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STYLE MAGAZINE ISSUE 2 | FALL 2017

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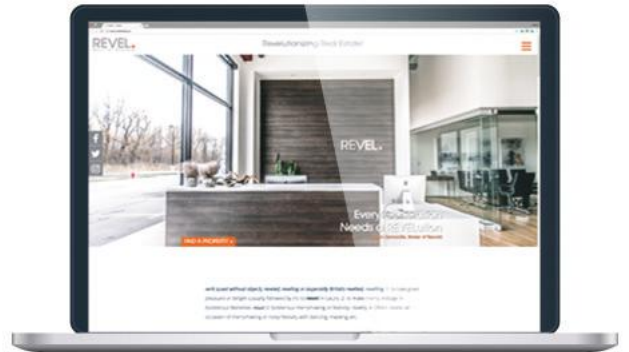
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Ryan Serravalle launched Revel Realty Inc. in 2013 after a successful basketball career, which earned him a full scholarship at the prestigious College of the Holy Cross in Worcester, Massachusetts. After captaining The Crusaders to two Patriot League Championships including two berths in the NCAA Tournament, he played professional basketball in Italy, France, and Poland. Ryan combined his leadership experience on the court with a Psychology Degree and a Masters in Education to introduce REVEL to the Niagara Region. Since then, Ryan has become the top selling broker in the Niagara Region numerous times and a social media marketing mogul winning the Chamber of Commerce's Best Business Award and Marketer of the Year from the Niagara Real Estate Board.

from the broker ▶

I would like to take this opportunity to once again thank the team of talented individuals who have collaborated through thick and thin to produce Revel's Style Magazine, issue ii. From photographers to account representatives, to planners, designers and writers, Revel is always excited to spread the positivity of our business philosophy – which is to Revel, or find reason to celebrate the special people in our lives, every day. Celebrating women is one more step to acknowledging the beautiful concepts of perspective, balance, and diversity of talent in our day to day time with each other.

I want to thank our supporters, clients and advertisers featured in this magazine, as well as our growing community and beyond for continuing to accept Revel as a young, fun loving and innovative brokerage willing to serve our clients property interests in a revolutionary way. Without your faith in our philosophy, we wouldn't be able to launch our spin on real estate culture in our beautiful Niagara region.

Sincerely,
Ryan Serravalle
Broker of Record, Revel Magazine



from the editor

In the shining light of Revel Style Magazine's inaugural success, issue two has evolved as a tribute. From its inception as a revolutionary brand with a philosophical vision, Revel has always stressed the importance of celebrating lifestyles that are conducive to the appreciation of all that is good in our lives. In this modern tradition, Revel Style Magazine, issue ii, has decided to celebrate working women.

Empowering, driven, motivated, creative and fashionably stylish, today's career woman is much more than just plain beautiful. Today's working woman boasts superhuman multi-tasking abilities, innovative entrepreneurial prowess and a passion to rise above stereotypical expectations. Exposed to over thirty such professionals in the Revel office on a daily basis, we thought it was the right time to give props to those special ladies who live multiple lives as career women, devoted mothers, and self-made business stalwarts.

Within this issue, you will discover this feminine theme as you peruse inspiring profiles and interviews of career women from the Niagara Region who are making their mark locally, and globally, as they take their respective talents to the next level. You will also stumble across new and exciting real estate ventures, including the launch of Revel's Luxury Division and future expansion plans.

Finally, you will once again feel the inspiring effect of putting to paper and print, a vision that has transcended the real estate business to celebrate more than what meets the eye.

Enjoy the read, revel in the celebration of the special women in our lives, and as always, be revolutionary!

Sincerely,
Dean Serravalle
Editor in Chief, Revel Style Magazine

Dean Serravalle

is the Editor-in-Chief of Revel Style Magazine. He has recently signed contracts to publish three literary novels in the next three years. After the acclaimed success of his first novel, Reliving Charley, his next novel, Chameleon (Days) will be published by Now or Never Press in the Spring of 2018. Dean is also the co-founder of Magi Writing Solutions Inc., which provides copywriting to a number of local and global business ventures. He graduated from the University of Windsor with an M.A. in English and Creative Writing and has published over thirty short stories internationally, garnering nominations for the prestigious Journey Prize of Canada and the National Magazine award.

REVEL.

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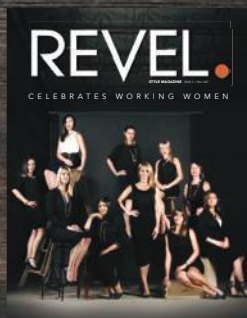


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ON THE COVER



Celebrating the
Women of Revel (pg23)

photo: Jennifer Blakeley

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LIFESTYLE & CULTURE



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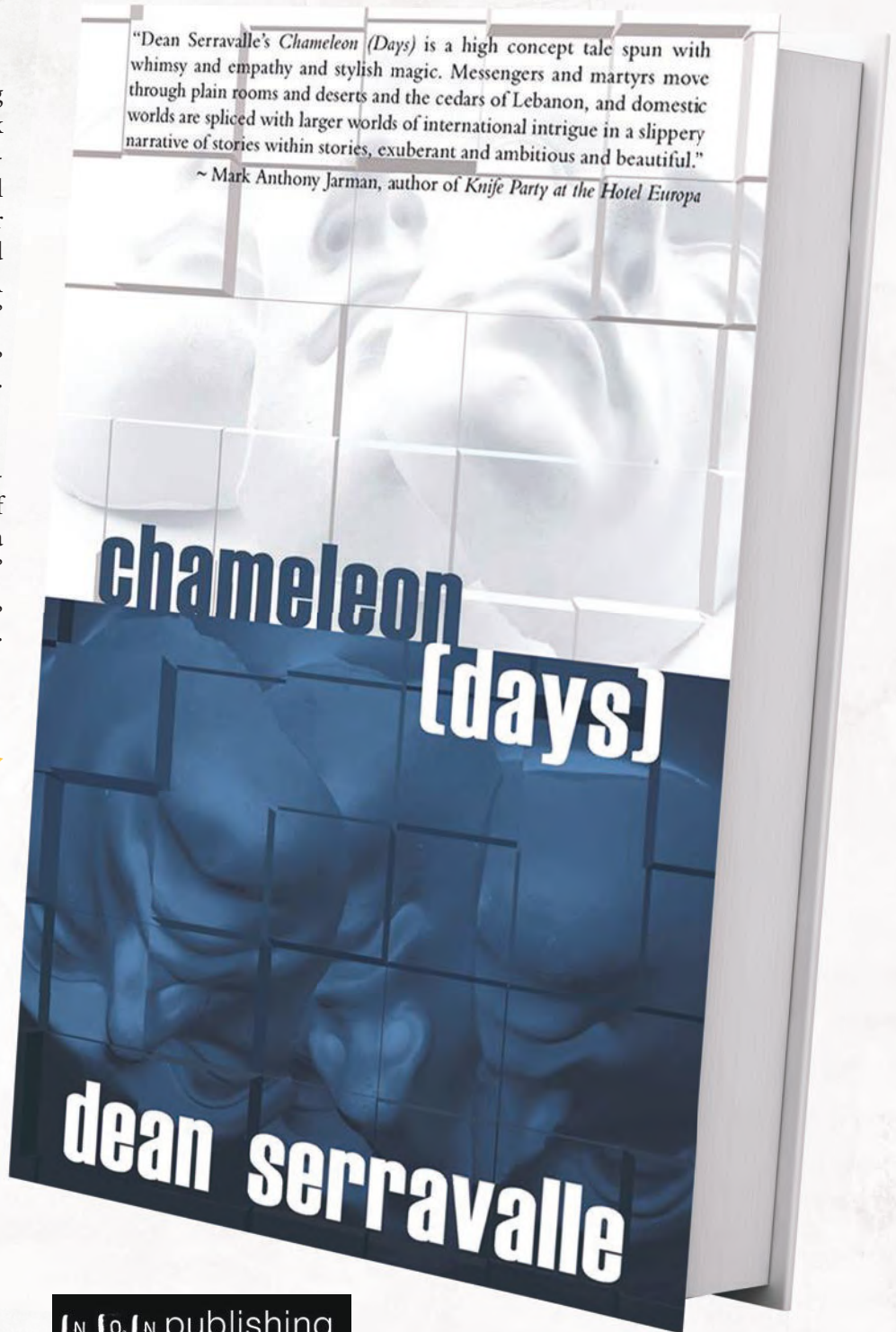
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Inside the Lens

Photos: Jennifer Blakeley

An interview with
Niagara's Celebrity
Photographer,
Jennifer Blakeley

In today's social media theatre, where photographs are often cheapened with every selfie posted to a public forum, it is often difficult to discover quality artistry in an Instagram gallery. That is, until you find the right canvas.

