

# THE BRADY THRASHER COLLECTION



BRADY THRASHER  
**A DECADE IN  
THE MAKING**

## **HUNGER**

CAN IT BE TAUGHT OR  
ARE YOU BORN WITH IT?  
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Thank you for picking up my magazine. The road to getting here has been nothing short of fulfilling. As I celebrate 10 years in the real estate business, I wanted to take this opportunity to look back at my journey, the people I have met, grown with, learned from and those we have helped. The goal with this magazine is to deliver a condensed version of key fundamentals that translate into success. We want our readers to get value, insight, and some cheat codes to life. In this magazine, you will read about the various topics and fundamentals surrounding success, as discussed by myself and various friends from across the globe, many of whom you may recognize.

When it comes to opportunity, it is available at every moment. I believe we can simply coast and exist, or grab and take. The grab and take method is the road to travel, but it comes with long wait times, sweat equity, and a bit of suffering. When you find opportunities in every moment, you begin to analyze everything, and find ways to add value and improve. The ability to see the strengths of others, absorb wisdom from others, and imitate others can act as your shortcut to a better and higher use of yourself and your potential.

As you read through the pages of this magazine, you will get a better understanding of the people who have been a positive influence on me, the things that inspire me, and factors that motivate me. I truly believe that the lessons in this magazine could apply to anyone, and I hope it brings value to you.

I'm thankful for our sponsors who took out space in our magazine to support me. The concept of this magazine was a bit non-traditional, as we pushed to be content driven and philanthropic, where, traditionally, magazines are ad-driven and revenue focused. The philanthropic mission for us was to donate every dollar over the cost to design, print, and distribute, to a local charitable organization to benefit sick children, which makes me proud.

I look forward to this magazine acting as a keepsake for my wife and children, a commemorative issue to recap my journey so far. I hope my kids read this one day and understand the lessons, the message, our mission, and legacy. To Jess, Braxton, Barrett, and Vail: I love you so much. Everything I do, I do for you.

I would also like to take this opportunity to thank my team, my mom/personal assistant, Jayne Thrasher, my sales partners, Debbie Nedin and Karrie Thrasher, our loyal clients, family and friends for their ongoing support and loyalty. I would also like to thank my support staff, management team and in-house partners in my South Florida office

Thank you to all of our contributors, and friends at Mediaduo for making this magazine possible.

With gratitude,  
Brady Thrasher




*Big enough to serve ... Small enough to care!*



## “Where it all began”

*To Brady, Jayne, Debbie and Karrie*

*Congrats on this 10 year term of setting and attaining Goals,  
building a brand, and a reputation for honesty, integrity, and excellence.*

*From your Friends and Family, “where it all began” at*

*Thrasher Sales and Leasing Ltd.*



Adam Thrasher



Matt Semande



Ken Thrasher



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# CONGRATULATIONS BRADY

We are proud of your accomplishments  
and wish you continued success.

**OLLIE & ANN MASTRONARDI**  
and family





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**COLLECTION**

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**MYNDLOGIC**  
PUBLISHING

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We knew your entrepreneur skills were already evolving when, as a 5 year old little guy, you set out in the neighborhood to sell family photographs LOL (I think you actually did sell a few.) Your fearless pursuit of the goals you set has been exhilarating to watch, and I feel as if I have won right along beside you! Both “Gratitude and your Attitude” have kept you successful in life, and I know you will continue to do “Brilliant” things. Your Dad would be in absolute awe as I am. I love you to infinite. Mom.

Jayne Thrasher



Brady, many successes are not based upon luck. Some maybe, but many are not. Many, and yours alike are attributed to decisions, be them calculated or gut related. Also, risk and the general position of constantly pushing oneself to a slightly uncomfortable state. I've observed you do all the above and it's equated to great Success, of which has been my/our absolute pleasure to observe and be part of. While you have pushed for fulfillment professionally, you have always taken a breath to smell today and recognized being fulfilled personally, with your own self and family, therein lies the real success!

Wes, Karrie, Gray & Cooper



Brady, watching you at your event unveil your successes and accomplishments—it's an understatement to express just how proud of you we are. Aside from watching you leading the way as a trailblazer and businessman, I think what makes us even more proud is the beautifully humble and loving husband, father, son, brother, and friend you are. Your genuine heart and character light up every room you enter, and those who are blessed to be in your presence undoubtedly always feel that immense honour. The world is yours and your mark on it makes it that much better.

Becky, Jamal, Jaiden and Halle



There simply aren't enough words to express our pride in you as you embark on this next chapter of your career. The 'Brady Thrasher Collection' is bound to reflect all that you are as a businessman, a family man, and a human. A man of incredible passion, determination, grit, and heart. We are so proud of you, and we feel grateful for you. You have not only enriched our lives as your family, but the lives of each person lucky enough to cross paths with you. Keep being you, stay humble, and lead with your heart. Arthur C. Clark once wrote, "The only way of discovering the limits of the possible is to venture a little way past them into the impossible." You, little brother, have lived by this philosophy since you were a young boy, and it certainly has not steered you wrong. Keep being you!

We love you immensely,  
Lindsay, Mike, Brock, and Easton







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Pictured from left to right:  
Hamoody Rafih, Brady Thrasher, Zeyad Rafih  
Partners - RATH Holdings Inc.

## We are excited to announce our new development in Tilbury.

Located within 800 meters of the 401 corridor sits the largest commercially zoned new development site from Tilbury to the US/Canadian border crossing. We are pleased to welcome McDonald's Canada to our site as they have strategically identified our property as being optimal for a new 2022 drive-thru and dining location.

Our partners are eager to develop the remaining 28.7 acres of commercial highway land by offering build to suit options for potential tenants and national brands.



Figure 1: Location Map of the Subject Property (Source: Google Earth)



Figure 2: Site Conditions of the Subject Property (Source: Google Maps)

## Will Build to Suit. Development Pads Available

Future site of McDonald's, 28 acres remaining for development located just off the 401 corridor

For more information please call Brady Thrasher 519-819-5965







# BRADY THRASHER

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## A DECADE IN THE MAKING

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**T**hey say that most businesses do not last after the first 2 years. They say that when a business makes it to 5 years, that is the marker of success, the symbol that it will survive. This goes for all businesses. Now finishing his 10th year, Brady Thrasher has proven himself, conquering every challenge that has come his way, and paving his way towards leaving behind an incredible legacy.

Thrasher has always felt that he looked at the world differently than others, and so he harnessed his way of thinking, and paired it off with the numerous sources of inspiration in his life to turn it into a career.

Growing up in a busy home, Thrasher's parents were the earliest inspiration for him, with his father a businessman and his mother in real estate. Unfortunately, he lost his father to cancer at an early age, but still held on to his achievements as a token of inspiration. Experiencing such a loss so young helped him learn to appreciate time as well as appreciate the people around him. His appreciation for time, his talent to create opportunity, and love for his family are always at the top of his mind.

Being surrounded by people with big shoes always had Thrasher thinking of how important it was for those big shoes to be filled one day. That mindset pushed him forward and gave him an appreciation for what he had around him: the people, their knowledge, the legacy and passion they instilled. Legacy became an obsession of his, and a conscious daily reminder in all things he does. He is proud of contributing to a legacy, and sees that as one of his most important missions in his life.

In the year 2000, Thrasher had his first job washing cars at his family's car dealership, an opportunity he is thankful for. Family work was hard work, and he had every bottom feeding job at that dealership: cleaning toilets, cleaning drains, scrubbing shop floors, emptying garbage, the list goes on. He did all of those jobs with his grandfather looking over his shoulder with his arms crossed, telling him how to really do it properly, and with his help, Thrasher became aware of the importance of self-respect. His grandfather made sure he taught him to do everything with pride and care, no matter how he looked, or who saw him doing those jobs. He understands now that in order to do anything great, you need to try hard, and respect yourself. If you respect yourself, you only care to get it done right or don't do it at all. If you respect yourself and are proud of your work, you will do the best job, and he learned early on how to not just earn a dollar, but to respect a dollar.



Now 10 years into the real estate industry, Thrasher wishes to spread his appreciation for everyone who has helped him along the way by working together on this special project. Thrasher has always loved the opportunity to get himself featured on covers, and his relationships with numerous people have allowed him the chance to cross-promote, and so this magazine has become of major importance to him. He believes that he is in a position of high-standing, and should use that to say the things that he wants to say, things that he feels need to be said, and that in creating this magazine, it is the perfect medium to get those messages across. Plus, Thrasher also believes in giving back, and so the funds raised along the way have allowed him to make a joint monetary donation with his contributors to Windsor Regional Hospital's Paediatric Oncology unit, something he is quite proud of.

It is obvious that Thrasher's draw to the world of real estate stems from watching his mother in the field. Once he obtained his own licence in 2011, he began looking at the ways in which other agents market themselves. He would look at their attributes and find what they do that separates them from the rest, in both good and bad ways. From there, he could identify what positive attributes he knew he already possessed, and which ones he needed to develop. Knowing that many real estate agents do not survive the first 2 years, he was determined to excel well past the laid out expectations, and excel he did.

Not only has Thrasher excelled in Windsor-Essex, but he has also expanded his outreach by purchasing an extension in Fort Lauderdale, Florida. He has been with RE/MAX from the beginning, getting involved with them for 2 reasons: to follow in his mother's footsteps, and because he knew that he, being young and brand new to the game, would be given more credibility if he were with a brand. Being big into marketing and branding, having that synergy was important to him.



My first SOLD sign in 2011. Fast forward to 2020 to the opening of the Fort Lauderdale, Florida office below.



**“** *I have been with RE/MAX from the beginning, getting involved with them for 2 reasons: to follow in my mother's footsteps, and and knowing that being young and brand new to the game, I would be given more credibility with a brand.* **”**





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*Brady is thrilled that he was able to find a career that encourages his entrepreneurial spirit. He views his role, more than being a sales person, but a guy given an opportunity to help people in positive ways, and use the sales business to engage in new opportunities, in hopes of leaving a legacy that his family will be proud of.*

---

His Florida expansion came about by chance. While on a trip in Fort Lauderdale, he spied a building bearing the name RE/MAX Preferred, the same agency he was with in Amherstburg, and made it a goal to be able to buy the brokerage. 6 years later, he did just that by knocking on the door and making an offer. Having a location in Florida, however, doesn't mean that Thrasher has to fly down there on a regular basis, but rather that he has a strong connection with a popular leisure, investments and retirement community. Now if a client in Windsor-Essex expresses interest in moving to Florida, he is ready and able to help them with their search because he has the connection available to make the sale as seamless as possible with specialized agents and in-house partners ready to assist.

