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“MY CAREER HAS FOLLOWED A VERY NATURAL EVOLUTION FROM HOME INTERIORS TO REAL ESTATE BROKERAGE, TO NOW INCORPORATING BUILDING AND SMALL DEVELOPMENT, LEARNED BY OBSERVING MY FATHER.”

—Jason Roth, Broker/Owner,
F3 Properties, LLC

BUILDING ON FAMILY TRADITION

by DANIELLE VIGUERIA

“I love finding hidden deals and creating things from the ground up,” says Jason Roth, a Sun Valley real estate broker with deep roots in the local building community. “My career has followed a very natural evolution from home interiors to real estate brokerage, to now incorporating building and small development, learned by observing my father, Wayne Roth. I’ll always be a real estate broker, but exploring this parallel path with the design/

build and investor side of the business has been a great expansion for me.”

The Roth family building experience goes back to Jason’s paternal grandfather, who started Roth Construction in 1920 on the plains of South Dakota. Jason’s father, Wayne Roth, an electrical engineer and Air Force veteran, picked up the trade and has been creating beautiful homes in the Wood River Valley since arriving here in 1977.

“It has been an interesting journey,” says Wayne. “We moved here in the late ‘70s, and I started out as a real estate broker. My first development project was the 46-lot Flying Heart Ranch subdivision and the rest is history. I had the technical knowledge and found the opportunity to start building what I developed, so that’s the course I chose and I didn’t look back. It has been a gratifying journey, during which we have created quite a few things.”



And those “few things” include more than 150 luxury residential units, four local subdivisions, and two large-scale, commercial buildings developed and built by Wayne Roth Construction over the last four decades. With Wayne’s guidance and generations of experience propelling him, Jason is continuing the family tradition. A real estate broker of 18 years, for the last four, he has coupled that expertise with his passion for design and deal-making to execute some of the community’s most beautiful spec home projects. Carefully selecting just one or two projects a year, Jason has worked hand-in-hand with the area’s most talented architects, suppliers, and tradesmen to quietly create exceptional, highly desirable residences throughout the Valley.

Most recently, Jason spearheaded the acquisition, design development, and entitlements for a four-luxury-home project off of Bird Drive in Ketchum. Currently, Jason’s sole focus is a standout spec project on Sitting Bull Drive in Indian Creek—on a lot that Jason admits he has had his eye on for more than 18 years.

“I lived in Indian Creek for 20 years,” says Jason. “And after we sold our house last summer, the stars aligned and we were able to purchase the lot. It is just stellar, the best home site I could ever imagine. Shortly thereafter, the decision was made to design, construct, and offer for sale a luxury spec house on the property.”

The lot shares a 400-foot common boundary with thousands of acres of Federal land. It is situated in an unmatched natural landscape, providing undeniably expansive and breathtaking views.

And the home Jason has planned is equally impressive. Designed with a heavy influence of Frank Lloyd Wright’s prairie style, the house features extensive use of glass, natural stone, and cedar siding. With an emphasis on the horizontal, the layout incorporates transom windows and a roof with an incredibly gentle pitch. Stunning, seven-foot roof overhangs add another nod to Lloyd Wright and provide minimal obstruction to the amazing views.

“When we first sat down with the architect, Floyd Town of Floyd Town Architects in Hailey, we expressed that we wanted to build a house in the fashion of Frank Lloyd Wright,” says Jason. “I’ve always loved his ‘Prairie House,’ to me it looks like it is a large, graceful bird, sitting out on the land about to take flight. I wanted to include a lot of

those influences in this home, especially the low-slung/low-pitched roof and dramatic, seven-foot-long roof overhangs. It is totally unique to this area.”

Describing the house as a “deliberate blend of mountain modern and prairie style,” Jason fully expects it to represent timeless design and feels that it will soon become a sought-after aesthetic. With ever-increasing industry lead times, architect and building services are at a premium, and residential projects are taking multiple years to complete. However, as Jason only pursues one or two builds a year, he is confident that this home will not only be visually striking—thanks to his collaboration with the best industry professionals—but will also be finished on time for a Christmas 2022 delivery.

“We’ve been in this real estate, development, and building business for quite some time,” says Wayne. “It is a natural transition for Jason to pick up this work and carry on the family name in the business.”

“My dad and I have been working together in one way or another since I was a teenage laborer on his job sites,” says Jason. “I am proud to work alongside such an inspiring man, and I am happy that I can continue the family’s legacy of building extraordinary homes.” ■ [whj PROFILE](#)

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