Enter Jennifer Blakeley, self-built entrepreneur extraordinaire of world famous Alphabet Photography Inc., - an inventive, playful business that breathed photogenic life into letters. Upon its inception, Alphabet Photography Inc. found instant success, selling in Walmart, HomeSense, Bowring, Bed Bath & Beyond and many others across Canada and the United States, vaulting Jennifer to elite corporate status with accolades listed in Profit W100 for 2010 and 2011. Winning numerous entrepreneurial awards, Alphabet Photography Inc. solidified Jennifer's reputation as a natural born business woman with



impressive inventive potential. What makes her relevant, however, is the combination of this business side with her insatiable desire to create, a unique marriage of left and right brain designations that culminated in one of her most famous creations – the Christmas flash mob.

Set in a shopping mall food court, coordinated and produced by Jennifer Blakeley herself, operatic singer after singer rise from random tables to conspicuously sing to a host of surprised Christmas shoppers taking lunch. Holding a world record for most views at nearly 50 million and counting, this iconic video is a Christmas staple, not to mention a viral spirit booster across the world during the holiday season. And yet, in the creative career of one of Niagara's most inventive media entrepreneurs, the flash mob was a shift in gear to a journey that would become more spiritual and personal to Jennifer Blakeley.

Experiencing complications with her vision during her first pregnancy, when she lost sight in one eye, Jennifer saw her personal lens ironically darkened by the proverbial black cap. In this bleak despairing reality, a shining spark shivered and a new inspiration was literally born – her first daughter. Jennifer re-evaluated her direction in life, and motivated by the birth of her daughter, entered the world of portrait photography. She hasn't glanced back since, combining all of her artistic and business forays while graduating to celebrity photographer status with clients ranging from Vince Vaughn to Donald Trump Jr., Megan Fox and others.

Revel caught up with this superstar photographer who makes her studio habitat in Niagara on the Lake. In commemoration of Revel's celebration of career women, and with a few questions of our own, we sharpened the focus on the brilliant career of one of Niagara's most talented photographers.

Spiritual Light and Children seem to be prominent combinations and/or signature stylistic elements of your photographs, offering them a Rembrandt type of effect. Are you inspired by these themes when approaching a subject to capture? How? Why?

Since the beginning of my photographic journey, I have been inspired by light. Chiaroscuro light - present in the work of Rembrandt, creates a beautiful painterly look that I have always been drawn to. Simple yet complicated, it shows my subjects (mainly children) in a dramatic light that is timeless and classic.

The spiritual element of my work, comes from the children themselves. Capturing the innocence and purity of children comes from simply observing them with little prompts and allowing them to get lost in their

thoughts and emotions and knowing when to snap the shutter.

By combining my lighting and styling along with allowing children to lead the shoot, I am able to create timeless works of art that capture the essence of childhood.

As an artist and entrepreneur, how do you balance the business side with the creative side?

Even as a natural born Entrepreneur, this is very hard for me to do because my portrait work is very personal to me. I often take on personal creative projects as an outlet and a way to satisfy my need to express myself through my work.

Describe your process as a photographer from conception of a shot to final image?

My process has been built over the period of 10 or more years. The concept of my work is evolving, and often involves sketching ideas on a pad and paper prior to the actual shoot. Styling and lighting are paramount, and a controlled environment is always maintained. After the shoot, the image is finished with Lightroom and Photoshop to enhance details and allow me to take my vision to reality.

When did you first "see" yourself as a photographer? What fueled your passion for it?

Nearly 20 years ago, as a University Student at a Liberal Arts School - I took my first photography course. From the moment I took my first shot on the old film camera that was given to me I knew I was on the right path. During my four years on Campus, I was the only student with a key to the darkroom and spent the majority of my time processing my own film and creating my own prints. This was before the age of digital cameras, and I really loved the art of photography.

Who, or what inspired you most as an artist, as an entrepreneur, as a mother?

I am blessed to have a dream team as parents. My father, Jim Craig is an entrepreneur and business man. Jim was a successful Insurance Realtor in St. Catharines for years, and owns several additional business ventures. My mother Verna was a Teacher for many years and ultimately a loving stay at home Mother to myself and my two sisters. Watching my parents growing up - I decided that I wanted to be both. An Entrepreneur in control of my own future, as well as a stay at home Mom. I have



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worked very hard to be both an Entrepreneur and stay at home Mom. I have two children, ages 7 and 3 - and enjoy being home with them and watching them grow with my husband Sam.

As an artist my inspiration comes from all genres of photography. From Ansel Adams, to Annie Leibovitz, I appreciate all kinds of art and photography.

In your career, what subjects have been most difficult for you to shoot?

For me personally, I find adults harder to shoot than Children. Adults are more insecure in front of the camera - children are raw, pure and innocent. I do enjoy working with adults for different reasons (easier to pose and direct) however I find Children are more comfortable in front of the camera.

Explain how you've grown in your career field, i.e. as an artist, as an entrepreneur, in your philosophy or perspective on life.

I have always believed that the harder you work, the luckier you get. My photography skill has evolved from thousands of hours of obsessing over details and practicing my craft. I have been asked hundreds of times by other photographers how to grow as artists - my answer is to stop talking about it and do it. Nothing can replace hours being put into developing your skills, working with your subjects and refining your style.

Where do you see yourself in ten years? i.e. In the same field, exploring other related fields, etc.

I will always be a photographer; it is who I am. I have been a photographer for the past 20 years, and expect to be a photographer for the next 60 years (if I'm lucky enough to live that long!).

What obstacles have you faced in your career field?

I lost partial vision when I was pregnant with my first child 8 years ago, and never recovered from it. That means, I am a partially blind photographer - which is rare I'd say.

During my pregnancy in the 7th month I had an extremely rare complication that resulted in partial vision loss. To this day, I live with tunnel vision in my right eye (peripheral vision loss). I have learned to live with this, and it didn't stop my career.

In fact, once my vision was determined lost and never to be recovered,

I decided that I not only wanted to continue with my photography - I wanted to be the best photographer I could be. It was then, that I started reaching out to celebrities to photograph them and their children and built my celebrity client list. I also started entering international photography competitions (and winning awards).

I decided it would be a valuable lesson to my children - and I also enjoy a challenge.

Explain how your vision as a photographer changed as a result of motherhood?

Up until the birth of my daughter, my primary business was Alphabet Photography. Alphabet Photography was founded in 2006, and shortly after was sold across North American in Target, Bed Bath and Beyond, Walmart, HomeSense and other national stores. It was a huge success and fueled my Entrepreneurial spirit.

Once my daughter was born, I decided to switch gears totally - and focus on portraits. I started photographing Newborn Babies, Children and Families.

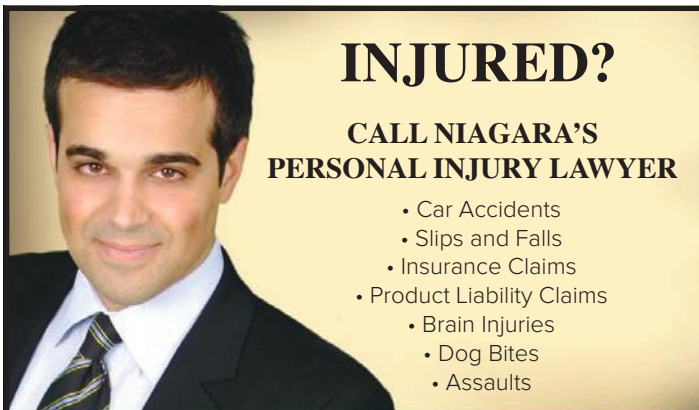
If you were to summarize your photography in one sentence, what would it read like? Clean, and Dreamy Artistic Portraits.