Of course, there are challenges, and the large number of agents out there is one of them. Standing out and building a strong rapport is not only recommended, it is vital. There is no end to the ways in which you can reinvent and brand yourself, but no matter which way you do it, a strong business needs to build relationships with customers that will keep them coming back and generating referrals. Without your clientele, you have nothing. It takes one client at a time to start building relationships, but the end result is a powerful tool that can make or break your business and your brand.

All of Thrasher's persistence and hard work has clearly paid off. By 2014, only 3 years after obtaining his real estate licence, he made the top 30 under 30 list for RE/MAX Canada, which he remained on for 3 consecutive years.

Then, by 2017, he made the top 40 under 40 list for RE/MAX North America, and was also credited with having one of the top teams in Canada in the same year, among other awards he has received throughout his career.

Prior to becoming involved in real estate, Thrasher began getting his name out into the world by trying his hand at charity. In 2007, Thrasher dropped out of college and started a charitable clothing line called The Affected Campaign, which led him to an audition on Dragon's Den as well as The Ellen Show website. This campaign he credits as being his first major venture into the world of business, giving him a diverse list of media appearances, such as radio, newspapers, and magazines, and brought him endorsements from celebrities. Eventually, The Affected Campaign was able to donate proceeds from sales to hundreds of nonprofit organizations across the world.

It is evident that family has always been important to Thrasher, and now he is able to enjoy family life on a new front: fatherhood. Thrasher married his wife, Jessica, in 2013, and together they now have 3 children. It goes without saying that he loves his family dearly.

When not focused on being a businessman, Thrasher and his family spend their time enjoying their property, and entertaining guests.

Please see the timeline on the next few pages for a breakdown on Thrasher's life, and the milestones that have led him to becoming who he is today.





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## THANK YOU BRADY!

YOUR INCREDIBLE DONATION TO THE PAEDTRIC ONCOLOGY DEPARTMENT WILL HELP US PROVIDE TREATMENT FOR CHILDHOOD CANCER.



For more information on Legacy Giving, please contact:  
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[WRHFOUNDATION.CA](http://WRHFOUNDATION.CA)







## AUGUST 29, 1986

In my early years I grew up in a busy home. My dad was a businessman, activist and politician, my mom a caretaker and real estate agent. I lost my dad while I was a teenager, and so all the memories I have of him involve his disability: multiple sclerosis. He made his challenges look simple. 4 kids at home and only 24 hrs in a day, I remember feeling anxious when not being busy, so I would make sure to stay busy by helping with cleaning, and traveling with my dad to help him run errands. I was infatuated with my parents, I felt they achieved real success, they had each other, they did well, they had a home they anyways wanted, great friends and amazing family. I think the early lessons of seeing those things, and understanding how much they were appreciated taught me the importance of appreciation.

From a young age I realized I looked at many things differently than my peers. My appreciation for time, my talent to create opportunity, and my love for my family were at top of mind, always. Losing my father at a young age gave me the appreciation of time, and an understanding of the significance of each moment. I was blessed to have had so many role models to look up to by growing up in a massive family. Being surrounded by people with big shoes always had me thinking of how important it was for those big shoes to be filled one day. That mindset pushed me forward and gave me an appreciation for what I had around me, the people, their knowledge, the legacy and passion they instilled. Legacy became an obsession of mine and a conscious daily reminder in all things I do. I'm proud of contributing to a legacy and see that as one of my most important missions.



## 2000

I had my first job washing cars at my family's car dealership. I'm thankful to have had the opportunity to work with my cousins. This is where I learned about respect.

## 2001

I lost my father to cancer. I was 15 years old.

## Walkathon Against Cancer General Amherst High School raises \$72,000 in their fundraising efforts

By Ron Gioia  
Amherstburg Echo staff

AMHERSTBURG — History was made at this year's Walkathon Against Cancer. Fundraising efforts for the 13th annual event went into six figures for the first time as the final total saw \$114,000 raised in the fight against the disease.

Walkathon organizer Remo DiPaolo said when they first started out, the \$10,000 mark seemed unreachable. DiPaolo has been organizing the event for the past nine years and in his first year, they hit the \$30,000 plateau.

"It's all about the community," said DiPaolo. "The community is very giving."

DiPaolo believes that people have hope that a cure is going to be found and are raising money

staff were slated, often exchanging hugs, handshakes, high fives and shedding a tear or two.

"I can't believe we did it," said Brady Thrasher. "It's amazing."

Thrasher said the student council alone made it their mission to raise \$1,000 each. In all they pulled in an estimated \$25,000 of the total.

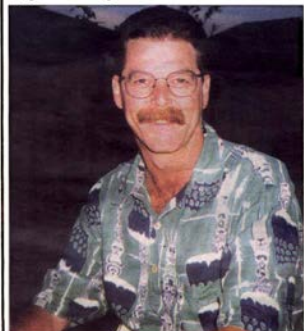
"Everyone did their part this year," said Thrasher, a student council member and one of the organizers. "Everyone went out there and had a lot of heart for it. Everyone came together."

Thrasher said everyone is sick of losing family members to cancer and went and did something about it.

"We just came together as a family. We're not like any other school, I can tell you that."

The money was counted at the Amherstburg police station and the funds will be raised money

## Amherstburg says good-bye to native son



Well-known businessman, politician, fundraiser and family man Pat Thrasher passed away Friday. The former Citizen of the Year was the chairperson of the local MS Society. For more on Pat's life, please turn to page 3.



## 2004

I became involved in student government, and assisted the organization of one of the most impressive student fundraisers in Canada. 607 students raised \$76,000 for cancer at our high school's annual walkathon. I spoke in front of the entire school, and shared the story of losing my dad, which was a huge fear of mine. That moment I put myself in that situation, I became a tool to better others.

# TIMELINE TO SUCCESS





## 2008

Featured in newspapers, magazines and radio for The Affected Campaign, donated proceeds from shirt sales to hundreds of nonprofits across the world. Had celebrities endorse The Affected Campaign. Brought Big Sean to Amherstburg.



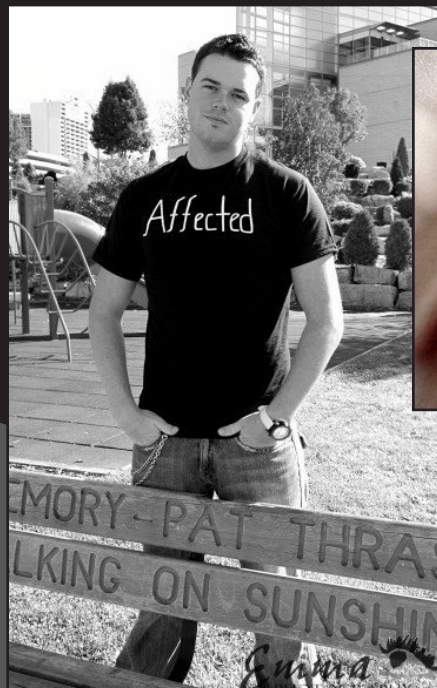
## 2009

Featured on TVO's "Get Involved" for The Affected Campaign. Pitched The Affected Campaign on Dragons Den in Toronto, but didn't get the deal. Spoke at General Amherst High School with Justin Trudeau while he wore a t-shirt from the campaign. Went to the Ellen show, got featured on the Ellen website wearing my campaign t-shirt for winning a dance contest.

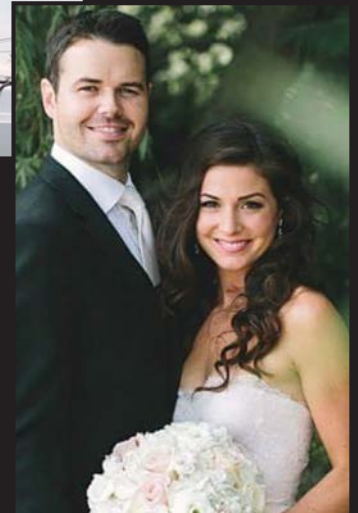
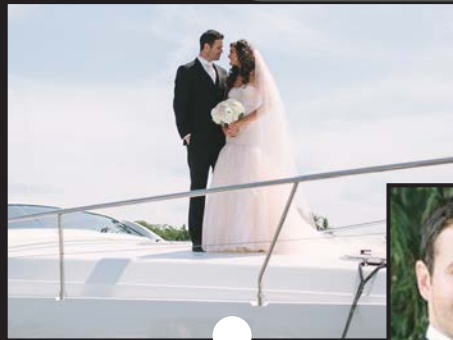


## 2007

I dropped out of college. Started a charitable clothing line: The Affected Campaign. Awarded youth citizen of the year by the Optimist Club of Amherstburg.







## 2010

Focused on promotions, events and concerts. Hosted parties for artists like Drake and Big Sean. I put more time into trying to license The Affected Campaign, and get the business in more capable hands.



## 2011

Got my real estate license.

## 2013

Married my wife, Jessica.

## 2014

Recognized as being in the top 30 under 30 for RE/MAX Canada, staying on that list for 3 consecutive years. Welcomed our first son, Braxton, he's now 7. Amherstburg dedicates a park in my fathers name.



## 2015

Birth of our second son, Barrett, now 5. Received the RE/MAX Hall of Fame award. Debbie Nedin and Jayne Thrasher join the team.





2017

Got into buying income properties, and began loaning private money out. Recognized as a top agent in Canada, making the top 40 under 40 list at RE/MAX North America, and top teams in Canada.



2018

Acquired 2 RE/MAX offices in South Florida. Our daughter, Vail, was born, she's now 3.



2019

Got into buying future development sites, and got a real estate license in Florida. Received broker designation in Canada. Received RE/MAX lifetime achievement award.

