

STYLE MAGAZINE ISSUE 4 | FALL 2019

The Evolution of the REVELution



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//LETTER FROM THE BROKER

Revel Style Magazine once again exceeds expectations in this, our fourth issue, as our theme coincides with the evolution of our brand and all of the positive connotations Revel inspires – both in and outside of real estate. It is always my pleasure to acknowledge, appreciate and extend my gratitude to everyone involved in the creation of this unique endeavor, from editors, photographers and contributing writers, to our community of business supporters and affiliations who have entrusted our magazine to uphold the quality of their own brands.

Revel Style Magazine encompasses the collective personality of such an impressive group of people, who work tirelessly to serve the property interests of clients within, and outside of, our beloved Niagara region. As we look ahead into the future, we are extremely grateful for the privilege of celebrating our 5th anniversary in business this year, and the launch of our first Revel office outside of the Niagara Region, already making a profound mark in Brantford, Ontario, while extending The Revelation beyond the boundaries of our initial dreams and aspirations. Within these pages, you will once again read and review many reasons to celebrate our lifestyles and the property interests that stage our most valued private and public moments. We encourage you to revel in this entertaining and informative edition, and to find connections yourselves with community contributors who have joined The Revelation as honoured family members.

Revel Style Magazine continues to elevate the Revel Brand to new, creative heights. We are proud to offer our realtors the opportunity to build their own personal brands within our evolving parent brand, and look forward to supporting future realtors joining the Revelation with only the best marketing opportunities to advance their careers and lifestyles.

Take care,

Ryan Serravalle  
Broker Revel Realty Inc.



**Ryan Serravalle** launched Revel Realty Inc. in 2013 after a successful basketball career, which earned him a full scholarship at the prestigious College of 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 three consecutive years, 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, and the leader of five separate branch locations and over 150 realtors!



**Dean Serravalle** is the Editor and Chief of Revel Style Magazine. He is also the author of four novels, *Reliving Charley*, *Chameleon (Days)*, *Lock 7* and *Where I Fall, Where She Rises*; a teacher; professor of poetry; a real estate broker; and 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. His writing website is [www.deanserravallewriter.com](http://www.deanserravallewriter.com).

//LETTER FROM THE EDITOR

A Revolution begins with an idea, which is fueled by belief, and then executed by commitment. In this, our fourth edition of Revel Style Magazine, we have chosen to acknowledge the “evolution” root of our namesake. Revel Realty Inc. has reached the five year plateau by virtue of a sound mission statement electrified by a group of committed realtors who believe in our positive message, which they impart to every client and colleague outside of our offices.

When we started Revel five years ago, it was simply a name grasping to become a brand. After five years of progress and growth, which includes five offices, and our first out of region office in Brantford, we can proudly say that our family of ten has now grown into a family tree of over 150 realtors! Not only have we set sales records together, including numerous accolades and industry awards, but we have innovated our customer service to meet a diversity of real estate needs in our region, and now, beyond. As Revel continues to grow as a trailblazer in the real estate game, we hold fast to our values of hard work, teamwork, creativity and integrity. We continue to educate and train our realtors to raise the standards of their own games, and we always take time to celebrate the success of their own personal brands.

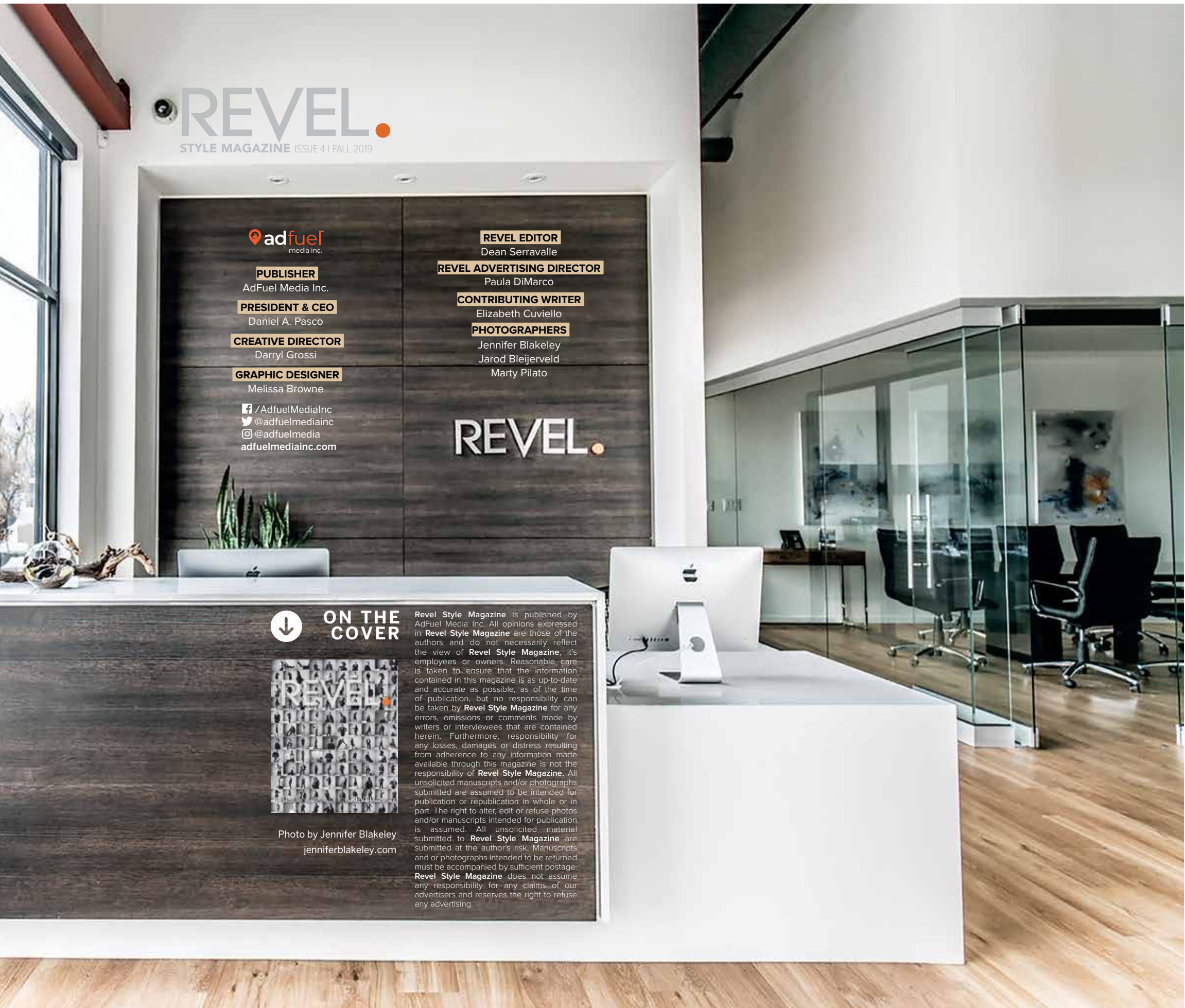
In this fourth edition of Revel Style Magazine, you will recognize this evolution and come to appreciate, as we have, the blessing of seeing something grow and blossom from a tiny seed and some nurturing. Always a symbol aimed to commemorate a year's worth of work at Revel, this issue in particular will highlight the importance of the Revel brand, not only in real estate, but also in every business capacity. As we continue to collaborate with business affiliations in our community, we are grateful for their support, their commitment to our brand, and the philosophy that good business grows alongside good business.