What women inspire you? My Grandmother, My Mother, My Sisters and Cousins. I come from a family of strong women.

How do you want your child to see you? I want my children to see me as driven and dedicated. I want my children to see that I am hard working, and that my hard work has paid off.

Describe one of your funniest photo shoots.

During a photoshoot in LA, while I was photographing Ian Ziering (90210) Luke Perry actually crashed the photoshoot. The funniest part is that I was so focused on what I was doing (with my partner Keri Meyers) that I didn't realize it was Luke Perry until after the shoot - I thought he was Ian's gardener. Meanwhile, at the age of 13 - Luke Perry was of course my biggest childhood crush and I wrote my first 'fan girl' letter to him - and he responded with a signed postcard I hung in my room for 5 years. I still laugh about it to this day. **RSM**



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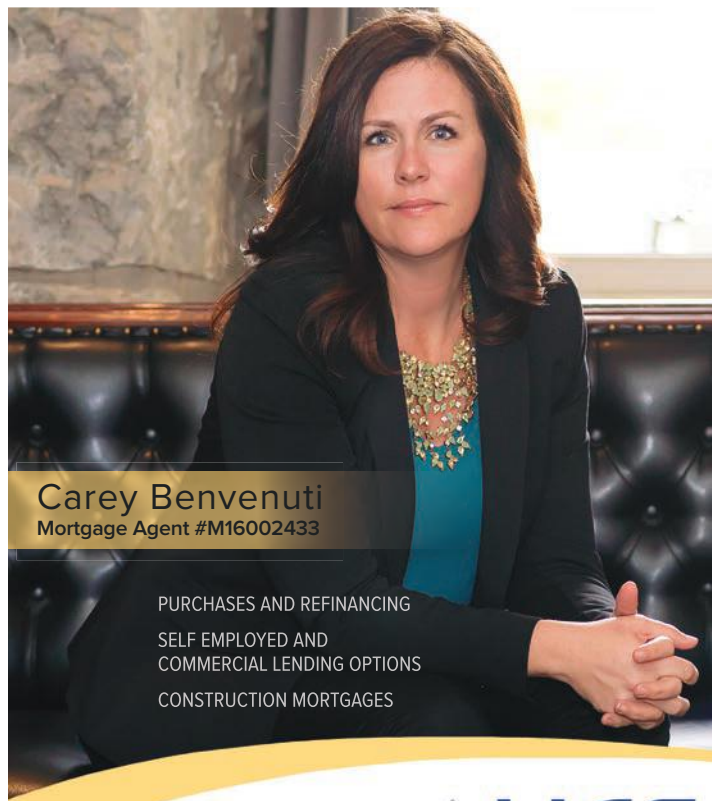
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A detailed illustration of several mushrooms in various sizes and colors, including yellow, brown, and grey, with long, textured stems. The mushrooms are scattered across the page, with some in the foreground and others in the background.

NEW FRENCH CUISINE ON ST. PAUL STREET

BY GABRIELLE TIEMAN-LEE

Inspiration can come from the tiniest of moments
– or in this case, ingredients.

The modest and meaty wild mushroom; seasoned to perfection venison; sustainable straight from the ocean squid; it is these natural, fresh, uncomplicated ingredients that can evolve a humble dish into an extraordinary meal.

Deriving its name from these ingredients, Bolete is taking Niagara by storm; harnessing the wild and lost art of uncomplicated cooking and joining the forces of fine dining options expanding downtown St. Catharines' repertoire.

"Bolete is a mushroom, but the meaning here is things from the wild, things that grow from the ground," says owner and head chef Andrew McLeod – who has come to champion the modern Canadian kitchen in recent years.

And in a sea of pre-packaged, deep fried, inhale as fast as you can food, Bolete is like coming up for air. >>

Harmonizing local and sustainable produce with technique from across the globe, the award winning chef's innovative dishes spiced with his distinct earthy style offer a menu unlike any other to be found within Niagara's thriving food scene.

A resident of Niagara since 2005, McLeod said St. Catharines was the obvious choice when he decided to pursue his culinary dreams. Following years spent within the kitchens of some of Ontario's finest restaurants – he has worked alongside Chef Jason Parsons at Peller Estates Winery and led the kitchen at Spencer's at the Waterfront in Burlington – Chef McLeod has found a spot to call his own.

"I love it here," said McLeod. "I think with everything we grow here in Niagara, the animals that are raised here, the collaboration with other chefs and the whole bit, it just really drew me here to the area from Toronto."

Each component of the fresh new multi-level Bolete plays together like an effortless song and dance; the organic style simple logo emblazoned on the storefront welcomes you in, the 150 year old maple hardwood floors, exposed brick and natural light of the dining room holds you captive and the real ingredients which combine to create truly wonderful wholesome food that makes you never want to leave.

"We wanted to keep the look really clean while keeping as much of the historical significance of the building as possible," said Chef McLeod. "A lot of people have said it feels like home."

The evolving menu mirrors the wholesome at home atmosphere Bolete has created. Daily items are featured on a large-scale chalkboard that sits prominently in the dining area – framing the current cheeses in house, daily special creations and unique seasonal fair. McLeod said if the special tests well, it may find itself on the more permanent menu the following week – to stay in rotation for a short period of time before a new favourite emerges.

"It is an ever changing menu," said McLeod. "We try to keep it really fresh and relevant to the season. We are always trying to discover new things that are interesting. This keeps our chefs excited and returning guests excited to see what is new. We change [the menu] a couple times a month."

Twenty-four hour sous-vide octopus, salt and pepper Humboldt squid, east coast oysters, venison with nutmeg spaetzli, umami beef dumplings, tagliatelle with woodland mushrooms; the innovative menu lists distinct ingredients not quite the norm for St. Catharines, a diverse range of proteins and a variety of techniques that enhance – not complicate.

And though McLeod tries to source from local producers as much as possible he isn't afraid to import an avocado or European truffle when needed to evolve a dish into well composed perfection.

"We try to keep it local, sustainable and seasonal; it's kind of my style," said McLeod. "I love cooking fish and I am a big believer in sustainable seafood. I love the east coast items: oysters and fish. Everything has a story."

McLeod's award winning twist on a traditional rice Poke Bowl – composed of panko fried oyster, quick cured lobster and pickled muscles, topped with bright flavours from avocado, tomato, scallions and more – can also be found featured on the menu and chalkboard at the restaurant. This signature dish stole the hearts of the judges at the P.E.I. International Shellfish Festival in September 2016 and helped McLeod win first prize at the Garland Chef Challenge – where the year earlier he had taken second-place respectively.

The trophy can be found framed by exposed brick mounted above the Chef's Table in Bolete's dining area.

McLeod said he encourages his servers to tell such stories involving the food – like that of the innovative Poke Bowl; this is to better involve visitors in the process and preparation of the food they are enjoying.

Also enhancing the story telling experience is the exposed kitchen that sits at the back of the restaurant and invites the eyes of both those sitting at the bar and those enjoying dinner at the traditional tables.

"WE TRY TO KEEP IT REALLY

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TO SEE WHAT IS NEW"

"[The kitchen] is sort of the show," said McLeod. "People really love sitting at the bar and watching the guys work. You don't get to see it a lot. You can see that people are really excited to watch what is going on."

The prices remain low for fine dining; with appetizers reasonably priced and starting at roughly seven dollars and entrees generally kept under \$30 dollars a plate. Chef McLeod said this was done intentionally; in hopes that Bolete may be treated as a staple for restaurant goers instead of solely a special occasion hot spot.