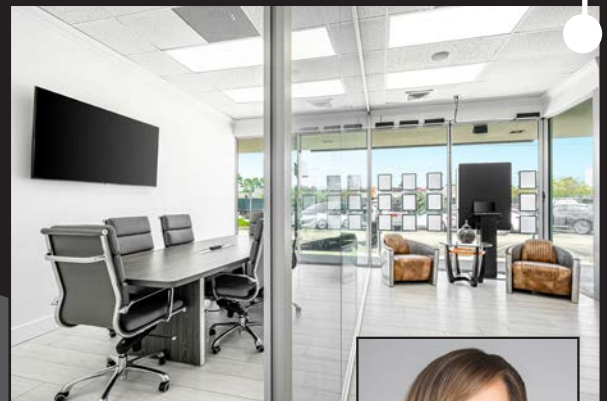
2020

Received diamond award at RE/MAX in Las Vegas on behalf of my team.



2021

Restructured the Fort Lauderdale office to have a new modern office built out. Karrie Thrasher joins the team. Started my own magazine!





# A GROWING INDUSTRY



**The region of Southwestern Ontario, specifically the towns of Leamington and Kingsville are well known for its many greenhouses. Fruits, vegetables, and houseplants are sure to be nearby, and now Kingsville is also the host to another type of greenhouse growth: cannabis.**





Since cannabis became legalized in Canada in 2018, a “green rush” has begun to prosper across the country, recognizing the money-making potential of the growing industry. Over the last few years, cannabis farms have joined the ranks of Kingsville’s greenhouses, and Cronos GrowCo is here among them.

The venture into the cannabis industry began 3 years ago when Cronos Group approached a group of investors, including Bert Mucci, with the idea of forming a partnership with the intent to expand into the business of cannabis production. The greenhouse took nearly 2 years to build, taking special care to make sure that all of the finest technology was incorporated, allowing for the finest quality of cannabis products. Now, the custom-built state-of-the-art greenhouse sits upon 850,000 sq. feet, and all involved in the production process use key principles, research, and development skills to create an enriched experience in the cultivation, extraction, and manufacturing of cannabis.

Growing and producing cannabis may be completely new to Mucci, but farming, especially with the use of greenhouses, has been in his family for many years. Mucci has seen a great deal of growth in the development of greenhouses of all types, and with the shared knowledge between him and his partners on numerous business aspects and other crops, he believes that they have the skills necessary to make Cronos GrowCo a leader in the field, something that they already seem to be well on their way towards doing.

According to Mucci, growing cannabis plants is not all that different from growing other plants, and he believes that his greenhouse is one of the best new cannabis production sites in the region due to the climate control system that they use, which allows them to maintain the perfect conditions for top-notch growth, controlling it to exactly what the cannabis plants want while also being as environmentally efficient as possible. The business of cannabis cultivation truly is an art form, and having the right technology is the key to its production.

This new greenhouse, and all of its high-tech features, which were made to meet GAP and GMP requirements and standards, are the ideal environment for them.

At present, the facility employs approximately 125 individuals, and they have the capacity to add about 50 more, but that is not the only potential change coming. Cannabis products come in many forms, and at the moment the flower itself is the only product the fully licensed greenhouse produces, but they hope that in the near future, they will be able to begin production on edible products, commonly known as “gummies,” as well as pre-rolled joints, though there is currently no known timeline for when this will be available.







Cronos GrowCo knows that the cutting-edge mechanics that make up their facility are of superior quality than that of many others in the same industry. The years that went into building the structure were worth the wait so that they could rest assured that their plants would thrive. On top of the innovative designs that keep their product in pristine condition, the facility is also equipped with over 450 cameras, constantly watching each and every corner of the building so that there is never a chance of something disrupting the manufacturing process.

Like other plants, growing starts with the mother plant, from there it goes into taking cuttings and propagating them (that is, taking pieces off of the parent stock and using it to grow a new plant). This particular facility hosts a sprawling 14 acres of growth out on Road 3 East in Kingsville, with 3 acres of it being mother plants, and the other 11 acres being flowering plants. While this is a significantly smaller size than the 300 acres of fruits and vegetables that the owners are used to maintaining, it is estimated that about 100 million grams of marijuana per annum are produced at this facility alone. During the whole process, Cronos GrowCo has also been working alongside the municipality to ensure that they are fully compliant with odor control and light pollution..

Once production finishes, where does it go? Every greenhouse, no matter what it grows, will have a different answer. Fruit and vegetable greenhouses sometimes sell their products on site, and some contribute to the produce aisle of your local grocery store. But with the nature of cannabis products, selling must be handled more delicately, similarly to how production and sale of alcohol is regulated under strict provisions. When the marijuana plants are cultivated at Cronos GrowCo, they sell their licensed products directly through their producers at Cronos Group, which supplies them to government-regulated stores.

In the age of technological innovation and revolutionary design, Cronos GrowCo has embraced the complexities of the future. Cannabis has had a major cultural impact since its legalization, and Cronos GrowCo believes that investing in the industry, and creating a fully licensed and operational production facility with all of the advancements they could get was a smart move. Those who are interested in marijuana are extremely passionate about the different strands and strengths, and with the proven track record in horticulture of the investors, partnered with the skills and knowledge of Cronos Group, Kingsville's Cronos GrowCo is well on their way to becoming a leader in Canadian cannabis cultivation.



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# BUILDING WEALTH



## HOW TO ACCELERATE YOUR WEALTH

Enriched Academy is Canada's leading financial education company, trusted by over 200,000 individuals, and almost 50 organizations across the country. Achieving financial freedom is not as hard as you think if you know the basics. Here are the five critical factors you need to master:

**1. Leveraging Equity.** Interest rates are extremely low, so there is a great opportunity to put your equity to work. Accessing \$100,000 of your equity with a HELOC at 3% and investing at a 10% return for 20 years would net you almost \$400,000. In addition, the interest on the HELOC is tax-deductible if used to invest.

**2. Private 2nd Mortgages.** Many borrowers don't fit the specific profile big banks require to approve a mortgage, which creates a huge opportunity for private lenders to step in and "be the bank". You can even lend out money from your RRSP. You need to ensure you have your investment secured, but it can be done safely, and the returns can be very high. Lenders receive a lien on the property as security for their funds, which gives them the right to take over and sell in the case of a loan default. Canada has one of the lowest default rates in the world.

The most important factor in a private 2nd mortgage deal is the loan-to-value ratio. It is calculated by dividing the amount borrowed by the appraised value of the property, expressed as a percentage. For example, if you buy a home for the appraised value of \$500,000 with a \$100,000 down payment, you are borrowing \$400,000 and the resulting LTV ratio would be 80%. A low LTV means there is a lot of equity in the property and more protection for any funds advanced by the lender.

**3. Cryptocurrency.** Only a few people understood the internet back in 1983, but those that saw the opportunity and invested became very wealthy.

Cryptocurrency is similar in that only a few people understand it, or the role it will play in the transition from Web 2.0 to Web 3.0. Crypto is a high-risk, high-return investment that will definitely bump-up the risk of your portfolio. Make sure to limit your overall crypto investment with the mindset, "this could easily go to zero".

**“ YOUR GOAL IS TO ACQUIRE ASSETS THAT GENERATE INCOME, AND SLOWLY GROW THOSE ASSETS UNTIL YOU HAVE ENOUGH TO PAY FOR THE LIFESTYLE YOU AND YOUR FAMILY WANT. ”**

**4. Lower your investment fees.** Canadians pay some of the highest investment fees in the entire world. The average fee is 1.98%, which doesn't sound like much—until you do the math! If you invested 100k for 20 years with a 10% average return, your portfolio would grow to about \$600,000. Unfortunately, your fees would grow just as quickly and reduce that by \$204,000. Lowering your investment fees by one, or even one-half of a percent can put hundreds of thousands of dollars back in your pocket. The chart on the next page shows how Canada ranks in terms of fees.





# MORNINGSTAR® Investor Fees and Expenses Grade

Grade A	Grade B	Grade C	Grade D	Grade F
= Australia	= South Africa	↓ Denmark	↑ China	↓ Belgium
= Netherlands	↑ Thailand	↑ Japan	↓ Finland	= Canada
↑ New Zealand	= United Kingdom	↓ Korea	↓ France	= Taiwan
↑ Sweden		= Norway	= Germany	
= United States		= Switzerland	↑ Hong Kong	
			↓ India	
			= Italy	
			= Singapore	
			↓ Spain	

Grade change indicators:  
 ↑ Improved since last survey  
 ↓ Declined since last survey  
 = No change since last survey

## Returns Loan to Value



**5. Creating Passive Income.** A lot of people talk about financial freedom and make it sound complicated, but it's really very simple. Your goal is to acquire assets that generate income, and slowly grow those assets until you have enough to pay for the lifestyle you and your family want—without going to work everyday.

Mastering these five factors is crucial to achieving financial freedom. In addition, Enriched Academy also offers a checklist with their top 10 tips for growing your savings. If you are serious about your finances, learning the tricks and small changes you can make to your day-to-day life can take you far. Enriched Academy encourages you to remember this checklist:

- **Negotiate regular bills**
- **Track and analyze your expenses**
- **Refinance credit card debt**
- **Reduce investment fees**
- **Downgrade your vehicle**
- **Sell something you no longer use**
- **Do without something you love (at least for a month)**
- **Cut the cable wire or the gym membership**
- **Get on the DIY bandwagon**
- **Master the grocery stores**

With these tips and tricks available at your disposal, you will be well on your way to living the financial lifestyle you've always dreamed of.



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# Double Diamond Farms

*Congrats Brady on 10 Years of Successful  
Growth in Real Estate  
Benji and Chris Mastronardi*







# Getting the Job Done:

A PLACE OF  
OPPORTUNITY

When it comes to the labor shortage, employers know how difficult it can be to find qualified, hardworking employees and retain them. Likewise, people hailing from other countries know the struggle of immigrating to a new country and being unable to find employers who can support their application. That's why Zac Braga and Kanwar Sierah started an initiative under Sierah Braga Immigration Professionals: to help struggling employers and struggling immigrants find each other.

