suddenly released statements right after the workday began, stating that they had initiated a partnership with Softwin.

Softwin had invested a total of 6 billion Somer Dollars into those three enterprises so they could develop Southeast Province's real estate industry.

The officially number one ranked real estate company in the Southeast Province was JW Real Estates.

With the Southface River project as their golden brand image, and a total of forty-six profitable construction projects within the province, JW Real Estates had proven their strength and position as the number one enterprise despite being founded less than a year ago.

Even so, Softwin had suddenly invested in the number two, three, and four real estate enterprises, avoiding JW altogether.

Everyone could tell what Softwin's goal was.

It was trying to use the strength of the three subsequent real estate companies to overturn JW Real Estates.

The news had sent shockwaves through Southeast Province's real estate industry.

Now, everyone was looking at JW Real Estates, waiting for them to react.

In Southface River Tower's office sat Jasper, who had immediately rushed over to the company once he heard the news. The man took a sip of scalding hot tea and closed his eyes.

He had spent most of the night awake, so he took what little time he had now to rest his eyes.

Dawson was also in the office, smoking a cigarette with a dark look on his face.

He glanced at Jasper and said, "How about you take a break and rest for a few hours? You won't be able to work peacefully even if you push on after staying awake for so long."

Jasper smiled. "How can I sleep when the enemy's already at our door?"

Sean, the President of the real estate group, was also in the office. The man's brows were tightly knitted together and he looked very concerned.

"Mr. Schuler, Mr. Laine, what do we do now?"

"This news puts us at a great disadvantage. Not to mention that the people from the company are feeling uneasy as well. I've received multiple calls from senior executives asking if JW Capital has any countermeasures in place."

Dawson frowned slightly and replied, "The other three real estate enterprises are long-standing businesses here in the Southeast Province. They're very strong.

"Our Southface River project may have caught them off guard, but their business hasn't been too affected, nor have they suffered too much thanks to the hype in the real estate industry.

“Softwin’s huge investment will turn out to be horrible news for us if Softwin suddenly instructs them to attack JW in the Southeast Province.”

Sean sighed and seemed to age a few years as he exhaled.

“The sudden rise of JW has already changed the face of Southeast Province’s entire real estate industry. Most long-standing enterprises before us were enraged by us, but they just did not say anything. We rose too quickly, and before they realized it, we accumulated strength on par with them.

“All they needed was an opportunity to deal with us and they would seize the opportunity. So, now that this investment bank Softwin has passed them a knife, they’re coming for us with or without Softwin’s instructions.”

Jasper opened his eyes and smiled. “You’re already stunted by this? I dare say that there will be more news coming soon. Softwin won’t stop at this if they’re trying to make a move.”

Dawson and Sean exchanged a look before turning to Jasper.

They were about to ask what he meant when the office doors were flung open. Wendy entered the room as if to prove Jasper’s claim.

“Fortress Iron and Steel Co., Ltd. just released a statement. Due to the influence of international markets, they’re going to initiate restricted sales for construction steel to the Southeast Province. Unless your company is whitelisted, you’ll have to line up with the rest to buy their materials.

“Our JW isn’t in their company’s released whitelist, but the other three real estate companies are.”

Sean was furious when he heard this. “They’re attacking our roots! This Softwin is just too vile! What benefits did Fortress Iron and Steel Co., Ltd. and Stellar Company even get from Softwin to oppress us so blatantly?

“We won’t be able to get our hands on high-grade steel like this, and our cost will increase greatly if we ship them in from outside. They’re rubbing salt into our wounds.”

Jasper spoke calmly, “If I’m right, raw material suppliers of all cement, piping, construction, silt, and the like would have also received the same instructions from Softwin.

“Either take benefits from Softwin and stop all partnerships with JW, or become Softwin’s enemy and be besieged by the industry.”

Even Dawson’s expression changed slightly when he heard that.

Even someone outside the industry knew that a real estate company would be destroyed instantly if they were cut off from their raw construction materials while staring down competitors.

“What do we do, Jasp?” Wendy asked worriedly.

Jasper lifted his head to rub his face and the drowsiness away. Now slightly more awake, he turned to Sean and asked, “What did you say just now?”

Sean was stunned for a moment before he replied instinctively, “I said Softwin was just too vile.”

“No, you said they’re attacking our roots.”

Jasper got up to fill his half-empty cup of tea with hot water and chuckled. “What we’ll do next can truly be considered as attacking their roots!

“Take a trip to Waterhoof City immediately, Sean. You have my authorization as the company representative to negotiate with Stellar Company. If they’re willing to partner with us, we’re willing to buy their materials at the best price. We’ll also promise a 40% increase in yearly purchase volume.

“As for the other suppliers we partner with, send each of them a notice under JW’s name to sign a three-year supply contract.

“Using the original contract as a baseline, tell them that JW promises a 30% increase from the previous year in purchase volume throughout the length of the contract. If they disagree, look for another supplier immediately.

“Businessmen throughout the world all share a common love of money. It won’t matter how strong Softwin is, because there’s no way they can monopolize all the raw material suppliers out there. If they do, anti-trust laws will go straight after them instead of us.”

Sean was unsettled by what he heard and could not help but ask, “Mr. Laine, will we be able to use up the materials in time?”

“I have faith in the country’s real estate industry. If anything, I’m afraid that what we’re promising now won’t be enough,” Jasper replied calmly, “Go, I don’t have time to answer your questions now.”

Sean shivered and stood to attention. “Yes, Mr. Laine.”

Then, he immediately left the room.