"One of the biggest things was that really wanted to capture people on a more regular basis," said McLeod. "This versus having people just come in once a month or once a year. We try to keep everything as low as possible; but also giving people really good food and wines."

The cocktail list is as artfully crafted as the food menus it accompanies; featuring playfully named martinis, the forest inspired Parsnip in a Cranberry Tree gin drink, the rum based Shepherd's Delight and a wide variety of single varietal and regional favourite wines alongside bold European cuvees, Malbec's and zinfandels. They also feature a selection of local craft beers by both draft and bottle. Similar to the food menus, the cocktail and wine list evolve with the months to feature new wineries, new flavours and mirror the seasons.

But Bolete does not stop at the menu in their drive to support local; the clean white walls are accessorized with vibrant artwork by local artists. Each piece is available for purchase and left to shine against the blank slate for six months at a time, adding life to the room and exposing guests to the talent of the local artists.

The bright and comfortable downstairs dining space is available for private functions and groups between 15-35 people. McLeod said though he does not believe in prix-fixe set menus he does love to work with people to craft a unique menu specifically for the group dining in the private space. *More information can be found at www.bolete.ca.* **RSM**

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Celebrated Women



at Revel

Photo: Jennifer Blakeley

Revel Women -
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In the course of four prominent years in the real estate industry, Revel has marveled at the contributions our women have offered to the overall culture of success in our workplace. A realtor's career is one enslaved by time, or lack thereof, and yet, each of these superstar realtors, managers, and directors, offer style, substance, and sass to a career often in dire

There is a stigma attached
to women, that they are too busy
raising a family to really be full time
in their career path.”

– Emily Barry

need of such elements. Using the excuse of a photograph shoot to assemble all of these special talents in the same room, Revel explored what makes the “Women of Revel” an extraordinary group of career driven individuals. >>

Leading the pack, and featured on the cover of Revel Style Magazine's issue ii. are the women who have taken the reigns of mentorship in Revel's office classroom. Mentorship, comradery and teamwork are principles instilled in the Revel philosophy from the on start, but these ladies have taken their promoted roles to another level.

“I take an active interest in the women of Revel,” offers Emily Barry, Director of Realtor Development at Revel and Matriarch of Niagara's famous, Barry Team. “Too often I was called a “part time Realtor” while growing my business simply because I had children. There is a stigma attached to women,

that they are too busy raising a family to really be full time in their career path.”

To combat these stereotypical assignments without swerving around ingrained societal expectations, the women of Revel have decided to drive-through the norm instead.

Corrie Veenstra, a broker in charge of Revel's Commercial division, is well aware of such double standard challenges. She faces them head on in a sect of real estate dominated by men.

“At Revel, I was entrusted and given this amazing opportunity to specialize in the Commercial/Industrial market and to lead a division in an innovative and modern thinking real estate firm, which knew full well that the Commercial/Industrial division is dominated by men. Getting the support and encouragement from my fellow REVEL-ers has propelled me to be a contender in this exciting market.” This supportive avant garde work environment, entrenched in the traditional values of a family first mission statement at Revel, is the intangible that elevates what should come first at any business - the people building it.

“I feel accepted, appreciated, supported & empowered at Revel,” notes Shelly Villella, of the MacIntosh Villella team. “I feel safe and I feel that Revel acknowledges my successes big & small. We have amazing women on this team that offer experience, confidence, and success, and yet, they remain humble. I have grown as an individual as well as a business since “jumping-in” three years ago. I LOVE being surrounded by inspiring women who want to see others do well.”

“To be surrounded by strong, like minded, professional females working in the same field, and knowing you have these women to depend on makes all the difference,” adds Phyllis DeProphetis, one half of the DePro team, “it is truly a supportive sisterhood amongst us.”

What further makes the “Women of Revel” unique, and this is no disparagement to the men at Revel (perhaps in line for their own photo



Photo: Marty Pilato

shoot next year), is the infusion of a woman's touch to the marketing of a real estate property.

"Women are very sensitive to the details of a real estate deal. They understand the intricacies and complications from another perspective and in turn, offer an alternative vantage point. Our women at Revel are incredible collaborators, leaders, learners and creative partners. They mentor but also nurture our young, up and coming, realtors, which only enhances the teamwork Revel bases its future upon," offers Nicki Serravalle, general manager and a realtor herself.

"Revel is a people first real estate company but we don't solely value performance, or even a realtor's past resume. We appreciate personality, character and a realtor who carries with him/her core values that can contribute to the team concepts we have established. The women at Revel are talented individuals with a lot to offer and we do our best to exploit these special talents."

As the number of women continues to grow at Revel, the social persona of the brand itself has also diversified providing balance and a leveled foundation to build upon. In turn, this work first environment has definitely graduated to the play next social level, evolving into fun filled social events outside the office and positive charitable contributions to our community. With this constructive karma in place, Revel is proud to recognize, appreciate and promote The Women of Revel and all that they stand for, both in and outside the real estate industry.

"Women are natural multi-taskers. When given the right tools they can soar," finalizes Emily Barry, who has seen many young, female students at Revel excel beyond the expectations of their respective mentors.

"Women can succeed when surrounded by other successful women committed to supporting them. Our (Woman at Revel) greatest strength is to ensure we do things differently and to stand out in an industry where the majority conforms."

Or as one woman of Revel stated emphatically, and rather, mathematically, "Revel Women = Refined. Respected. Revolutionary." **RSM**

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BUILDING ABOVE

EXPECTATIONS WITH MARKEN HOMES

FAUSTA **MARANDOLA**



When you venture into the culture of building a new home in Niagara Falls these days, it isn't often that the person you wait for, to offer the final walk through, is the owner herself, never mind a woman rising in the ranks of an otherwise male dominated industry. And yet, Fausta Marandola, co-owner of Marken Homes, has grown accustomed to the initial shock on the faces of such clients before the lasting impression that this girl knows her stuff.

"Building homes has always been a man's world. Since we started Marken Homes, I was always being put down by other builders," explains Fausta, if not on the work site, always behind a computer screen organizing Marken's schedule of new builds.

"I always received that look, you know the one that seems to say 'what does SHE know about building. She's a woman.'"

But Fausta soon learned that such skepticism could only have an upside, where it concerned her motivation.

"I was determined to prove other builders in the business, wrong, to be honest. They would go as far as telling clients not to build with us, citing my gender as a reason to justify inexperience, or a natural builder's

touch. But it made me work harder, and it made me a better listener. I became a student of this business and I studied every aspect of it to build my confidence in the industry."

Always an entrepreneur at heart, and raised to appreciate those who were self-employed, Fausta worked countless hours for her family's restaurant business before meeting Dave Kendall, someone with a mutual interest in small business opportunities. From that meeting forward, ideas flowed endlessly.

"We started other small businesses, but they didn't fully satisfy my interests or passions. Dave suggested we start building homes, and I could hear a click."

That clicking sound would be the door handle turning to a whole new world of possibility, with the exception of one minor detail in the equation - the absence of women in the field. However, Fausta wouldn't let that stand in her way.

"Fausta is a very hands on builder, in the true traditional mold," comments Ryan Seravalle, Broker of Record for Revel Realty Inc. and a representative of Fausta's on the real estate marketing side of Marken Homes.

"She is always on site, flattening out plans on pieces of plywood, and immersed in the dust of the business. She is a fearless leader in this industry because she believes in the core values of success - hard work, speaking

to people in person, and astute attention to detail. Revel is proud to mesh its similar philosophy with Marken Homes, and even prouder of our growing affiliation."

University educated, a natural workaholic, and a woman with the courage to stand tall amongst experienced tradesmen, Fausta never forgets where she came from, her roots in Thorold, and the cultural links that have contributed to her success.

"My mother always encouraged me to do better. She worked hard and many long hours. She encouraged me to always be positive and to never back down to challenges. She led by example, more so than words, and I am constantly inspired by her strong will and faith in me."