## *“IT IS IMPERATIVE THAT INTEREST OF BOTH EMPLOYERS AS WELL AS FOREIGN WORKERS IS ADDRESSED.”*

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Born and raised in Harrow, Braga saw the labor shortage and, partnering up with colleague Sierah, they educated themselves on the different steps taken and government support available in the immigration process. Both Regulated Canadian Immigration Consultant (RCIC) and licensed by the ICCRC, they are offering their expertise to help guide applicants through the immigration process, and give them all they need to succeed in Canada, including helping them gain valuable work experience in skilled or semi-skilled occupations. In a similar manner to how other employment agencies help residents find work, Sierah Braga does the same with foreign workers but with zero obligation to the employers. From getting the proper documentation, to immigration consultation, to matching qualified foreign workers with employers in need, Sierah Braga does it all. But why should an employer hire foreign workers over Canadian citizens? The answer is simple: sometimes they just can't find Canadian citizens to do the job.

In order to hire foreign workers, employers must prove to the Canadian government that there is a genuine need for them. Through an immigration pathway called Labour Market Impact Assessment (LMIA), an employer will show that they have tried to find qualified domestic workers, but that they have been unable to do so. They propose a work permit for a foreign worker, and they will bring them to Canada in support of their immigration.

That is where Sierah Braga comes in. Immigrants plan to come to Canada with the goal of becoming a Permanent Resident. To do that, they need to qualify under various immigration programs, but finding the right program that suits their profile is not easy for them. Sierah Braga looks at the qualifications of foreign workers and align them with an employer in need, often in the farming, hospitality and manufacturing sector. It gives them that starting point to become a permanent resident, and many of these jobs pay well above minimum wage!

“If you have domestic workers available to you, you should absolutely hire them,” says Braga. “But the truth is that sometimes you don't have them, and then you have to get creative.



*ZAC BRAGA, IMMIGRATION PROFESSIONAL*

We give them the means to become permanent residents, and eventually Canadian citizens.” Sierah adds “It is imperative that interest of both employers as well as foreign workers is addressed. There are numerous programs under which even a general farm worker can dream about becoming permanent resident in Canada. All they need is the right guidance and a supportive employer. This is where we come in.”

Sierah Braga has partnered with many employers in the community to help address their need for hard working and long term employees, or even addressing immigration needs of employees currently working for them.

Their working style has been praised by many employers who believe that such professionals help keep our society thriving, and with these foreign workers coming to Canada under special terms, you know that they will be hard workers.

Visit Sierah Braga Immigration Professionals online at [www.sbig.ca](http://www.sbig.ca) for more information, and to register for their services.



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DAN ORMAN

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## ALWAYS DRESSING THE PART

From a student with a vision to a family man living his dream, Brady Thrasher has been a long time customer of FREEDS. So much so that Ari Freed and Dan Orman, Freeds owners, have formed an incredible friendship with him. Upon first meeting Brady, the business partners were both instantly impressed by his entrepreneurial skills. They could tell that despite being young and fresh out of school, he had a passion for life as a whole, and was already well ahead of the game of marketing.

Practically oozing with charisma, Brady approached Ari and Dan with the idea of a cross-market industry in which business and entrepreneurs worked together to promote each other and create testimonials for each other to help them thrive in a competitive market. This was the birth of a billboard campaign between Brady and FREEDS.

Brady was one of Freeds first brand ambassadors. In fact, he is the mastermind behind the I CHOOSE FREEDS billboard campaign, in which local business professionals have the opportunity to partner with Freeds, generating a billboard that promotes not only Freeds, but the business professionals themselves at the same time. In Brady's eyes, it is important for businesses to lift each other up, creating a positive attitude between company's and therefore allowing them to thrive.

In starting a billboard campaign, he has been able to promote himself as a businessman while also promoting another local business, leading to Ari and Dan calling Brady "one of the best entrepreneurs in the city." It all started with Brady being unafraid to reach out to anyone, and so he reached out to Ari, going to lunch together to pick each other's brains.

The bond created between FREEDS and Brady is one of a kind. Ari and Dan have watched Brady grow from a spirited new graduate, to a successful businessman, even being invited to his wedding along the way.

"Brady is always positive," Dan said when asked about Brady. "His ability to make you feel good really stands out. We became friends from taking care of people. It's easy to endorse a guy like him: he's a family man striving to give his family the best life possible."

Now, Brady wishes to continue expanding his vision of partnerships and promotion with this special magazine. The brainchild of Brady's latest innovative marketing tactic, he enlisted the help of local advertising firm, Mediaduo, to help him piece together discussions with various professionals on various topics. Keep reading to discover the mind of Brady Thrasher.





*Amico would like to congratulate Brady Thrasher on 10 years in business!*

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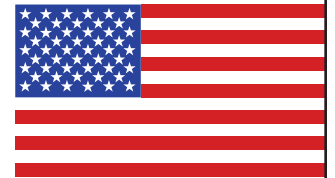
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# HUNGER:

CAN IT BE TAUGHT OR ARE YOU BORN WITH IT?  
FEATURING RYAN SERHANT

**T**here is a debate: can you teach ambition, or is it a trait you are born with and, when tapped into, flourishes? When you Google “relentless hunger” a multisystem genetic disorder called Prader-Willi Syndrome (PWS) comes up. I’m no scientist, but when I look at an ambitious person, someone who appears to constantly strive for excellence and is “hungry constantly” for the pursuit of greatness, I see similarities with Prader-Willi Syndrome. PWS is a genetic disorder that affects 1 in 30,000 people. You may have heard about PWS, when you have heard about people who suffer from constant food hunger, so much so, it jeopardizes their health.

The science behind PWS makes me wonder if there is any connection with the “hunger” in ambition being a genetic make-up. I have met some amazing people who have mentored me that I feel after I suffer from an eternal starvation when it comes to their pursuit. No matter what accomplishments, when they reach the top of one mountain, they find themselves at the bottom of a higher mountain. I have had conversations with some high functioning individuals who thrive on improving and keeping a constant peak, no regression, always progressing. It’s amazing to see.



I've always held the opinion that an individual needs to starve, suffer, hurt, learn and be the underdog before hunger gets developed. The most successful people I know go to the next level to achieve their goals. They outwork, lack sleep and obsess over proving others wrong. The chip on someone's shoulder can push them forward further than the person who never hit rock bottom, lived through dark days and had to dig deep in themselves to keep pushing forward.

I called on my friend Ryan Serhant, star of Million Dollar Listing New York, who probably has over 50 jobs, but "Keeps Growing in All Way, Always." Ryan is a source of inspiration to me daily. When I became interested in the discussion of if "hunger" can be taught or is it something we are born with, I knew Ryan was a perfect person to chat with on this topic, given the fact of his constant hunger, and how he is also a business owner who encounters new talent daily, and has to vet people with potential to help grow his many businesses.



This brings us directly to our topic: are people born with relentless ambition? Is it something you can teach to anyone? When I watch Ryan, I've always thought that his own relentless ambition was a different approach to passion and pursuit. In my discussion with him, I asked him if he felt that his "hunger" was something he felt was conditioned and chiseled over time through his experiences, or if he believed he was born with certain characteristics, that his "hunger" already existed, but it did not come festering to the surface until he found something that he liked enough to attach it to.

Perhaps there is a motivation behind chasing that "hunger," driven by family, or money, or simply to prove someone else wrong. In Ryan's case, he believes that the fear of embarrassment was, at the very least, a factor in his pursuit. Being young and moving himself to New York, telling his parents that he would make it, he felt that he had to prove that he could do it, or else come face-to-face with failure.

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. In the foreground, the lush green trees of Central Park are visible. The sky is clear and blue, suggesting a bright day. The overall scene captures the iconic skyline of the city.

---

“I’d rather regret  
the things I did  
than the things I  
never tried.”

---



If you don't know, Ryan is one of the most successful and well-known real estate brokers in the world. CEO, broker and founder of SERHANT, television star, entrepreneur, producer, public speaker, and an author of two best-selling books are just some of the things in Ryan's path of success. Now driven by the desire to please himself rather than others, he has a mission to revolutionize and modernize the real estate industry, to give back and share his formula for success to enable and motivate others.

"I'm of the mind that there is a mountain in front of me, I'll climb it because it is there. Not because I need to, but because I have to." This is what Ryan said about his responsibilities following his great success. He says that in order to maintain his success, he is driven by the need to lead by example. I know a lot of people with responsibility and desire, but to me it seems that sometimes people only put a lot of things on their plate because they like to sound busy, rather than because they have a "hunger" for it. But with Ryan, that is not the case. He is the pinnacle of making it, further propelling himself to climb the endless mountain in front of him.

It seems to me that with each task accomplished, each bout of "hunger" satisfied, a new one comes along. We are always merely hours away from our next meal, but with a craving for something new. Perhaps something meatier, or sweeter. We, of course, eat because we have to, but what if eating isn't enough? That craving for something specific is still gnawing away at you? When such a case arises, we often seek out what we crave. If we learn to cook, we can satisfy those specific cravings more easily. Perhaps we can say that pushing ourselves to climb the mountain is following our passions' equivalent to learning to cook.

At this point in his career, Ryan sees passion as a fear of wasted potential. "I don't want to leave anything on the table," he said. "I want to see what I'm really capable of. There is a certain amount I can discover about myself by pushing my own self, but there's also a lot I can discover by putting myself in positions to be pushed." In short, he believes that if you put yourself in positions for growth, you will be pushed towards opportunity.



I asked Ryan if he felt it is necessary for him to take the risks that he has, crafting his own identity in the realm of succession. Personally, I take chances and broadcast those chances, but Ryan creates the blueprint, regularly saying "I'd rather regret the things I did than the things I never tried," comparing it to telling a child no: if you tell a child not to touch a flame, they will never understand why until they feel the burn. In Ryan's case, he says that he touches the flame everywhere he goes, otherwise he feels like he is wasting the opportunity to learn.