So grab yourself a coffee, take a well deserved break, and leaf through Revel Style Magazine, Issue IV. It is sure to inspire lifestyle dreams, and perhaps your next move in life.

Sincerely,

Dean Serravalle  
Chief Editor  
Revel Magazine





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# JOSH FLAGG TIPS OFF AT REVEL.

In the celebrated “cheers” of Revel’s five year evolution as a modern and innovative real estate brand expanding beyond the locality of Niagara, we were very pleased to welcome Josh Flagg, star of Bravo’s hit show, Million Dollar Listing Los Angeles, to launch Revel’s 5<sup>th</sup> year Tip Off Event in Revel Style. Bluntly honest, savvy, and humorous in his approach to clients and real estate, Josh spoke to a grand assembly of Revel agents about his impressive thirteen year tenure as one of America’s most successful and sought after luxury real estate agents. Having notched more than two billion dollars in residential real estate sales to his name, Josh was generous with his advice and inspirational in his answers to realtor challenges regarding pricing, representing difficult clients, and marketing homes to maximize value and spur on referrals.



//REVEL INSIDER





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Josh has been setting sales and price per square foot records in Beverly Hills since he began his real estate career at the ripe age of eighteen, while still in high school! Although experienced and respected as a veteran realtor, Josh is still very young and applies a hands on, team oriented, approach to selling homes, which coincides nicely with Revel's modern marketing and branding principles. We were very pleased to see similarities in approach and execution to listing, promoting, and selling residential real estate, and simultaneously ecstatic to hear Josh's insights into luxury real estate, as Revel's Luxury Division has exploded exponentially in its representation of listings since its creation last year.

Josh is infamous for selling high priced homes, and some of the highest priced homes in Beverly Hills and surrounding areas, in record time. Grilled with questions about his professional secrets, Josh was quick to note the benefits of team work, honesty with clients, and accurate pricing, not to mention the long term advantages of sitting open houses and meeting potential clients



face to face. Recognized by the Wall Street Journal as one of California's top agents and one of America's top agents by volume, Josh has represented many celebrity clients. Alongside his TV hit realty show role, Josh has also appeared as a real estate expert on various Fox Business shows, CNBC's Squawk Box, NBC's Today Show, E!, CBS The Insider, Bravo's Watch What Happens Live, ABC's Good Morning America, as well as in the pages of The Wall Street Journal, Los Angeles Times, Forbes Magazine, and Variety among others.

Outside of real estate, Josh has authored two books: A Simple Girl: Stories My Grandmother Told Me, and Million Dollar Agent: Brokering the Dream. Josh is a collector of fine art, rare automobiles and one of the largest collectors of Billy Haines furniture in the world. He has traveled to more than sixty countries and has an affinity for architecture and home design.

As interesting as his resume is fascinating, Josh Flagg's exclusive appearance at Revel only validates Revel's continuing commitment to grow and arm its realtors with the best, hands on experience in the industry.



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THE EVOLUTION OF THE MOBILE PHONE

## A Tale of Technological and Cultural Innovation

BY ELIZABETH CUVIELLO

From its wartime roots as a brutalistic, brick-like radio transceiver meant for nothing more than muffled communication, to the incredibly sleek, simplistic, yet powerful device brimming with technology that was once never imaginable; with origins as a status symbol for the elite, to a powerful tool that is combating poverty in developing nations - the mobile phone has come a long way. So much so, that the term 'phone' has become somewhat of a misnomer. In a world with instant messaging, access to mass information, and perfectly curated, devastatingly nostalgic playlists all at the tips of our fingers - who needs to call?

Nevertheless, the tale of the mobile phone began modestly. The handheld radio transceiver (AKA the "Walkie Talkie") was the first essential precursor to the mobile phone. Popularized by the US Army during the Second World War, the walkie talkie essentially mobilized communication - a feat that would inspire mobile phones down the line in both design and portable capability. The early 1940s would also thrust the Mobile Radio Telephone into the public eye, 30 years after its initial conception. In lieu of its massive size - with early models weighing in at 88 lbs - this behemoth





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GARY  WATERS

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would be rendered “the car phone”; only ‘mobile’ in the sense that it was mounted on wheels. With time and technological advancement, the mobile radio telephone would be reduced to fit within the briefcase of the business-casual clad entrepreneur of the 70s.