Once considered a small builder, Marken Homes has blossomed into one of the biggest builders in the Niagara region, boasting many present and future developments, and countless satisfied clients nestled happily in finished neighborhoods. And although success hasn't necessarily reached her head, it is very obvious, in any presentation with this headstrong woman, that she has become a role model herself to women who are hesitant to enter a career field dominated by another gender. In that light, Fausta Marandola truly revels in the fruits of her labour, driven by the same gender stereotypes intended to intimidate her, always with the belief that nothing is out of her reach. **RSM**

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THE WOMAN *WHO* *INSPIRED* *REVEL*

AN INTERVIEW WITH REVEL FOUNDER RYAN SERRAVALLE



When they say “a mother knows best”, they probably didn’t include business prophecy in that list of items validating a mother’s wisdom. Like all good advice, it doesn’t become “good” until it is put into action and bears fruit. But Ryan Serravalle, Broker of Record of Revel Realty Inc., can recall a time when a mother’s advice supported the risky venture of opening up an independent real estate brokerage in the Niagara region. In the midst of many doubts, and a slew of statistical data pointing to the contrary, it was a mother’s unyielding faith that accelerated the belief that there is much to Revel in or celebrate in a career in real estate. >>

THAT IS
WHERE THE
NAME REVEL
EMERGED
FROM - A
CELEBRA-
TION OF MY
MOTHER,
AND ALL
THAT SHE
STANDS FOR.



In an exclusive interview with Ryan Serravalle, we went back in time to reveal the first seedling of the Revel Empire, and in doing so, stumbled across a story behind the story relative to just about every success narrative ever invented – a mother's love.

How do you see your mother outside of her role as your mother?

She's the strongest person I've ever met. She has great faith and the biggest heart, an incredibly unselfish woman. She's not only a mother to me and a grandmother to my children, but a best friend and mentor who I deeply love, respect, and admire.

How did your mother inadvertently inspire your decision to start Revel?

She has always cared for others more than herself. Whether it was family or strangers she has always put the needs of others ahead of herself. She encouraged me to get my real estate license and serve the needs of people with their most prized possession, a home; where families share the most important memories and experiences together. She thought that I could really make a positive influence on so many families and often

told me that she had considered getting her license at one point in time. I felt that I could be an extension of her by pursuing mine.

What special business qualities did you learn from your mother?

Commitment, honesty and integrity! Seeing my mother's devotion to raising myself and two older brothers, running multiple businesses, caring for her grandchildren, and lastly caring for my paraplegic father over 20 years, all the while never complaining once. Her faith and commitment to God has taught me to always do the right thing, no matter how difficult it may be. She has taught me the values of hard work and how to set goals to achieve my dreams, all the while keeping things in perspective and always being grateful for the things God gives you.

How has your mother's influence in your life changed or molded your perspective on women?

Mothers are special people and should always be appreciated and loved. But more importantly, I truly value a woman's role in the family and in business. I have witnessed the success of my

father and without the support and love from my mother, I don't think it would have been possible. The role of women is critical in both the household and in the business world. I am fortunate to experience that on a daily basis working with such hardworking, educated, and devoted women to both their families and businesses.

What qualities in your mother do you see in yourself as a broker?

Leadership, toughness and unselfishness. The real estate business is not an easy industry and can be very demanding. I have witnessed first-hand her struggles and have appreciated her stories as an immigrant from Italy, being raised in a poor upbringing, learning the English language and not meeting her father until the age of 6. She never complains, no matter how difficult the situation, and her constant commitment to her faith, family, children and grandchildren have clearly shown me the true recipe of unselfishness on a continual basis, and how positivity can create reasons to celebrate.

That is where the name Revel emerged from - a celebration of my mother, and all that she stands for. **RSM**

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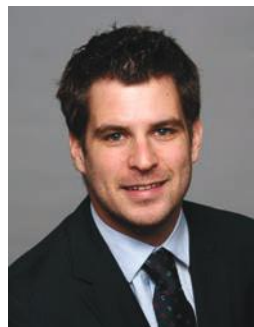


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FRIDAY DECEMBER 8 / 7PM TIP-OFF / VS LONDON LIGHTNING



SATURDAY DECEMBER 9 / 7PM TIP-OFF / VS KW TITANS



JANUARY

WEDNESDAY JANUARY 3 / 7PM TIP-OFF / VS LONDON LIGHTNINGS



SUNDAY JANUARY 14 / 2PM TIP-OFF / VS MONCTON MAGIC



FRIDAY JANUARY 19 / 7PM TIP-OFF / VS ST. JOHN'S EDGE



SUNDAY JANUARY 21 / 2PM TIP-OFF / VS ST. JOHN'S EDGE



SUNDAY JANUARY 28 / 2PM TIP-OFF / VS KW TITANS



FEBRUARY

THURSDAY FEBRUARY 15 / 7PM TIP-OFF / VS WINDSOR EXPRESS



SATURDAY FEBRUARY 17 / 7PM TIP-OFF / VS ST. JOHN'S EDGE



SUNDAY FEBRUARY 25 / 2PM TIP-OFF / VS LONDON LIGHTNING



MARCH

FRIDAY MARCH 9 / 11AM TIP-OFF / VS KW TITANS



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WEDNESDAY MARCH 14 / 7PM TIP-OFF / VS CAPE BRETON HIGHLANDERS



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SATURDAY MARCH 24 / 7PM TIP-OFF / VS KW TITANS



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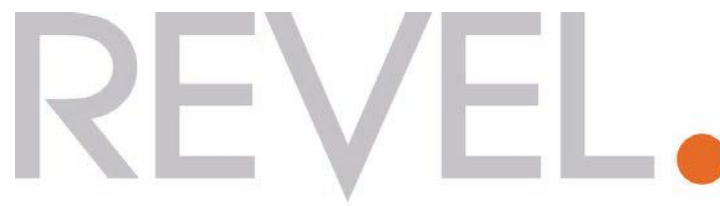


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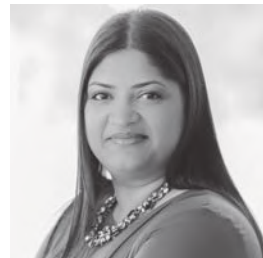
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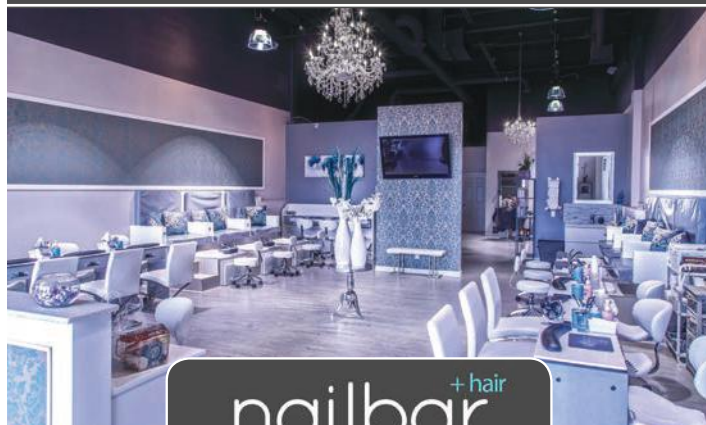


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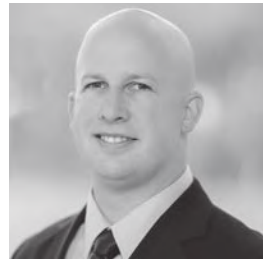
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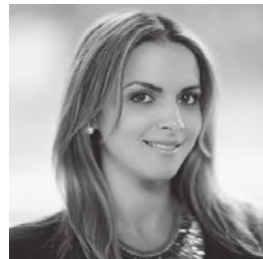
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PHYLLIS DEPROPHETIS
Sales Representative
phyllis@revelrealty.ca



ROB MACINTOSH
Sales Representative
rob@revelrealty.ca



ROBBIN CORRY
Sales Representative
robbin@revelrealty.ca

SALES TEAM



RON KAYE
Sales Representative
ron@revelrealty.ca



ROXANNE MARLEAU
Broker
roxanne@revelrealty.ca



RYAN TERGESON
Sales Representative
ryantergeson@revelrealty.ca



SAMANTHA DUNN
Sales Representative
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SEAN OAKES
Sales Representative
rockstarrealtor@revelrealty.ca