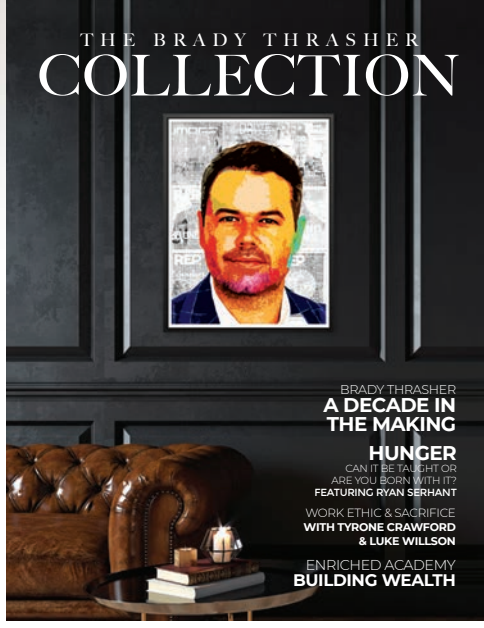
Ryan Serhant has used his passion, his "hunger," to turn himself into a worldwide brand. In the end, what he believes is the backbone for relentless ambition is energy, empathy, and endurance. Without the three E's, the road to success will become a dead end.





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From an engineering student to the owner of four businesses, the multifaceted Ali Gamrini became an entrepreneur right out of high school.

Born in Dubai to Egyptian parents, Gamrini has been living in Windsor since 1999, where he settled after living in New York. He's considered himself to be a businessman from a young age, always looking for opportunities to turn a profit.

Gamrini graduated from St. Clair College in 2011, and it didn't take him long to realize that engineering was not the road he wanted to drive on forever. He dove into that entrepreneurial spirit he's always believed in, mixed it with his interest in the fashion industry, and Pushers Collective was born.

After a few years, Gamrini purchased a building with the intent of turning it into a storefront for his clothing line, but seeing the profit opportunities in the entertainment industry, he decided to risk opening a nightclub: Blanche Lounge. The risk paid off, with Blanche quickly becoming a hotspot in Windsor's downtown scene.

Gamrini hasn't stopped there. Now also the owner of Gamrini Homes, a construction and home renovation company, and Stat Agency, a social media promo page, his versatility is a shining beacon of entrepreneurship, especially during a pandemic which has changed the ways in which many businesses operate.

However, Gamrini considers himself one of the lucky ones in how his businesses responded to such change. The COVID-19 pandemic forced Blanche Lounge to temporarily close, but Gamrini was still able to persist. Shutting the doors of his brick and mortar locations was hard, but in turning Pushers Collective into an online store, he finds that the direct-to-consumer market has helped it to survive. Plus, with the real estate market currently booming, Gamrini Homes has really taken off.

Gamrini's strategic approach to business ownership has made him an icon for success, landing a place on the USA TODAY list of the top 15 entrepreneurs to keep an eye on in North America. Always looking for opportunities to grow and ways to leverage his resources, Gamrini is well on his way to making a powerful legacy that is sure to influence future enterprises.

Owning a business is tough, and owning multiple businesses is even tougher. But Gamrini believes that with the right people managing them, the hard work is worth it. To the up-and-coming entrepreneurs out there, Gamrini says to believe in yourself.

All the tools you need are available online. Find the right mentor, and bring your entrepreneurial vision to life.

# IT STARTS WITH A VISION

ALI GAMRINI GIVES INSIGHT ON WHAT IT TAKES TO BE A SUCCESSFUL ENTREPRENEUR







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PREFERRED PARTNERS



**Brady Thrasher**

# MEET OUR TEAM



**Karrie Thrasher**

My name is Karrie Thrasher and I am a newly licensed Real Estate Agent. Not only am I part of Brady's team, I have also been married to the love of my life, Brady's brother Wes, for 14 years. We are the proud parents of Grayson and Cooper, and our puppy Scrappy! We enjoy spending family time playing outdoors, and are avid fans of board games, crafts, and gardening. We love to travel and get away as much as possible!



**Debbie Nedin**

My name is Debbie Nedin, and I have been in Real Estate since 1983. In 2015, Brady Thrasher and I teamed up, and this has been a great union that I really love and enjoy. I have been married for 42 years to my soulmate, Dan, and we have 2 children together: Ashley, Chad, and my son-in-law Chad. The absolute joys of my life are my grandchildren Carson and Avery, whom I spend as much time with as possible. I am an avid golfer and enjoy my card club.

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# WINDSOR ETHIC & SACRIFICE

What separates good from great? A couple key differentiators that come to mind would be work ethic and sacrifice. When you look at any competitive landscape, whether it be your professional career, watching professional athletes dominate their sport, or looking at those who excel in academics, it's evident anyone operating in a higher percentile, being recognized as "good," but what makes someone "great"? You can be great at anything, not just in competitive landscapes.

You can strive to be a great spouse, a great parent, key member of your community or a great friend, all of those can come naturally, but to perform at your best and strive for greatness, it takes hard work and is not always easy. I encourage you all to push to be great, challenge yourself, embrace those around you to be great, and boost their spirits.

You can be born with natural abilities but have a poor work ethic, and get out-worked by someone who was born with fair abilities, but a relentlessness to sharpen their craft. If you look at anyone who achieved greatness, it didn't come easy, it wasn't luck. It took sacrifice and extreme commitment to their work ethic.

I heard a lyric years back from a Drake song that rang true: "the game ain't always fair and that's the thing though, you can play your heart out, everyone don't get a ring though." Just because you work hard, doesn't mean you earn a ring, it's a level for only a select few with a champion mindset who are willing to pay the price. We all grew up with talented people around us. As years passed, maybe those people didn't reach the levels they set out for. In most cases that person wasn't 1000% committed to achieving the goal at any cost. If you doubt your goal or have people around you doubt your goal, you will fail. I had the pleasure of interviewing two friends of mine who pushed themselves, sacrificed so much, fought through doubt, injury, adversity, and pain to outwork others, and achieve greatness. It wasn't an easy road for former NFL stars Tyrone Crawford and Luke Willson, natives of Windsor and LaSalle respectively, but as a fan watching from the bleachers, they made it look easy. I was happy to have the opportunity to share their path to greatness, and to learn more on what work ethic and sacrifice means to them.

When I spoke with Tyrone and Luke, I asked them a series of questions about devotion, pursuit, balance, preventing burn out, how they prioritize everything in their life, supports they have in place, and whether they think they were born with the skills necessary to make it in the NFL, or if they credit their success to their work ethic and sacrifices.

**Tyrone Crawford** is a Windsor native. While a teenager, he attended Catholic Central High School here in Windsor and went on to play college football at Boise State University. He became a third round draft pick in the 2012 NFL draft, playing for the Dallas Cowboys, earning captain status, up until his retirement earlier this year.

For Tyrone, he says that there are 2 types of pain: the pain of sacrifice, and the pain of regret. He says to believe in yourself and always be conscious of choices you make. It is so hard to make it from Junior College, you need to give it everything mentally. Keep your head down, earn your way up.



## Tyrone **CRAWFORD**

It was at that point that Tyrone felt like he got stabbed, but then he recovered despite feeling like everything was against him, and he moved in with a family that guided him. While studying at Boise, he did not have much time for himself because the structure of his life became focusing on the NFL and out working himself, meanwhile teaching himself discipline and keeping a strict diet. It takes a high level of discipline to prepare for great opportunities, and he still keeps it up hard. Tyrone likes to follow the acronym CANI, which he says stands for Constant and Neverending Improvement, something he picked up from his NFL coach. On top of that, he says that he can't live with the oxygen chamber, a place he would sleep in for an hour to help with inflammation, and give himself a peaceful, therapeutic time.

For Tyrone, family time is everything. His mom told him that you can't celebrate or do certain things until you make it. That is when you can reward yourself. So Tyrone always pushed himself to be the best he could be. He now finds himself retired from a very successful football career, and now spends time with family, and devotes time to learning about new interests that he may pursue in his next chapter as an entrepreneur.

**Luke Willson**, a LaSalle native and St. Thomas of Villanova graduate, also recently retired from the NFL. He was a tight end for Rice University, later signing with the Seattle Seahawks after the 2013 NFL draft. After 5 years, he bounced between the Detroit Lions, the Oakland Raiders, the Baltimore Ravens, and back to the Seahawks before announcing his retirement just a few months ago.

Luke leaves the following message: "believe, over everything, and always have the mindset that nothing ever seems impossible, even from a young age." He was a young kid looking to make it, to accomplish the near impossible of becoming a local kid to not just play professional sports, but to win a ring, and have a great 8 year career. He says that in such a pursuit,

you must be fluid. Instead of getting discouraged by setbacks, use them as opportunities to learn and improve. Everybody loses and will continue to lose if you put yourself in a position to be above average. When your back against the wall is when you should feel most alive, not knowing the result, but knowing you can control what you put into a situation.

Growing up, Luke was a year round, playing baseball, basketball, and Triple A hockey as well. His father told him as a kid to get ready for baseball and when Luke pushed back, his dad told him that there are 3 types of athletes: a player who is talented and has the skill, a player who is committed, has some skill, and will go further than the first player, and a player, who has both skill and drive. The third player is the one who makes it. Luke knew from early on that he wanted to be a pro athlete, originally thinking hockey. Not being drafted into the OHL was a huge upset that, to this day, fuels him to push himself to improve. Luke grew up in a home where sports and practice were not pushed on him, but supported and encouraged. His passion to be stronger, better, more dominant and an overall better player were his daily focus. He credits his parents' sacrifices for making sure he had every opportunity, and was able to participate in sports that would, in turn, fuel the fire he had to be great.

It allowed him to stay committed, and it never seemed as if sports were a burden. Before school hockey, after school baseball and basketball, it was nothing but pleasure for Luke. He loves sports with a passion. Finally, for anyone looking to pursue greatness, Luke says "in hard times, keep your back against the wall. Dig deep in those moments and enjoy those moments. Those times are the times I feel most alive. Greatness is achieved by those willing to work hard and make sacrifices. It sounds easy enough, and makes sense, but the level of work and sacrifice will determine the results."