However, these technologies were still considered pre-cellular, or ‘0G’. It wasn’t until 1983 that the first truly mobile phone would be commercially released to the public - the DynaTAC 8000x. The cumbersome, brick like phone stood at 13 inches tall and nearly 4 inches thick, sporting an obnoxious whip antenna and a cluttered, buttoned interface that only a mother could love. This luxury device clocked in at \$4000 USD (approximately \$10 000 USD today) with a 35 minute battery capacity requiring a subsequent 10 hours of recharging. Nonetheless, the DynaTAC became a pop culture phenomenon - famously being flaunted by Gordon Gekko of the award winning 1987 film “Wall Street”. Gekko perfectly embodied the phone’s targeted consumer demographic - it was a status symbol that few could afford, meanwhile, many middle class families were only just getting their hands on the car and briefcase phones.

The turning of the decade brought an onslaught of new technologies, beginning the 2G (digital cellular) era. Phones such as the Nokia 1011 began implementing SMS and gaming technologies, expanding the scope of cellular device standards. Mass production would shortly become sparked, and the 90’s became the decade of the consumer phone; devices became affordable to the middle class, bringing the advent of new enhancements as tech companies sought to make their device the most marketable. Thus, came the introduction of the clamshell phone, device colour customization, and an era of obnoxious ringtone craze that would drive “Crazy Frog” to earn profits in excess of 400 million dollars.

However, amongst the noise of mass production and consumerism, a particularly monumental device would quietly make history - the IBM Simon Personal Communicator of 1993, retroactively deemed the world’s first smartphone. Flaunting various predictive technologies that would become the market standard just over two decades later, the Simon included unprecedented features such as touch screen technology and pre-loaded software applications - nothing special by today’s standards, but rendering it the first of its kind. While it didn’t make much of a dent in the market, the IBM Simon would stand as a forecast of what nobody realized was to come.

The new millennium brought massive growth to the mobile industry, bringing with it the introduction of the camera phone and blackberry. However, the mobile phone had yet to cement itself as the mass phenomenon it is today. That is, until history was made within the walls of a San Fransican conference center on a bleak January day.

“Today, today Apple is going to reinvent the phone” remarked Steve Jobs, as he unveiled the now industry standard slate device, equipped with a sleek glass touch screen (as predicted by the IBM Simon), the unprecedented virtual keyboard, and a first of its kind functional mobile browser. Critics of the phone - such as reigning Microsoft CEO Steve Balmer - cackled at the device. But this laughter would soon become muffled by the Apple hysteria that ensued. Ultimately, the iPhone revolutionized what it meant to be a smartphone - vastly expanding the previously limited market, bringing the class of device to the forefront of the public eye, and forcing tech companies to push the limits of what a smartphone was capable of achieving

Fast forward to the present day, and technologies such as facial recognition, fingerprint scanning, and professional grade cameras have all become ubiquitous. Even more notable, and often overlooked, has been the vast social and cultural shift that has directly coincided with each subsequent stage of technological advancement. In the short time since the iPhone’s 2007 unveiling, the smartphone has become a culturally ingrained phenomenon synonymous with universal connectivity. In the developed world,







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the smartphone has brought convenience to the masses; alongside access to mass information and heightened connectivity. These are all great feats in their own right; but the mobile phone's position in the developing world has been even more notable as a powerful tool of social mobility and liberation.

It is universally recognized that poverty is symptomatic of physical and social isolation - rendering accessibility to basic rights such as quality healthcare and education unsustainable. However, the connectivity facilitated by the mobile phone exhibits great potential to reach the socially and geographically isolated - supplementing these individuals with access to an array of life enhancing services. In conjunction with this, great leaps in progress have been made in bridging the gaps of inaccessibility and affordability in the mobile industry - with handset prices plummeting and network coverage reaching upward of 85% of the population.

In light of such progress, success stories have grown abundant - generating improvement in local economies, healthcare, and education sectors within developing and developed nations alike. A 2006 study completed by the University of Michigan established the economizing effect of cell phones; noting that every 10% increase in mobile phone use in Africa has been correlated to a 0.6% growth in local economies. The implementation of mobile phone technologies such as mPesa - a phone based formal financial service capable of transferring money via SMS - has been renowned for its success in lifting 2% of the Kenyan population out of poverty. Similar services, such as mHealth (mobile health), have been established as a means of bringing quality healthcare to the 400 million in the world who

lack it; providing healthcare to individuals targeted by physical and financial blockades, and ultimately, rendering the mobile phone an effective tool of empowerment.

Today, the mobile phone has escaped the restraints of its own name, asserting itself as a powerful tool of social mobility and enhancement. As of 2016, the mobile industry made history, becoming the first to commit to the implementation of the United Nations Sustainable Development Goals (SDG's) - a collection of 17 global goals hoped to be achieved by 2030, including poverty reduction, the promotion of economic growth, and the improvement of education accessibility. Recognizing the powerful and life enhancing capabilities of the mobile phone, the UN General Assembly has prefaced their plan of action by noting, "the quickest way to get out of poverty right now is to have a mobile phone". All the while, technological advancement continues to grow exponentially; and with projections of implantable mobile devices becoming available as early as 2023, we can only be left to wonder where the mobile phone will take the world next.

*CONTRIBUTING WRITER, ELIZABETH CUVIELLO, IS  
A YOUNG WRITER CURRENTLY STUDYING MEDICAL  
SCIENCES AT BROCK UNIVERSITY IN ST. CATHARINES.*



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# NADIA ALI

Real Estate



# Leonardo's village

## A MAN WITH A HEART OF GOLD AND A REAL ESTATE VISION



Commemorating, or memorializing history is one way to appreciate its influence on the present. But how does history contribute to the evolution of a new idea or philosophy? Furthermore, how does history, and more specifically, personal history teach us to move forward and make things better for future generations?

At Revel Style Magazine, we are constantly delving into our influences to better understand how to inform and authenticate our brand. We often conclude that discovering the root inspiring an idea, movement, or life altering direction, is another way to keep history alive and active in our collective spirit. Revel is proud to acknowledge, respect, and honour a very important man who understood how to instill the values of hard work, integrity, and respect for people with the simple power of an honest opinion.