SHELLY COUTU
Broker
shelly@revelrealty.ca



SHELLY VILLELLA
Broker
shellyv@revelrealty.ca



SIYUAN (EMILY) YE FRASER
Sales Representative
emilyye@revelrealty.ca



SUZIE FINDLEY
Sales Representative
suzie@revelrealty.ca

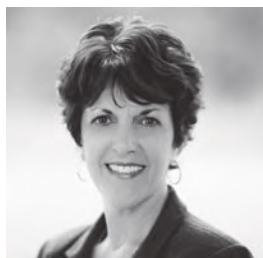


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Sales Representative
tanya@revelrealty.ca



WENDY WONTNER
Sales Representative
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STAGED FOR SUCCESS

THE BARRY TEAM

Photo Credit: Jennifer Blakeley

Whether it is eye catching billboard statements or an insurgence of orange sold stickers under their trademark blue berry, neither rhyme nor reason seems to stall the inevitable growth and influence of one of Niagara's prominent real estate teams.

With a stellar, hall of fame worthy year of real estate sales, which included the addition of new cast members, (husband and wife duo) Nicholas Pasquale and Elissa Biagi, Dillon Parnell, and full time administration staff Sue Terryberry alongside Staging Assistant Angeleen Bergen, not to mention accolades for Darcy Richardson as Rookie of the Year(2016) and a nomination for Emily Barry for the Women in Business Award, The Barry Team is fortified and poised

to continue their growth and impact on the Niagara Real Estate playing field.

"We pride ourselves on our ability to support one another in a dynamic team first environment," explains Emily Barry, recently promoted at Revel to Director of Agent and Growth and Development.

"We have creative marketing systems in place and the enthusiastic agents to execute them that enable us to stay ahead of the competition and maintain a high level of customer service."

Leading the charge on this marketing end is spousal counterpart, Joe Barry, whose innovative tech and video campaigns fully dimensionalize The Barry Team's commitment to serving their clients.

"We have always stressed the importance of going above and beyond a client's expectations to maximize the potential of a real estate deal," explains Joe, whose impressive work has earned him the additional position of leading Revel's Luxury Division, which has already exploded with instant success since its inception.

"The Barry Team is always passionate and devoted to improving our sales strategies and marketing goals. We strive to serve our clients to the best of our creative and business capabilities."

With this in mind, The Barry Team is excited about the future and look forward to further characterizing their philosophy of success in the Niagara Region.



COMMUNITY. REVEL STYLE.





Although Revel realtors have hit the social media streets to promote their new listings and multimedia marketing campaigns, they continue to contribute in person to various community based charity events and projects. From local initiatives like Project Share, where Broker of Record Ryan Serravalle holds a seat on the board, to Habitat for Humanity, which enabled a group of our real estate representatives, led by the MacIntosh/Villella team, to build an entire structure from the ground up for those less fortunate and homeless, Revel makes it a deliberate priority to give back to our Niagara community.

This past year, The Barry Team has joined Bethlehem Housing and Support Services, while Emily Barry herself became the first realtor to join the Community Leader Program, which serves to develop transitional housing options to those in dire need of support. After seeing first-hand the positive impact that Bethlehem Hous-

ing had on one of her own family member's life, Emily decided to become an ongoing supporter of Bethlehem Housing and Support Services.

Over the past few years, Emily and her team have also organized annual Do It Yourself Fundraising Events on behalf of Bethlehem Housing, and look forward to developing further initiatives to help those most in need of a place to call home.

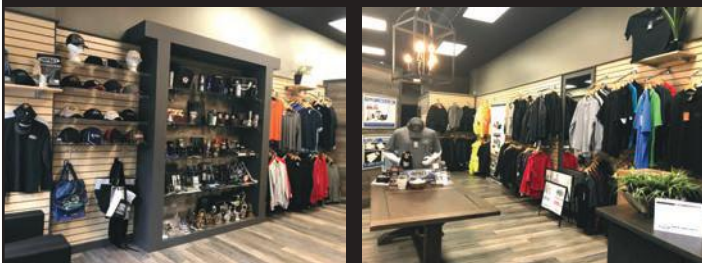
If Revel truly means "to celebrate", then Revel is proud and humbled to find reason to celebrate our accomplishments on the real estate playing field by ensuring that our fans and followers in the community are well taken care of and provided for. In such a light, Revel has embarked on a number of new charity campaigns and will continue to pursue other charitable opportunities that will address those most in need in our immediate vicinity. **RSM**





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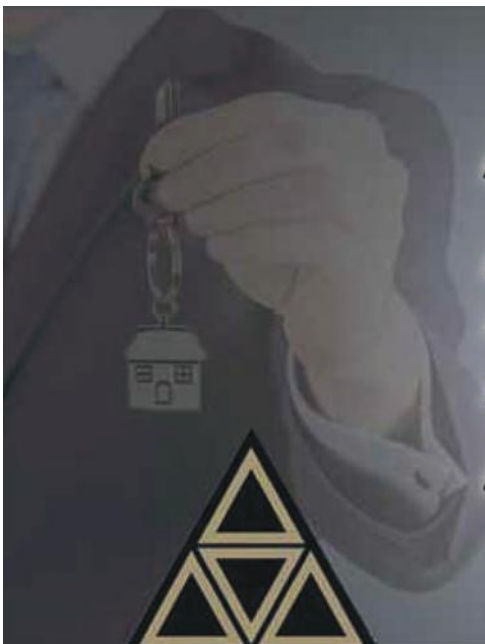
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EXPANSION

REVEL CONQUERS NEW TERRITORY

THE DETAILS

On this page:

Above: Artist rendering of Revel Realty's St. Catharines location at 105 Merritt St.

Below: Ribbon cutting at Revel's Fonthill location at 170 Highway 20 West.

fonthill As is the case with most families that grow beyond their original habitats, Revel is ecstatic about the prosperity of our brand, and elated further with its positive influence on the Niagara region. With exceptional realtors joining our team daily, from every corner of the Horseshoe area, multiplied by growing charitable contributions to our community, Revel is pleased to welcome the inevitable – EXPANSION!

On the business side, Revel has always invested in two major resources for success – a vision for the future, and people. Having already established a formidable presence in Fonthill with the expeditious sale of Marken Home new build developments, Revel decided to legitimize its interest in the area by opening a separate office in Fonthill. Located just off of HWY 20, in the beautiful Uptown Square plaza, Revel feels right at home in an area that has been so receptive to our friendly contributions.

To solidify this mutually beneficial relationship for the future, Revel has assigned two of its top producers, Darcy Richardson and Jonas tomiuck, to take on leadership and head coaching roles managing Revel's Fonthill office, with the full support of the mentorship, educational, and leadership programs established at Revel Headquarters in Niagara Falls.

As a resident of Fonthill, Darcy is the recent recipient of the Niagara Realtor's Rookie of the Year Award, while Jonas has quickly become a household name in the west end of the Niagara Region. Both highly educated, enthusiastic, with unparalleled work ethics, Darcy and Jonas will continue to recruit and educate new realtors for the Fonthill office under Revel's umbrella mentoring program.



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Future realtors joining Revel's Fonthill office will benefit from the expertise and guidance offered by these successful realtors while also exploiting the privileges of one on one coaching sessions with Director of Realtor Growth and Development, Emily Barry, who will also oversee the progress and further development of such realtors as they become elite professionals alongside the brand. With already ten realtors in tow at Revel's Fonthill Office, new realtors are welcome to jump on a bandwagon driven by some of the best realtors in Niagara.