## Luke **WILLSON**





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# An Island Paradise



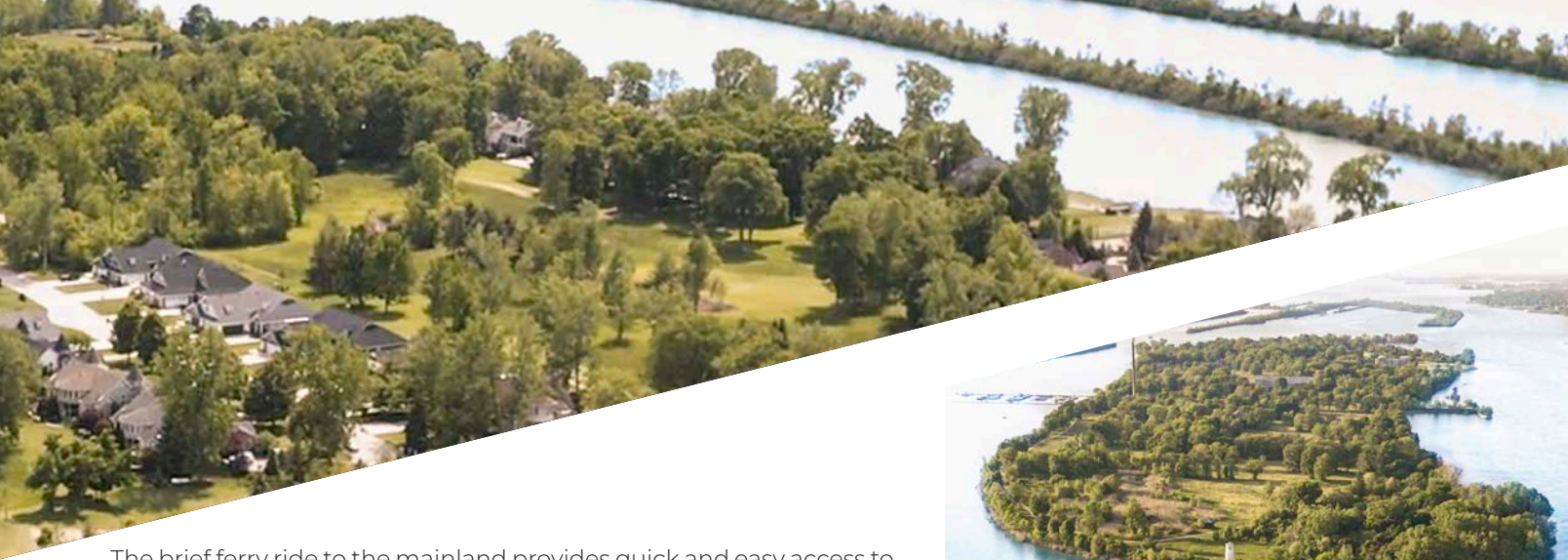
Everyone has aspirations and goals for the future, and often among them are ideas for their dream home. Many of us think of living on an island as paradise, and Bois Blanc Island can fulfill that dream of island life, without having to leave Windsor-Essex County.

Located just a short ferry ride away from Amherstburg's town centre, Bois Blanc Island, commonly known as BobLo Island, has a significant place in Windsor-Essex County's history, and is currently in development for a new phase of stunning interior and waterfront residential properties for you to call your personal island resort.



From a war zone to a district of entertainment, and now to a natural atmosphere of luxury living, Bois Blanc has had its time in the spotlight. The island served as headquarters for Chief Tecumseh during the War of 1812, and was a stepping stone for those fleeing the United States as part of the underground railroad. Later, it became the grounds of the former BobLo Island Amusement Park, which closed in 1993 after nearly 100 years in operation. Bois Blanc has long been busy, but now offers a serene landscape for peace and tranquility. Certainly, the nostalgic nod to its former name, Bois Blanc, it is soon to be revitalized for today's generation.





The brief ferry ride to the mainland provides quick and easy access to all amenities, so you'll never have to worry about being too far away from your day-to-day activities. The ferry runs every 20 minutes, 24 hours a day. Plus, while the island is privately owned and largely secluded, full services of garbage pick-up, snow removal, and utilities are all still available to residents.

Amico Properties Limited is at the helm of the development project, with close to 100 homes and condominium suites already inhabited. Those looking for a peaceful, relaxing home can look no further than Canada's Island resort. The blissful lifestyle of experiencing a vacation every day does not have to wait for retirement. While many retirees do already call the island their home, more and more young families have begun doing the same, lending itself to your everyday-like neighbourhood enveloped in an extraordinary environment.

Perhaps the thought of having your own house on a private island seems like a pipedream, but given today's market, many of the residences available are more affordable than you may think!

Bois Blanc Island is full of life, with beautiful views that resemble a walk through the woods of Muskoka, and the waves gently licking the shore along the beaches found in what most islanders consider an extension of their backyard. The island's marina is also the host of many yachting trails from across the country, and with its soon coming new shoreside restaurant – the views during an evening meal watching the sunset in the west are unmatched.

Amico has a clear and hopeful vision for Bois Blanc's future, and that includes preserving the history while also bringing new experiences to it. Domenic Amicone, the project's leader, has the intention to keep some of the more historic-like structures, recognizing their significance to the community. A desired goal would be to revive them, making them an adaptable part of the modern world, and keeping the development project as green as possible. Meanwhile, Amicone hopes that with the changes to the island suburb, the community will further expand to integrate local vendors, cafe's, and a farmer's market, without jeopardizing the landscape.

Present residents are proud of the lifestyle that's been created and welcome the new coming age of Bois Blanc Island. Come for a visit, stay for a lifetime.

Inquiries can be arranged by emailing Gena Boschin, Sales and Marketing Director, at [gena.boschin@boisblanccanada.com](mailto:gena.boschin@boisblanccanada.com).



**The blissful lifestyle  
of experiencing a  
vacation every day  
does not have to  
wait for retirement.**







## THE POWER OF A

# T

The road to building a brand is long, winding, bumpy and could result in steep expenses to the driver. Traditionally when looking to build a brand, you must focus on the fundamentals of marketing, market often and consistently. With social media we have seen some brands take off from viral exposure, it's rare but it does happen and with that rare occurrence, the challenge then becomes how do you harness that momentum and keep the brand alive. At the end of the day, when building a brand, stick to the basics, assess the profit and loss of your business, invest in your brand, track your return on investment of your marketing dollars and keep scaling your business.

I have invited a few friends to help contribute to this topic. These individuals have become experts in brand development over the years and it didn't come cheap. In order to maintain a brand, you must be willing to invest in the brand and service all that is derived from the brand. When I got into real estate, I didn't know what to expect to spend on my brand each month, I actually didn't know how to measure my return on investment on the dollars I spent on branding and marketing.

In time I surrounded myself with great professionals who were also obsessed with building a brand, who became close friends and began sharing information on marketing budgets, and how to measure the return on my investment. Here is a pro tip: if you're looking to become great at something, surround yourself with people who are doing it. I always tell people who are aspiring for something specific, "assess your circle". I heard a quote years ago that has stuck with me, "don't take criticism from someone you wouldn't go to for advice", or "don't take advice from someone you wouldn't trade places with". Top level thinking can be lonely, your ideas, your vision may not be for everyone to hear. Build a core group of fellow pursuers and mastermind with one another, help elevate one another to a higher level. I have been lucky to do that with Joe Laresca (Noise), Mark Z (The Z Guarantee), and Jake & Josh Jorgensen (BlackTipH)

## MARK Z. - THE Z GUARANTEE

MARK Z owns and operates "MARK Z. Real Estate Experts" – the number one real estate team in the state of Michigan. MARK Z and his team collectively sell more than 850 properties & sales of over 250 million dollars each year. His brand has lifetime sales of over 1 Billion Dollars. MARK Z. Real Estate Experts has been recognized by The Wall Street Journal as one of the Nation's Top Real Estate Teams in the world. The brand is second to none and considered a household name when it comes to real estate in Metropolitan Detroit.

MARK Z started in the industry in 2003. He established his investment portfolio 15 years ago by purchasing single family homes. In 2010, he began transitioning his portfolio into multi-family properties and now owns over 1,000 doors worth over \$100 Million Dollars. His properties are managed by JMZ Management, a property management company that he also owns and operates alongside a team of staff members that run the daily operations. Mark has always believed it's not how much you make, it's how you invest the money you make.

MARK Z. has one of the few real estate teams in the country that operates like a true business. His organization has more than 75 team members and on pace for record growth. Most of his time now is spent raising money from investors looking for a good return on their money investing in multifamily syndications. If you're looking to invest and get an Average Rate of Return of over 20%, reach out to him for his latest opportunities

### What is stronger: A strong brand or a strong rolodex?

*Mark - It would be hard to convince me that anything is stronger than a brand. The strongest brand wins because it keeps on giving and the business it does give you, you can charge a premium for. People will pay a premium for top of mind brands.*

### Do you find better business opportunities come to you personally due to your ability to market and promote them and ultimately add value?

*Mark - The strongest brand always gets the most at bats. Now what you do with those opportunities is a different challenge, but whomever has the strongest marketing plan is going to have the strongest brand.*

### What are some simple tips to create and maintain a brand?

*Mark - There is a lot more behind a brand than you think. In order to create and maintain a brand you must have:*

- Core Value
- Company Vision
- Brand Story
- Why, What, Who?
- Target Audience
- Competitor
- Analysis,
- X-Factor
- Differentiator
- Brand Statements
- Mission Statement
- Future Statement
- Purpose Statement
- Taglines/Claims
- Brand Archetype
- Personality
- Brand Tone
- Brand Voice





## What life hacks can you suggest for entrepreneurs?

*Mark - 1. Don't be scared to say "NO" to people. Time is your most valuable commodity. It's worth more than anything else you own because you can't buy it and you can't replace it. When it's gone it's gone.*

*2. Consistency is the secret behind every highly successful person.*

*3. Your mission everyday is to keep trying to replace yourself so you can focus on growth and highest dollar productive activities.*

*4. Stay focused, don't be the master of all trades but an expert at none. Focus and be the absolute best at one specific niche, before you expand. People will constantly try to get you off track. The more successful you are the more people that want to try to pull you into their path. Stay on your path.*

*5. Do the most important part of the day task first. Get it out of the way and everything else will seem so much easier. You also have the most energy and willpower when you start your day.*

## Have you had any backlash from any of your branding or marketing initiatives?

*Mark - 18 years ago when I wanted to brand myself rather than Coldwell Banker, I was told that my brand cannot be more prominent than the Brokerage. That's when I realized how important a brand was. I can totally appreciate where they are coming from now that I have a brand I want to promote and protect. However, it was time for me to pursue my own dreams and goals and build my brand.*

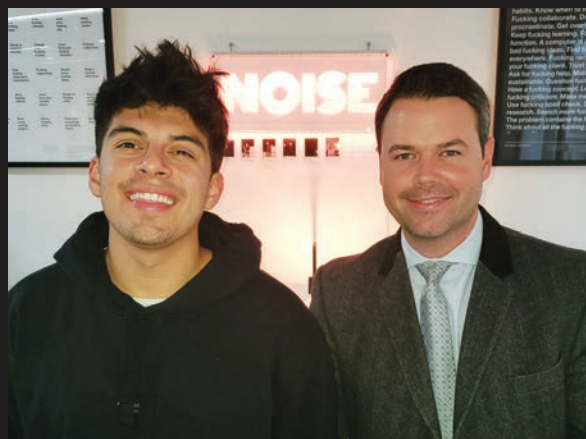
## How many branded buses each month? Billboards in your market at any given time? Do you do TV and Radio Marketing? With social media, how many followers? Video impressions on youtube videos?