A man who was a pillar of confidence, with an unyielding and generous heart, especially when it came to creating something out of nothing for the benefit of others.

Leonardo Serravalle emigrated from Italy as a teenager in the 1960's hoping to join what family had already immigrated to Canada before him. Having spent some time working in Germany, and having previously admired the entrepreneurial spirit of his father, who raised and sold farm animals to local village people in Calabria, Leonardo was intent on making a name for himself in the same business capacity - as a dreaming entrepreneur. Challenged by a new, colder country, and the difficulty of adopting another language, Leonardo quickly earned the respect of his employers as a hardworking, charismatic personality, who could pick up tasks with ease, but improvise and innovate them to achieve efficiency and better profitability. Always one to take long shot risks, Leonardo decided to venture into the towing and auto repair business first, hoping he would parlay his passion for cars into a family business that served a network of similar immigrants making their way to young Canada to build upon the opportunity of employment.

It was about this time that Leonardo married Marcella Venneri, and an instant business partnership emerged from the union. Marcella had emigrated at a much younger age, so she was fluent in Italian, English and French, as well as formally educated, while Leonardo applied his impressive eye for property and business potential to a new venture – Auto Recycling. In this capacity, Leonardo and Marcella built Thorold Auto Parts from the ground up, at a precarious time, where interest rates soared in the 20% range!

Despite starting with just a few, meagre wrecks, Leonardo and Marcella industriously combined their talents to grow



a business and a family under the same value system, while Leonardo constantly preached the importance of achieving a “good name”, not only in business, but also in life. Along this often difficult journey, Leonardo ventured into various real estate interests, and found that he was just as perceptive in this real estate capacity as he was in the car industry. As a result of invested interests in property, he built and developed numerous industrial and commercial projects, not only diversifying his portfolio, but also learning the crafts of new construction, development, and commercial management – which is where Revel finds its initial, historical cell.

Leonardo Serravalle was instrumental in motivating his youngest son, Ryan, to begin his own brokerage. Citing the value of building upon a good name and reputation, Leonardo was an invisible driving force behind the need to innovate and revolutionize real estate in Niagara. In private conversations, he imparted wisdom gained from hard times, as well as love and support alongside some much needed criticism. He was someone who challenged and believed in a business pursuit if you “did things the right way” – a common phrase of his, and one adopted automatically here at Revel Realty Inc.

“He was a powerful force of a man, with a soft heart for charity and helping others. He epitomized the ideals of any good business – smart ideas, creative angles and a genuine concern for people,” explains Ryan Serravalle, Broker of Revel Realty Inc.



“If it wasn't for his confidence in me, or the risk of going out on my own, Revel wouldn't exist today. He was someone who didn't see the odds associated with failure. Instead, he solely saw the opportunity to succeed.”

Although Revel is evolving as a brand, and as a real estate company, with exponential growth in ambitious realtors, it has always been the desire of this company to emulate the values of “good business” exemplified by a man who proved he could defy odds, doubts, and even a foreign language, to accomplish the dream of working for his family.

Revel commemorates his efforts, his ability to inspire, and humbly acknowledges the fact that success and evolution is based on knowing where you come from. With this in mind, Leonardo's Village, and the values extracted from his business philosophy, will come to life in a residential development under the same name with a street named Marcella's Way, commemorating his supportive wife, who was also his business partner, and who nursed him through the perils of unfortunate health. Leonardo's Village will emerge from the ground up, like the inspiring figure it represents, to honour the very best of a man who will never be forgotten.







# GARY WATERS EVOLVES

## INTO NEW LOCATION WITH MODERNIZED LUXURY VISION

Gary Waters is set to conquer new visionary horizons with its decision to leave the traditional, shopping mall security of The Pen Centre. Although some in the retail industry may consider such a move an unmitigated risk, owner Adam Knight only sees a greater opportunity to launch new luxury initiatives that he believes will revolutionize the experience of procuring quality men's and ladies designer apparel. Young, ambitious, but driven by a dream to customize clothing and service to suit his current and future clients, Adam's business plan is one already based on providing such names as Armani, Ferragamo, Roberto Cavalli, and Versace to his higher end clients. But according to Adam, this isn't enough to fully satisfy a buyer that values luxury goods.

"Our shopping experience is much more than a stop in, and carry out retail visit," Adam is quick to point out. "In this challenging era of retail competition, we have focused on 'movement' as our ultimate goal in meeting and fulfilling the needs of our loyal customers."

Such a movement, very similar in many ways to Revel's mission statement of revolutionizing the way a house is aggressively marketed and eventually sold, involves a forward thinking approach rooted in regularly shifting the variety of available product while delivering its customization personally to the client. The combined result involves a much more invested interest in a long term relationship with a client that will evolve as the client's personal, professional, and social life evolves.

Offering both men's and ladies fashions, made to measure options, exclusive European brands, and an in house tailor with over 50 years experience in hand-sewn garment fittings, the experience of shopping at Gary Waters has shifted dramatically to providing

outfits instead of singular, commodity-based selling. Within this vision, Gary Waters has ventured into client profiling, going as far as offering seasonal closet wardrobe designs, garment budgeting outlooks, career, and even social dressing prospecting. Stressing the importance of performance for their clothing lines, alongside the value of the rights to exclusive brand names, Gary Waters has developed an impressive clothing consulting benefit infrastructure to its clients that introduces new fashion trends and timely service to time challenged clients who are constantly on the move via travel, professional and familial demands. Whether it means inviting a client in for a personal wardrobe consultation, or even visiting a client's home to fully comprehend and contextualize a client's clothing needs and preferences, Gary Waters insists on making the entire experience, and pardon the pun, seamless.