"Fonthill is a thriving market with untapped investment potential. We are very excited about leading Revel on the front line of expansion into this beautiful area," raves Darcy Richardson. "Our team is growing and we look forward to furthering Revel's team first philosophy through various mentorship and educational forums. We are fun and lively and of the belief that Fonthill will develop into one of the most sought after residential and commercial areas in the Niagara Region." >>

st. catharines With Fonthill's initial expansion success receiving rave reviews from our clients and co-operating realtors in the field, Revel has decided to lay siege to the St. Catharines' real estate landscape with another expansion driven philosophy combined with an exceptional office presence in this thriving market.

Building upon a proven educational formula, Revel has assigned managerial and head coaching roles to one of Niagara's most formidable duos, the Perigee Team, featuring Emily Ye Fraser and Jessie McDonald. As competitive women by nature (Jessie is a world class Olympic wrestler), they strive with confidence to further what has become a household brand in Niagara's rather conservative real estate market.

"Revel has changed the way real estate is done in the Niagara region," raves an enthusiastic Jessie McDonald. "Everyone joining Revel gets to experience a fresh, fun and exciting atmosphere. Being a part of Revel means you are a part of a team in an industry that doesn't always lend itself to teamwork. Revel has started a movement in Niagara Falls that is branching out into St. Catharines and all of Niagara. You can have fun, be part of a great team that supports you, make and keep friends, and best of all, make a great living."

Honored to be entrusted as leaders of Revel's first foray into placing its brand in St. Catharines, Jessie and Emily have multiple talents and diverse networks to offer their head coaching roles. Emily Ye Fraser offers a unique Asian cultural perspective in the Niagara Region and is fluent in Mandarin, while Jessie has experiential interest in both commercial and residential investments. Ryan Serravalle, broker of Revel, is excited by their enthusiasm and this next major step for Revel in the St. Catharines' market,

"Born and raised in Thorold and St. Catharines, it has always been a dream of mine to invest myself in the area I was proud to call home. I worked very hard and competed to the best of my abilities to make a name for myself as a basketball player in St. Catharines, and I have complete faith in these two natural competitors to guide the Revel St. Catharines' branch into a competitive market with energy, hard work, and a passion to succeed."

Always positive and supportive, and innately committed to Revel's vision for the future, both Emily and Jessie have a message for new realtors who want to join the St. Catharines' branch.

"There is truly no comparison at Revel. You'll be a member of a team that will help you every step of the way; from gaining your license to closing your first deal including all of the steps in between. In St. Catharines, you'll be joining a competitive team that wants you to succeed. But most importantly the effort doesn't really feel like work. Selling real estate isn't always easy, but with the right environment it can truly be a load of fun." **RSM**



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REVEL.
LUXURY



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we sell lifestyle."

REVEL IN LUXURY

Revel is embarking on another revolutionizing venture as it stakes its claim on luxury real estate in the Niagara Region. Galvanizing the exceptional and diverse marketing talents of Revel's finest realtors, and capitalizing on the professional expertise of such realtors in this specialized area of real estate, Revel's foray into luxury is based on a team driven approach with a lifestyle focus. Offering artistic day and night photography, drone video property coverage, social media motivated videography, inventive brochure design and copywriting by in house professional writer, not to mention targeted flood marketing campaigns to domestic and international markets, "Revel sells lifestyle" automatically positions itself as the mission statement for the most customized, innovative, and creative option to sell your luxury estate.

With an elaborate in office infrastructure in place, Revel has committed resources, elite new signage, advanced technological investments, and leadership to this division with the expectation that a luxury listing receives the ultimate promotional attention. And the data has already proven the worth of such efforts, resulting in an exponential increase in million dollar sales, at record speed.


Although Revel has recently received awards in business, including marketer of the year, we continue to push the envelope to ensure that our clients are well taken care of, no matter the value of the property. However, Revel has entered this niche market and the challenges it presents, adrenalized by the opportunity to put its marketing savvy and growing reputation to the test. We are very excited to serve all of Niagara in any real estate capacity, and look forward to satisfying the interests of both buyers and sellers pondering the possibility of securing the most value from a property investment.

LUXURY

SOLD



8 FIRELANE 12 A LANE, NIAGARA ON THE LAKE
Amber Loforti, Sales Representative

 \$1,300,000



2654 SQ. FT.



3



3



136 MAGNOLIA LANE, WELLAND
Ryan Serravalle, Broker of Record
Nicki Serravalle, Sales Representative

 **\$964,900**

 2060 SQ. FT.  3  4



3237 TOWNLINE RD., THOROLD
Ryan Serravalle, Broker of Record
Nicki Serravalle, Sales Representative

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 2881 SQ. FT.  3  3



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SOLD

13409 NIAGARA RIVER PARKWAY, NIAGARA FALLS
Darcy Richardson, Sales Representative

\$1,390,000

4990 SQ. FT. 7 6

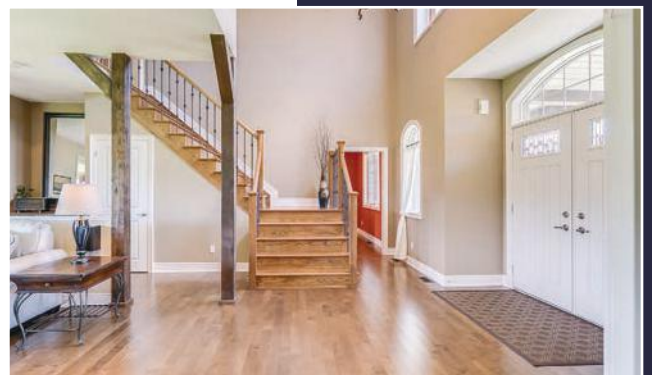


SOLD

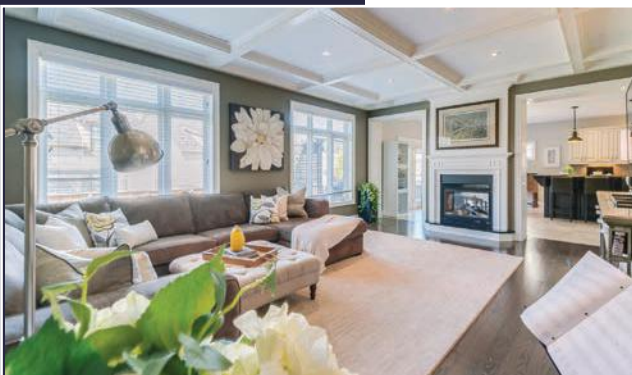
1 BUNNY GLEN DR., NIAGARA ON THE LAKE
Emily Barry & Joe Barry, Sales Representative

\$1,130,000

3021 SQ. FT. 3 3



SOLD



16 CREEKSIDE DR., NIAGARA-ON-THE-LAKE
Nicholas Pasquale & Elissa Biagi, Sales Representatives



\$999,900



2692 SQ. FT.



4



4



31 GORING WAY, ST. DAVIDS
Emily Barry, Sales Representative



\$998,000



2915 SQ. FT.




4



4



31 KENMIR AVE., NIAGARA-ON-THE-LAKE
 Ryan Serravalle, Broker of Record
 Nicki Serravalle, Sales Representative

 **\$1,398,000**

 4233 SQ. FT.  6  4



6493 MCMILLAN DR., NIAGARA FALLS
 Ryan Serravalle, Broker of Record
 Nicki Serravalle, Sales Representative

 **\$898,800**

 3595 SQ. FT.  4  5



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3 AGINCOURT, ST. CATHARINES
Mark Saxton, Sales Representative