*Mark - I currently have:*

- 25 Billboards
- TV advertising
- Multiple radio stations
- Official Realtor of The Detroit Pistons w/in-arena advertising
- Social Media Including over 400,000 followers on my Instagram
- Mail over 25,000 postcards a month

# JOE LARESCA - NOISE

Joe is an entrepreneur, producer and host. He is best known for starting NOISE—a tech-enabled marketing, management and production company—working with public figures and companies at the forefront of culture to blow sh\*t up.



NOISE also operates as a creative studio to launch new companies and ideas. In just a short time, NOISE has worked with renowned people and brands such as Extell Development, Lightstone Group, Ryan Serhant of MDLNY, Lyss, Rohan Oza of Shark Tank, Casey Neistat, Carole Radziwill, Vivek Ranadive of the Sacramento Kings, Jerry Media, Cadillac, LG, Jon Taffer of Bar Rescue, and Kanye West.

Before running NOISE, Joe was responsible for building all things brand and media for Million Dollar Listing New York's, Ryan Serhant. As the former Director of Marketing and Social Media, Joe launched and executive produced the Ryan Serhant YouTube channel; ideated the Sell it Like Serhant course; led the Sell it Like Serhant national-selling book launch; executed the Free Year NYC campaign; executive produced Ryan's podcast, and co-founded the former Serhant Media Group.

Through these initiatives, Joe helped Ryan sell over \$50M in real estate during the last two years and took him from 1 million impressions/month to now 100 million impressions/month.

Joe is also the host of Verified Pads on Listed where he interviews and tours celebrities' homes (think: MTV Cribs meets Vogue's 73 Questions). Joe has also given keynotes at The George Washington University and The University of Minnesota, Duluth.

Joe received his BA in Economics, Theater, and Computer Science from The College of William and Mary, and was accepted into Princeton University's eLab and Entrepreneurship Accelerator program. He is a first generation Latin American and first generation college graduate from Staten Island, New York.

### **What is your approach to help clients thrive in a market by using Noise as their marketing company?**

*Joe - We perform a comp strategy in that specific market. We find the players who will be direct competitors, and assess their market share. It's important to get an understanding of what others are doing and experiencing success with. We measure effectiveness of certain marketing efforts in certain areas to shift focus towards the most effective marketing mediums for our client to ensure we maximize results. We master the market with our evaluation process, no matter where that market is. With our evaluation we develop a blueprint and clear path plan for our clients.*

*Next we develop a message specific to our client and their target audience. We look to re-invent our client and truly launch their brand. Pre launch we focus on the message our client is looking to get across and who they want to be. It's important to know you can only launch once, so get it right.*

### **Is it more important to have great marketing or a great reputation?**

*Joe - "Relationships develop into brand. The mission always needs to be, how do we add value? Not how to just market more than anyone. Your reputation needs to be strong, which will turn into your brand being strong, your value being added and from there it's scalable. Your reputation backed by strategic marketing will be a force."*

### **How has business shifted for "Noise"? I see your firm has engaged with more brands and products as a partner.**

*Joe - "We have been fortunate enough to make "Noise" for our clients. We have taken clients from zero youtube subscribers to over 1 million subscribers. We have proven our worth and with that, opportunities flowed to us.*

*We are now faced with the opportunity for us to become our own biggest client, which is always a dream come true. It's like the real estate agent who helps clients make deals and earn money, who then transitions into investing and becomes their own biggest client, it's a huge accomplishment.*

# **BLACKTIPH® - JOSH & JAKE JORGENSEN**

Founded in 2008, BlacktipH® has helped pioneer the next generation of fishing content. Today, BlacktipH® is the most subscribed online saltwater fishing show in the world. Our model is simple: provide the viewer with action-packed, high-quality content. The show is mainly hosted by Josh Jorgensen, and a passionate Team of Anglers (Jake Jorgensen, Billy Delph,) who are hungry to catch monster fish. Our goal is to



travel and film different sport fishing destinations around the world. The show is centered around conservation and promotes catch and release fishing.

BlacktipH® is the first fishing show on YouTube to reach 100,000 and 1,000,000 Subs (currently sitting at 3.2 million subscribers). We continue to evolve and set the standard for online video production through the creation of the highest quality and most entertaining fishing videos on the web.

BlacktipH® also has a serious passion for filming wildlife. We've had the opportunity to work with and license content to some of the biggest wildlife documentaries ever produced, including: BBC's Blue Planet, National Geographic's Hostile Planet, Discovery Channel's Shark Week, and many more.

We've had the privilege of working with the following celebrities: Dude Perfect (largest sports channel on YouTube), Tito Ortiz (UFC Hall of Famer), Donald Trump JR, Quincy Acy (NBA Forward for the Brooklyn Nets), Wilson Chandler (NBA Forward for the Denver Nuggets), Jahleel Addae (NFL Safety for the Los Angeles Chargers), Sam Barrington (nominee for Walter Payton NFL Man of the Year), multiple shows with players from the New York Mets Organization, Greg Norman PGA Hall of Fame, as well as Nelk Boys, Logan Paul, Jake Paul and many other influencers and celebrities.



## **What is stronger: A strong brand or a strong Rolodex?**

*Jake - When it comes to creating a brand to be recognized globally, many key factors are built into the success of that Brand. The avenues in today's world make opportunities for people to create a brand from their own house. When it comes to a strong brand a lot of key elements are necessary to have your business reach the top of its market. Connecting and net working with people is a huge factor to building a successful brand. You want to reach as many people as possible with your brand to spread awareness. When it comes to a Rolodex, that is extremely important. This can help you in situations where you can talk to people who are familiar with your brand for potential investments, ideas, scaling, and leads to very positive visions for the brand in the future. Your Rolodex in life is an extremely important factor not only for your business but for your own well being.*

## **Do you find better business opportunities come to you personally due to your ability to market and promote them and ultimately add value?**

*Jake - When it comes to BlacktipH, we are very fortunate with our presence online. We have built a Media powerhouse and with that we have the opportunity to connect with almost anyone online, With our brand being a global brand we run all of our marketing world wide and have 3 different email address for sales, inquiries and charters, With our outreach some and always going through those emails we have found incredible deals, influencers who reach out and some of the worlds elite who have reached out to Fish with our BlacktipH team, this then leads back to building relationships and growing the Rolodex.*

## **What are some simple tips to create and maintain a brand?**

*Jake - When it comes to maintaining a brand, some of the best tips for success would be growing a team that believes in the same vision as you. You want everyone to be on board and see the over all goal. Make sure you build a team for Marketing, Customer service, Media, Ads, if you're into video editing find some online solutions to help with those. Learn as much as you can at the beginning of your business so you have a understanding of how the business is structured and run, then delegate roles to other people to free up your time to keep growing the business. You don't want to have opportunity to scale but are held back because you are on repeat with all the same action you have been doing. Learn how to manage your team and show them a vision and path, Remember your employees are the biggest asset you own, they are there to help you obtain your vision. Treat them well when deserved.*

## **What life hacks can you suggest for entrepreneurs?**

*Jake - Listen more and talk less, always be listening to what people are saying and learn. Never let your ego get in the way, stay humble, focus on you and never what people around you think, believe in your vision and always be looking for new ways to expand your ideas and vision. An Idea is simple, execution is the tough part.*

## **Which systems, apps or tools do you use that you can not live without?**

*Jake - Our Business is run online, we need all platforms to keep growing and be successful. Our Top platforms would consist of YouTube the main powerhouse, Instagram and, Shopify which relates to our brand and products that we ship worldwide. These three platforms are make or break for 99% of all Media companies and brands who are influencers online. In today's world, with having a large YouTube Channel you have to plan out every episode as a production and integrate everything from your products, merch, clubs. Other platforms we use are: Instagram, Facebook, Snapchat, Twitter & Twitch*

## **Have you had any backlash from any of your branding or marketing initiatives?**

*Jake - When it comes to backlash in marketing, BlacktipH usually never has any. We are a very family friendly show and that is our main goal to make the most exciting entertaining fishing videos in the world that all ages from 4 years old to 70 can enjoy the production that we put together. When you are at the top of the market you will always have the internet trolls and haters, but you have to block them out worry about your next goal that needs to be completed and keep moving in a upwards trend.*

## **With social media, how many followers? video impressions on youtube videos?**

*Jake - When it comes to a following, everything builds off of each other in our market. We use all of our social media pages to build other pages and draw traffic to them.*

*Youtube-3.72 Million, Tiktok-3.3 Million, Snapchat-250 Thousand, Instagram-618 thousand, Instagram Brand-24 Thousand, Twitch-25 Thousand , Facebook- 180 Thousand*

*We have over 1 Billion impressions on YouTube. When we add all up all the impressions on all platforms we are at few Billion Impressions.*



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L to R, Brady Thrasher, Jed DeGrosa Jr., Thomas Williams, Steven Reisman

# ENHANCING EXPERIENCES & BEING MEMORABLE

Something that is memorable is worth remembering, or likely to be remembered. A key to success is being at top of mind, and being well received by others. But how can you make an everlasting impression on those you meet? I have found people who focus on others' experiences tend to become more cherished and valued. If you cater to people and develop resources to enhance experiences, you will be remembered. I make a conscious effort daily to improve people's experiences, with no other objective, other than to be the person who enhances an experience or improves a moment. I want nothing more than to add value to people in my life and those I encounter. A great example is my passion to network with hospitality groups, promoters, VIP hosts, DJs and business owners throughout the world to create a strong rolodex.