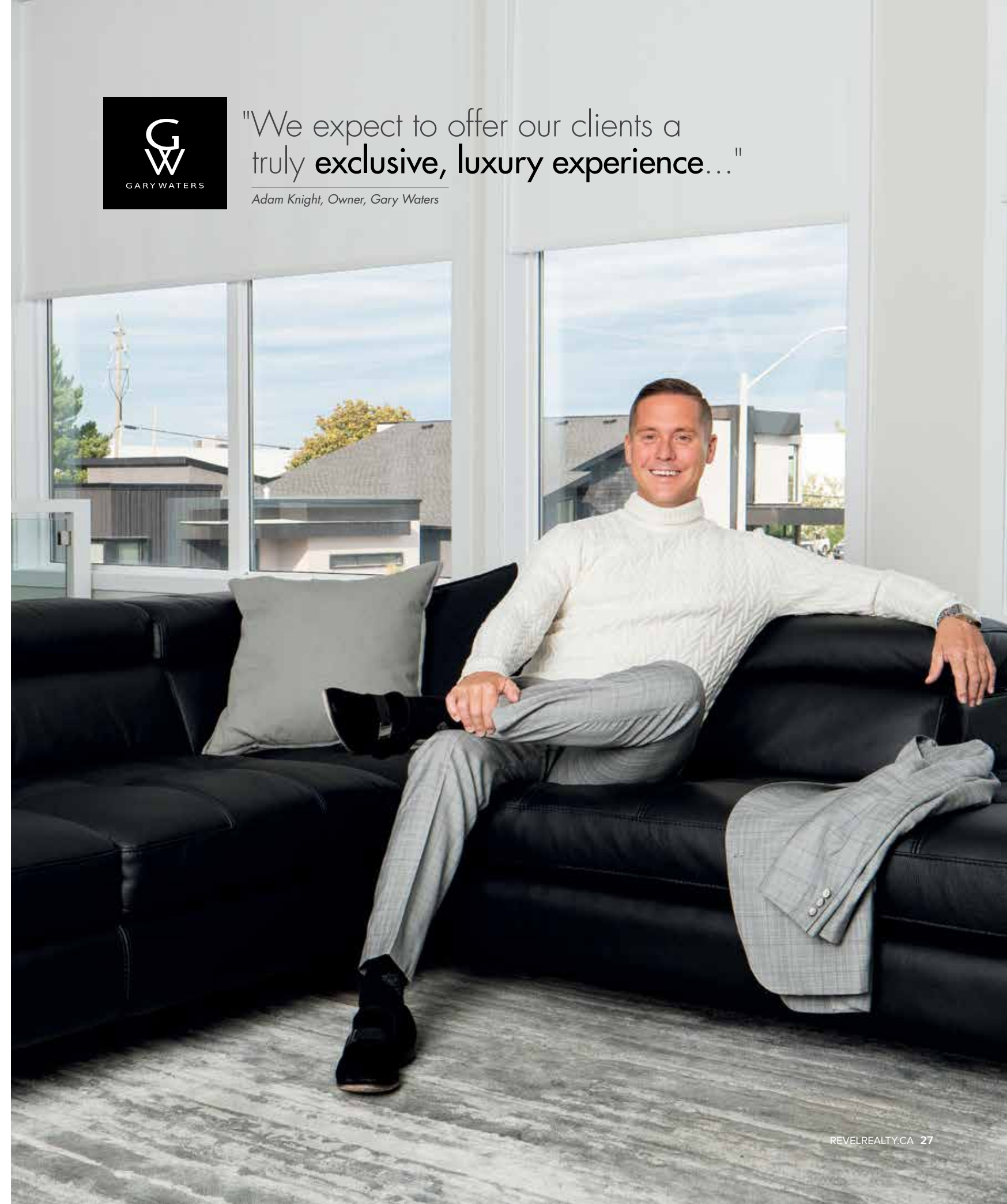
"Our location move to our own unit in the Stone Mill Plaza, at the corner of Merritt St. and Glendale Ave., St. Catharines, is a concerted effort to move past the limitations a shopping mall presents in terms of quick and personalized service," Adam is proud to promise. "We expect to offer our clients a truly exclusive, luxury experience, that will privatize a client's preferences, while introducing new fashion directions alongside our professional consultations. At Gary Waters, we strive to re-invent the wheel for each and every one of our valued clients because that is what they expect from our brand. Performance, Value, and now – Movement."

Revel is both proud of its affiliation with the Gary Waters brand, and excited by its evolution into the future as it continues to be a trailblazer in the retail industry that offers lifestyle options alongside its quality product.



"We expect to offer our clients a truly **exclusive, luxury experience...**"

*Adam Knight, Owner, Gary Waters*











Left to right: Fausta Marandola, Ryan Serravalle and Dave Kendall.

although my work is never overlooked or hidden, it is always on the move and active in the actual construction of our homes.

**What challenges (day to day, or long term) present themselves in running one of Niagara's premiere New Construction companies?**

Challenges range from getting to what every project requires in one day, to dealing with the different expectations and legalities of every municipality we deal with. Every city has a different way of administrating new builds, so we have to be accessible, cognizant and able to diversify the process in order to maximize time, efficiency and achieve price points that are advantageous to our potential buyers. Also, the business is always fluctuating and changing, so we have to assimilate properly in order not to waste our resources.

**What skill sets does Fausta bring to the table? What skill sets do you offer Marken? How do your respective skill sets compliment each other?**

Fausta is better with customers than I am. (laughs) Fausta follows up with potential buyers and is much more in tune with the administrative side, where it concerns a buyer's requests, needs, expectations, and negotiations. I am good at developing different skill sets with our workers. I believe we both respect each other's strengths, and make up for one another's weaknesses.

**How has Marken evolved since its inception? What notable changes, or advancements, have you implemented, to grow the company?**

It was difficult in the beginning gaining the trust of developers, and convincing builders to sell us land. Same with the bank providing us with the necessary funds to execute house plans. Like most new companies, we had financing struggles at the beginning. For ten years, we didn't take any money out of Marken Homes. We continually

invested in the business. I had never expected to reach the quantity of homes and the demand in the past four years. Working with the ups and downs of the economy is also a major challenge, but we learned how to adjust and be flexible, which has served us well as our company has grown.