1874 SQ. FT. 2.5 3



67 QUAKER ROAD, WELLAND
Lovet Posteraro, Sales Representative

1227 SQ. FT. 2 4



8071 COSTABILE DRIVE, NIAGARA FALLS
Ryan Tergeson, Sales Representative

1770 SQ. FT. 2.5 4



8 COUNTRYSIDE DRIVE, ST. CATHARINES
Emily Ye Fraser & Jessie MacDonald, Sales Representatives

2520 SQ. FT. 2.5 3



16 THOMAS STREET, ST. CATHARINES
Ryan Serravalle, Broker of Record

1629 SQ. FT. 2 3



8426 JENNIFER CRES., NIAGARA FALLS
Darcy Richardson, Sales Representative

2133 SQ. FT. 3 4



17 WILLCHER DR., ST. CATHARINES
Emily Ye Fraser & Jessie MacDonald, Sales Representatives

1668 SQ. FT. 4 4



10-2880 KING ST., JORDAN
Gordon Gerrie, Sales Representative

2800 SQ. FT. 3 3

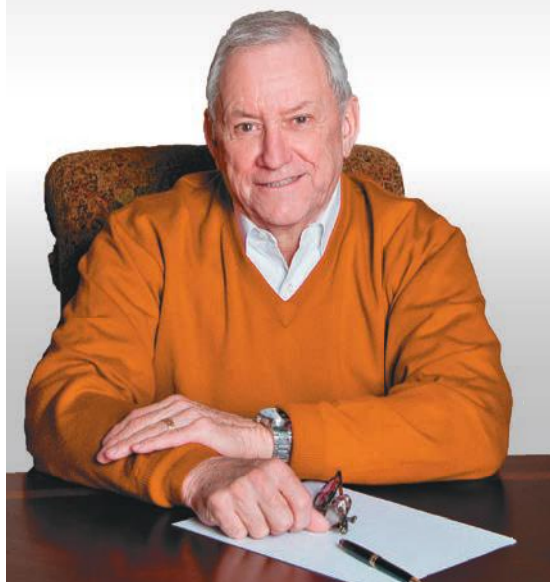


8040 BLUE ASH LANE, NIAGARA FALLS
Phyllis DeProphetis & Dennis DeProphetis, Sales Representative

2207 SQ. FT. 3 4

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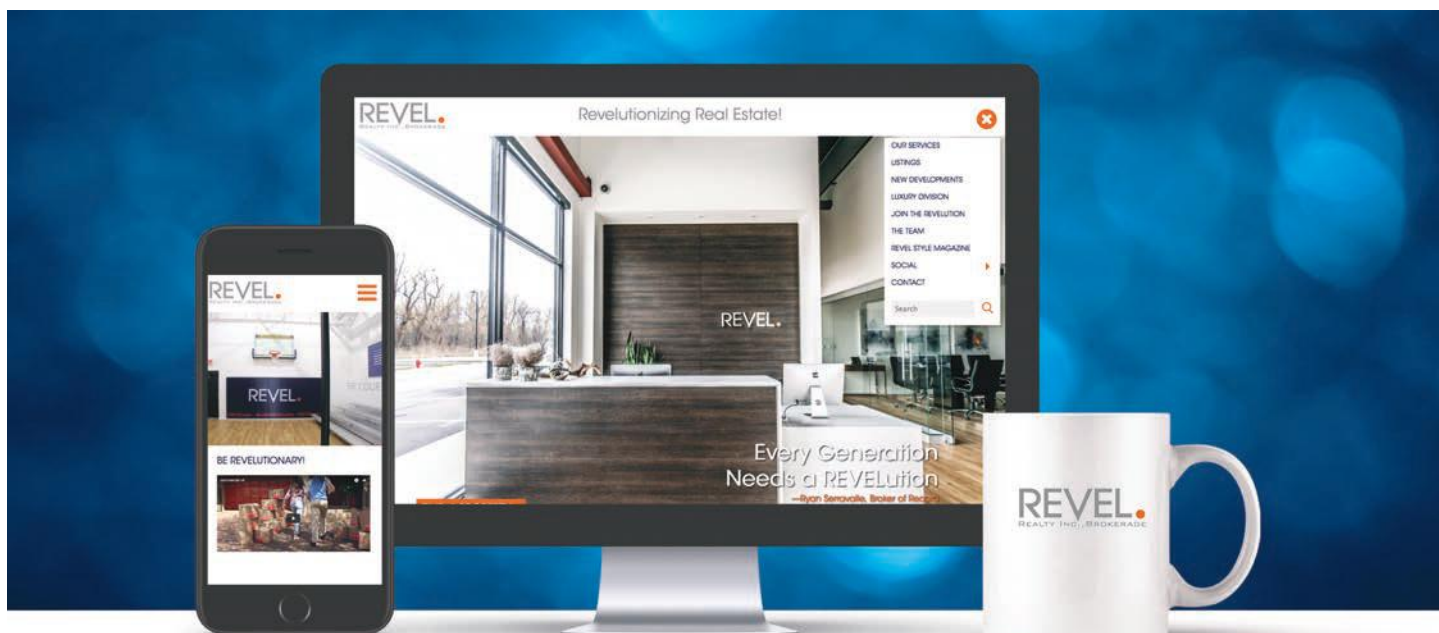
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4472 CINNAMON GROVE, NIAGARA FALLS
Amber Loforti, Sales Representative

\$639,900
2690 SQ. FT. 3 3



68 YOUNG CRES., NIAGARA-ON-THE-LAKE
Gary Abrahams, Sales Representative

\$459,900
1650 SQ. FT. 3.5 5



17 MUIRFIELD TRAIL, WELLAND
Peter Penner & Wendy Wontner, Sales Representatives

\$575,000
1560 SQ. FT. 2 2



7843 HOPTREE RD., NIAGARA FALLS
Nicki Serravalle, Sales Representative

\$564,500
2236 SQ. FT. 3 3



5459 ONTARIO AVE., NIAGARA FALLS
Shelly Vilella, Broker & Robert MacIntosh, Sales Representative

\$799,900
2375 SQ. FT. 4-PLEX



8712 REGAN DR., NIAGARA FALLS
Dean Serravalle - Sales Representative

\$517,000
1347 SQ. FT. 1 3



7960 WOODBINE ST., NIAGARA FALLS
Darcy Richardson - Sales Representative

\$484,900
2600 SQ. FT. 4 4



1A VALLEY RD., ST. CATHARINES
Emily Ye Fraser & Jessie MacDonald, Sales Representatives

\$479,900
1200 SQ. FT. 2 6



22 LOWER CANADA DR., NIAGARA-ON-THE-LAKE
Gill Bellefleur & Marc Legal, Sales Representatives

\$624,900
1221 SQ. FT. 2 4



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8076 OAKRIDGE DRIVE, NIAGARA FALLS
Nadia Ali, Sales Representative

\$738,888
2334 SQ. FT. 2.5 4



3449 CARDINAL DR., NIAGARA FALLS
Dillon Parnell, Sales Representative

\$924,888
3026 SQ. FT. 4 4



8392 HEIKOOP CRES., NIAGARA FALLS
Ryan Serravalle, Broker of Record

\$649,900
2745 SQ. FT. 3 5



3531 RAPIDS VIEW DR., NIAGARA FALLS
Jonas Tomiuck, Sales Representative

\$639,900
1350 SQ. FT. 3 4



661 FOSS RD., FENWICK
Darcy Richardson - Sales Representative

\$649,900
3033 SQ. FT. 4 4



6484 DESANKA AVE., NIAGARA FALLS
Ryan Serravalle, Broker of Record

\$648,800
2151 SQ. FT. 3 5



8903 BLACK FOREST CRES., NIAGARA FALLS
Corrie Veenstra, Broker

\$719,900
1500 SQ. FT. 3 3



8335 ELDERBERRY DR., NIAGARA FALLS
Natasha Vucenovic, Sales Representative

\$715,900
2236 SQ. FT. 2.5 4



70 PARKWAY ST., WELLAND
Mark Saxton, Sales Representative

\$699,999
2974 SQ. FT. 4 4



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Ryan Serravalle, Broker of Record
Corrie Veenstra, Broker



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8685 LUNDY'S LANE, NIAGARA FALLS
Ryan Serravalle, Broker of Record
Corrie Veenstra Broker



FOR LEASE

8189 LUNDYS LANE, NIAGARA FALLS
Ryan Serravalle, Broker of Record
Corrie Veenstra, Broker




FOR LEASE

COMMERCIAL



FOR SALE

3659 STANLEY AVE. #4, NIAGARA FALLS
Corrie Veenstra, Broker

 **\$969,000**



FOR LEASE

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