**Explain how Marken's relationship with Revel has evolved, grown throughout the years?**

That relationship is also complimentary. You've got to have a good agent representing your product, and Ryan and the Revel family provide customized service to our needs. If you don't have a strong agency to work with, you can't get the work done that you have to do. Also, it isn't financially feasible to run such a business, with so many moving parts, unless you have the foundation of an exceptional agency to help you move forward. Revel is that agency for us.

**Where do you see Marken in ten years?**

Land is getting swallowed up very quickly, so competition is always increasing. Costs also increase and make it difficult to reach target points and prices. There are so many variables, like the economy, greenbelt, material costs, to consider. We like to focus on today with an eye for the future.

**If you were to start a new construction company today, what advice could you tender from your various experiences in the business?**

Don't do it. (laughs) First of all, get a good bank manager and a good real estate agent. And make sure you obtain a licence to build houses. Expect to invest a lot of time per day, 12-15 hours per day if not more. (laughs again) And don't expect to take any money out of your company for a least five years. If you are committed to a quality product, it will speak for itself, and for all of your hard work.

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REVEL EXPANSION UPDATE

# Beaming in Brantford

Revel expands into their first out of region office.

After meeting with Chris Costabile, leader of Revel's first foray into expansion outside of the Niagara Region, it is easy to see why business is already booming in Brantford. With a warm smile and a personable approach to business, Chris is an enthusiastic, old soul, who holds nothing back when it comes to expressing his excitement for real estate.

"I love the realtor life," he is often first to say upon introduction. "I thrive on watching my clients grow their families into the homes I help them purchase. It's an amazing feeling knowing that most of my clients just aren't clients, they are family."

Serendipity, an appreciation for Revel culture, and perhaps even a psychic connection allowed Chris and his partner Courtney, to gravitate towards the idea of joining The Revelation.





# Thinking about joining the REVELution?

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BRANTFORD OFFICE



"I met Ryan & Emily Barry in Muskoka last summer at a conference. We had dinner the one night together and instantly hit it off. After leaving that weekend, Courtney and I followed their social media, checked out the brand and chatted about reaching out to him. We knew it was special the moment he told us about what he was building in Niagara. I believe everything happens for a reason. Listening to Emily Barry at my Mastermind table brag about the brand and how much fun they were having, talking about the giveaways, charity work, unique marketing ideas, all the while killing deals in real estate, made me desire this in my market. I wanted more in Brantford and I knew I was already running a successful team. I knew I could have a good start bringing the brand and this incredible culture to Brantford."

Never one to turn down an opportunity to grow or evolve, Chris immediately chased the opportunity to bring The Revel brand to Brantford.

"Brantford was rated #1 in all of Canada for the best place to buy real estate according to Maclean's & Moneysense," Chris is proud to note. "Our market is booming. We have many investors coming in for multiple projects, big time builders coming in doing massive developments and the commercial/industrial side of things is growing! It's very attractive to GTA homeowners to cash in on their gains and move to a smaller city. The City of Brantford cut a deal with Brant County to expand the city limits. I believe we are just in the beginning stages of a very diversified economy thriving and making huge changes. Brantford is ready to expand and Revel Brantford opening this year is ready to service everyone's real estate needs."

With the support of the parent, Revel Brand, Chris immediately found himself forging his own contributions by engaging in his first, social media narrative. He was a natural persona from the start, and quickly attracted a number of

talented and reputable agents in the Brantford area to join his movement.

"Our business has flourished. It's been truly amazing to see the reaction in Brantford and surrounding area to the brand and the marketing. It's a culture that is "family" oriented. It's not "my idea", "his idea", "stealing ideas" - it's always sharing, it's creating, and developing everyone under one "Revel" umbrella for success. Our signs pop and we are hearing rave reviews on our marketing content. We are ready to launch our massive marketing campaign now that our office is officially open, and I'll tell you, watch out Brantford because we truly are REVELutionizing real estate."

As Revel's first out of region office, Chris felt an inane sense of pressure taking on the sterling reputation of Revel Real Estate, but he is headstrong in his belief and advice for those considering taking on what he believes to be a profitable risk, "Just do it, take the leap, it's worth it. A move to Revel is a decision you can be confident in making. When a brokerage centres itself around team oriented culture and the empowerment of its agents it really can't fail - the only way is up. This type of business model can't fail, because everyone is so willing to help each other; it's a "I won't let you fail" mentality. If your need for a new brokerage is motivated by a desire for success then it's a no brainer, Revel is the brokerage."

Revel is just as excited and supportive of our new venture in Brantford, and looks forward to making affiliations with motivated, ambitious, and reputable agents in the real estate field. If you are seeking a real estate adventure embedded in homegrown family values and modern, creative initiatives, look no further than The Revelation to afford you the opportunity to grow and evolve your business.

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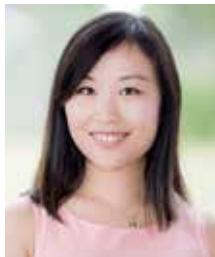
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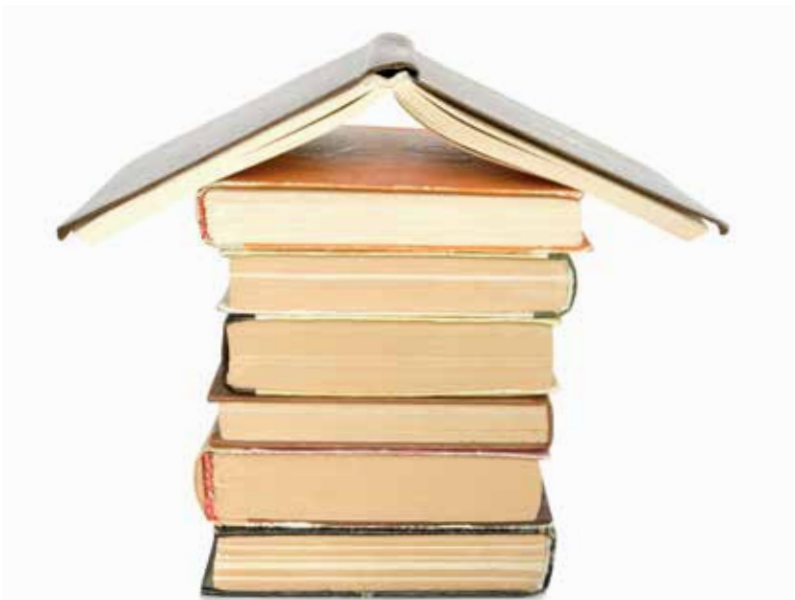
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# Learning to Fly

## Revel Celebrates 5th Year Anniversary in Revel Style

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With over 150 realtors and five branch offices to the brand name, including its first out of region office in booming Brantford, Revel commemorated its feverous fifth with a social gathering at Revel Headquarters in Niagara Falls, highlighted by Pizza Truck, cake, and a one of a kind fireworks extravaganza that nearly lit the sky on fire!

But the festivities didn’t end there, and neither did the surprises. However, this time, the surprise party staged in Yorkville Toronto, and transported via flights from Niagara District Airport, were the brainchild of esteemed mentors Nadia Ali and The Depro Team.



“We wanted to give back to a brokerage, and to the people who run it (Ryan and Nicki Serravalle) for all that it has provided our families and careers,” Nadia Ali was proud to note. “Revel is about celebrating real estate, but it is also about celebrating good, generous people, who want to see you succeed in the business.”

Although the flight back from Toronto was grounded due to thunder and lightning, that didn’t stop the Revel crew from creating its own storm of celebration, enjoying a party bus ride with good people intent on making memorable moments that become valuable treasures in Revel’s optimistic future.





# REVEL.CHARITY



Charity is the soul of our mission statement at Revel Realty Inc. Our realtors are active members of our community, and leaders of social events geared toward helping those most in need. This year, Revel staged its 2nd Charity Ball to commemorate the memory of Leonardo Serravalle, an inspiring force behind the creation of Revel and the father of owner, Ryan Serravalle. This year's Charity Ball raised \$30,000 for the Niagara Heart and Health Unit at Niagara General Hospital in memory of Leonardo Serravalle.

Throughout the year, Revel consistently works with Project Share amongst other local charities to ensure those most in need in our community receive the love and support required to move onto another day.

**If you would like to join our charitable efforts, visit [www.revelrealty.ca](http://www.revelrealty.ca) for updates and charitable functions.**







# THE BARRY TEAM

## EVOLUTION IN THE REVELUTION

Five years ago, The Barry Team resembled more of a one woman show than a regional powerhouse in the real estate industry. A top producer, and mother of two young daughters, Emily Barry was juggling a busy real estate career and a growing family commitment, while her husband, Joe Barry, worked long days out of town as an accountant. Acknowledging that she wanted to offer creative, innovative services like home staging, premium photography and video, and online marketing campaigns, there was one prominent challenge standing in her way - time. A visit to the newly open Revel Headquarters, and a meeting with like minded Broker of Record Ryan Serravalle, opened the opportunity of joining The Revelution, and by virtue of this leap of faith, Emily found ground to revolutionize her own real estate aspirations.

Emily saw her future more clearly in the context of the modern, energetic, and creative platform Revel offered her. Most importantly, she felt her ideas and homegrown work values, validated by a mission statement that would galvanize the type of service she dreamed of providing to her clients. However, one challenge still remained, lurking like an omniscient cloud again - time.

With her husband Joe working busy hours as a CPA in Oakville/Hamilton, The Barry Family saw the possibility of evolving into The Barry Team. Seeing that her husband was more keen on real estate than accounting, Emily and Joe decided to assist one another with



a partnership that would also free up time for family. To further this business philosophy, Joe Barry taught himself photography, videography and digital marketing, parlaying his computer programming background into an opportunity to bolster The Barry Team into a media marketing leader.

The Barry Team was finally conceptualized on the platform of husband and wife providing the best customer service by using online marketing and modern advertising techniques including staging, professional photography, video tours and "targeted social media marketing" campaigns. As soon as this business plan was consummated, The Barry Team has not looked back, becoming one of Niagara's most prominent real estate teams.

Since its inception, The Barry Team has been active acquiring only the best and brightest Realtors to further their revolutionary formula for selling real estate, achieving such awards as Top 100 Realtors (REP Magazine, Top 40 under 40 (Emily Barry), Top 75 Teams in Canada (REP Magazine), and made the Top 100 List for Realtors on Social Media in North America ([PropertySpark.com](http://PropertySpark.com)). With three full time administrative staff, and a team of ten Realtors, The Barry team has nearly quadrupled its output, to almost 250 deals a year, and over 100 million dollars in sales!

As always, The Barry Team is open to growing, but more intent on evolving their proven business practices to better serve the real estate interests of their clients. With more potential on the horizon, The Barry Team is poised to execute a vision for real estate that is proving to be just as lasting as it is inspiring.

### THE BARRY TEAM

Office: 905-357-1700 • Cell: 905-380-4372

Email: [emily@revelrealty.ca](mailto:emily@revelrealty.ca) • [TheBarryTeam.ca](http://TheBarryTeam.ca)  
8685 Lundy's Lane, Niagara Falls, ON L2H 1H5







# REVEL.SOCIETY

Our infamous Revel Friday Friendsie program has evolved into so many celebratory functions and public events in the Niagara Region. From magazine launch parties, to Charity Balls, to Christmas engagements, and picnics, Revel Realty Inc. is a company that you can literally take at its word. To Revel is to celebrate and to celebrate is to appreciate all the positive energy we give back to our community. Joining The Revelation has always been much more than joining a movement. Joining *The Revelation* is becoming part of a family that picks you up when you are down and raises you to new heights when you feel motivated to seek new levels of personal success.







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## LUXURY LIFESTYLES

### HOSTED BY REVEL'S LUXURY DIVISION

Revel Realty had quite the year on the Luxury playing field. Setting office records for luxury listings and sales, Revel has its finger on the trigger when it comes to moving luxury properties in the Niagara Region and beyond. From waterfront to high rise, luxury listings are highly sought after, niche market commodities that require specialized service, elite strategies, and creative marketing. Our in office, CSI like team of media experts, copywriters, and multimedia designers have proven once again that a customized approach is absolutely necessary when representing a luxury listing.

As you glance through the incredible photos in this section, you will see how our approach to luxury real estate has evolved since we created our Luxury Division. Driving our desire to one-up our own standards, we value and appreciate lifestyle in our approach to selling real estate. We understand, implicitly, the importance of feeling at home and establishing roots for family, friends and colleagues. In the context of this mission statement, we comprehend the values of personal progress alongside the accomplishment of goals and dreams. A luxury lifestyle is often emblematic of such ideals, rewarding hard work and a pursuit for success.

Revel's Luxury Division is devoted to discovering elite home investment opportunities, and promoting luxury homes for sale in a competitive market we continue to lead by virtue of creative marketing talent, strategic planning, and innovative tech applications. Collaboratively, our Revel Luxury Division is composed of unique individuals who offer specific artistic and business driven ideas to a team dynamic.

The results, like the achievement of this evolving luxury lifestyle portfolio, derive from the ambition to provide hard work, attention to detail, and savvy creativity, to the promotion and sale of your luxury property.

LUXURY We Sell Lifestyle...

//REVEL REAL ESTATE



6819 CALAGUIRO DRIVE, NIAGARA FALLS  
Ryan Serravalle, Broker of Record, [ryan@revelrealty.ca](mailto:ryan@revelrealty.ca)

 \$1,698,000




 2875 SQ. FT.  3.1  4

SOLD



1941 BALFOUR STREET, PELHAM  
Chad Gale, Sales Representative, [chadgale@revelrealty.ca](mailto:chadgale@revelrealty.ca)


 \$1,199,000

 2100 SQ. FT.  2  4



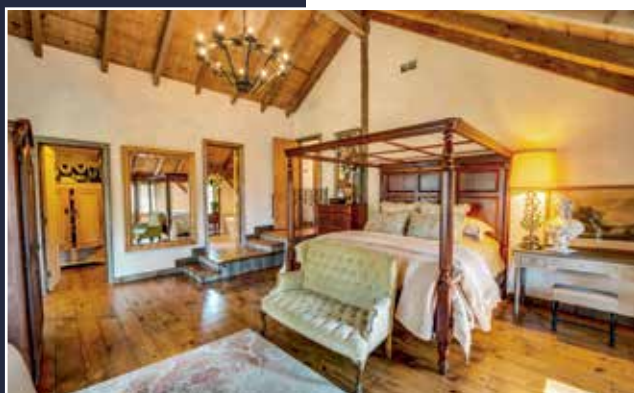
11067 NIAGARA PARKWAY BOULEVARD, NIAGARA FALLS  
Andrea Bobby Poirier, Sales Representative, [andrea@revelrealty.ca](mailto:andrea@revelrealty.ca)  
Jennifer D'Amico, Broker, [jennifer@revelrealty.ca](mailto:jennifer@revelrealty.ca)

 \$1,790,000

 2400 SQ. FT.  3.1  3







135 CENTRE STREET, NIAGARA-ON-THE-LAKE  
Andrew Perrie, Sales Representative, [andrew@revelrealty.ca](mailto:andrew@revelrealty.ca)

**\$1,699,900**

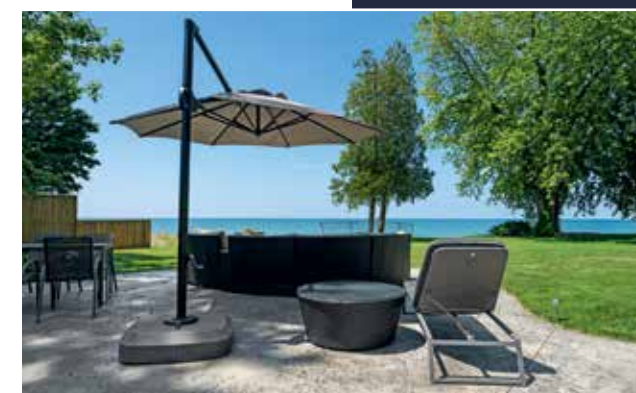
2410 SQ. FT. 2.1 3



46 FIRELANE 6 ROAD, NIAGARA-ON-THE-LAKE  
Ryan Serravalle, Broker of Record, [ryan@revelrealty.ca](mailto:ryan@revelrealty.ca)

**\$1,248,000**

1138 SQ. FT. 2 3



223 LINE 8 ROAD, NIAGARA-ON-THE-LAKE  
Jessie MacDonald, Broker, [jessie@revelrealty.ca](mailto:jessie@revelrealty.ca)

**\$4,990,000**

5400 SQ. FT. 6.2 6



51067 DEEKS ROAD, WAINFLEET  
Andrew Perrie, Sales Representative, [andrew@revelrealty.ca](mailto:andrew@revelrealty.ca)

**\$1,600,000**

3241 SQ. FT. 3.1 5







3643 MATTHEWS DRIVE, NIAGARA FALLS  
Ryan Serravalle, Broker of Record, [ryan@revelrealty.ca](mailto:ryan@revelrealty.ca)

**\$1,088,800**

2880 SQ. FT. 3.1 5



760 WYLAN COURT, MISSISSAUGA  
David Weasner, Sales Representative, [david@revelrealty.ca](mailto:david@revelrealty.ca)

**SOLD**

**\$1,349,900**

2040 SQ. FT. 1.2 3

## LUXURY IN PROCESS

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Contact Ryan Serravalle at [ryan@revelrealty.ca](mailto:ryan@revelrealty.ca) or Emily Barry, Sales Representative at [emily@revelrealty.ca](mailto:emily@revelrealty.ca) to reserve today!



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