For example, if I have a friend or client who is visiting certain cities, I always offer my contacts and list of recommended places to eat, shop, and suggest options for entertainment for the children and adults. I have created strong bonds with like minded individuals who work towards similar goals of enhancing others experiences. Being a business owner in Fort Lauderdale, I have invested time to develop relationships that will benefit my sphere of influence. When clients and friends visit South Florida, I find out dates of travel, and secure multiple reservations for each evening they are in town. I always make those reservations for 4 people, even if there are only 2 people, that way they can bring friends along. Providing those opportunities for friends to choose a reservation that is usually difficult to secure allows me to stand out and add value to their trip. I love that.

It's a simple formula and easy exercise to implement daily. It has become a part of my daily routine, even locally in my market. I have invited a couple friends who really get it, friends who have built more than just a business, they have built an invaluable rolodex, and a reputation which stems from their passion to improve the experiences of others. \$2 Steve and Nick DiMaggio are two individuals who have really shown me the power of making yourself memorable.

Steve "\$2" Reisman is a renowned attorney in NYC, but his superior knowledge of law is not the only thing that makes him memorable. He earned his nickname of \$2 Steve by recognizing the unique strength in small gestures. We often hear of doing a small thing for a stranger, such as helping an elderly person safely cross a busy street, and \$2 Steve uses the rarity of the American \$2 bill to make people feel good. While growing up, his family had to declare bankruptcy, and from then on \$2 Steve was determined to never have to face such hardships again, which is what led him down the path of being a bankruptcy lawyer. Money has a power of its own, and the rarity of the \$2 bill brings a novelty to it, and the feeling of good fortune that came to him when he received one as change from a taxi driver made him want to pass along that feeling to others. Now, \$2 Steve gives away as many \$2 bills as he possibly can, passing them out to people he passes in the street, attendees of Yankees games who are sitting near him, even the celebrities he has met along the way. In fact, he has made himself so memorable by doing this, by creating an enhanced experience, that when his \$2 bills make it into the hands of celebrities, they often pose with it on social media, and he encourages the celebrities to pass along those bills to strangers on his behalf, because just imagine how lucky you would feel if you suddenly received money from Jay Z, Drake, Taylor Swift, or Hugh Jackman. \$2 Steve doesn't wish for fame, he only wishes to make the world a better place, \$2 at a time.

**“ I make a conscious effort daily to improve people's experiences, with no other objective, other than to be the person who enhances an experience or improves a moment. I want nothing more than to add value to people in my life and those I encounter. ”**

When I met \$2 Steve, I was dining at my favorite restaurant in Miami, Carbone. Jared, my host, is the greatest and always tries to connect me with amazing people each time I dine there. I was in town with friends and next to us at a table sat a young couple with an older gentleman. I asked Jared who the older guy was, he knew everyone in there and was handing out cash to everyone who passed him. I had never seen anything like it. Jared goes on to tell me who he is, and how some of my friends from Canada and California know him from the music industry: he is a successful attorney in NYC. I texted a few friends who Jared said knew him well, I looked over to the gentlemen and he was reading from his phone while a mutual friend of ours texted him to tell him I was sitting next to him. Right away he hollers out at me "to good luck and good health," and hands Jared three \$2 US bills to come bring to me and says "that's six for our friends in the 6ix," and so I stand up and bring him a glass of wine. After his meeting with the young couple, who turned out to be world famous DJ Afrojack & his lovely wife Elettra Lamborghini, Steve joined our table and we spent the rest of the evening chatting about life, family, connecting the dots, while enjoying our favorite restaurant and wines. I returned back to my home in Canada a couple days later, and on my doorstep arrived a package from the world famous Katz Deli in NYC.

I open the box to see this crazy spread of everything Katz and NYC is known for, all fresh overnight to me from Steve with a personal letter. I had time to absorb just how authentic and sincere this man was, and how lucky I was to have met him. He made such an impact on me, not with his gift from Katz Deli, but his attitude, his compassion, commitment to others and his sincerity. I'm thankful to have a friend like him in my life, they truly don't make them like him anymore.





I sat down with \$2 Steve and asked him about his way of enhancing experiences.

### **What made you begin handing out \$2 bills to people you meet?**

It was about 15 years ago. I was sitting in the back of a taxi in New York City thinking of how lucky and blessed I was in life, and how I needed to pay it forward to others. I was thinking of something I could do, and the taxi driver handed me a \$2 dollar bill in the change and I felt lucky, and that was the “ah ha” moment. I then went to the bank and bought 10 \$2 dollar bills and just handed them out to random people for good luck and good health. Five years later, when I first met Drake, he told me that they are for “health and wealth” and, being the poetic genius he is, I copied his lyrics, and now when I hand them to people that’s what I say: “for health and wealth”. Since then, every person I’ve met I’ve given a \$2 dollar bill to.

### **Does anything specific inspire you to do so?**

I am a believer that every person has an obligation to try and make the world a better place and this is my small part, or at least one of the small things that I like to do to make everyone feel happy, lucky, and blessed.

### **What was the objective?**

The objective was for it to become contagious, and for everybody to pay it forward. Many people have copied the idea and I’m sure I’m not the first person to do it. My hope is that other people will be generous.

### **What has been the result?**

Let’s just say that in 15 years with all of the people I’ve met at work, as a lawyer, traveling the world, attending music festivals and concerts, and sporting events, I’ve met a lot of people. I also like to make it rain at concerts, if you get the drift. The point is I’ve made a lot of people happier and the world a little bit better of a place.

### **What notable opportunities or memorable moments can be credited to your \$2 signature?**

I think most people remember me and my energy. I truly started out with just the purest of intentions to try and make the world a better place, and make people happy. It makes me happy as well to give, but now it has become a signature, and many artists, sports figures, celebrities, even former President’s, and many others look forward to seeing me for the energy and the \$2 dollar bill.

### **Has anyone ever copied your move to hand out \$2 bills?**

I am sure that many people have copied it, and imitation is the sincerest form of flattery. Everyone is welcome to do it. I typically try to give people that I know three \$2 dollar bills when I see them, one for them and two for them to give out to others. When I go to a concert and the artist invites me, I give them a full stack and they generally give them out to other people. It’s a heck of a lot better to get a \$2 dollar bill from Ed Sheeran or Drake or Zedd than it is from me. Lol.

### **What advice would you give to those people looking to impact others positively?**

It’s an expensive habit to hand out \$2 dollar bills, but everyone can do their part to make the world a better place just by being a nicer, kinder, sympathetic, and empathetic person. That costs nothing, and the rewards are immeasurable.

### **As a mentor, would you encourage a protege of yours to do a certain type of gesture similar to what you do? Or even encourage them to do exactly what you do? Is this a gesture you would like to see more of by others?**

It is better to give than to receive. But that’s easily said by somebody who has what to give. I started from nothing and believe that if you make it, you must be generous with whatever you have. Be safe, be smart, be kind, be humble, be generous, be patient, be healthy, and be positive.

The other friend I spoke with on this topic is Nick DiMaggio, a New York socialite with deep contacts in hospitality throughout the world. I met Nick, oddly enough, while I was planning a trip to NYC and was in a pursuit to dine at NYC’s top-rated restaurants. I crossed paths with Nick while trying to land a reservation at the iconic Rao’s restaurant in Harlem. Rao’s is arguably one of the most impossible restaurants to get a table at, simply because the venue is small, the tables are owned by individuals, there are absolutely no reservations, no walk-ins, and no phone number to call. I was told by a friend who lives in NYC and works on Wall Street that Rao’s is impossible, he told me don’t even try because I won’t get in. I looked into it a bit more and read rumors of celebrities and billionaires getting turned away, or people paying \$5,000-\$10,000 just for a reservation, no food included. The challenge of trying to secure a table became fascinating to me, and I made it a mission to check it off of my bucket list. The small 10 table, 125-year-old dining institution is famous for being ultra exclusive. Rao’s has been featured in countless movies, TV shows, and music videos, more recently being featured in the movie “Wolf of Wall Street”.

Through the power of networking, I got connected with Nick who had direct contacts at Rao’s, and we hit it off and became good friends. Nick explained the dynamics of the restaurant, how it’s not easy to get in. As my travel date approached, Nick surprised me with instructions to get my table, what time to show up, and who to speak with. I won’t lie, my wife and I walked into the restaurant and everyone in there looked at us like we shouldn’t have been there. We were greeted by the bartender who asked why we were there, and I explained and followed Nick’s instructions.

The guy said he didn’t know what I was talking about and said he would be right back, he vanished to the back room of the restaurant and walked out with an older gentleman who looked like he owned the place. He yells out “are you the Florida Canadian?” I replied “Yes.” He says “I have you set up right over here my friend”.



Once we were seated I looked at my phone and saw a text from Nick that said “well did your heart drop lol”. He set me up to pull my chain a bit. My wife and I continued on to enjoy a phenomenal meal.

I sat down with Nick and discussed this in more depth.

### **How do you add value through enhancing experiences?**

It is crazy what a simple reservation does. The restaurants that usually give customers a hard time usually offer a great experience that comes along with it, and that I think makes it more desirable. The most value is that the majority of the people asking for a reservation are requested by their clients in whatever industry they are in, and when I get it done it makes them look really good, and the clients are very impressed. Usually the reservation makes or breaks the deal.

### **How important is your rolodex to you, and how far does it reach?**

My rolodex is very important to me. My favorite quote of all time is that “your network is your net worth.” Money is a tool. It comes and goes. Making money is an art but freedom is the new rich. I am rich in friendships and relationships. My rolodex reaches people that are worth 5 dollars to 5 Billion dollars, and everything in between, to athletes and celebrities. I treat everyone the same. You never know what you are going to need, I can scroll through my contacts and get anything done at any given time. My sphere and rolodex are priceless to me,

but usually enjoyed buy others, which I find fulfilling.

### **What reservations are most requested of you?**

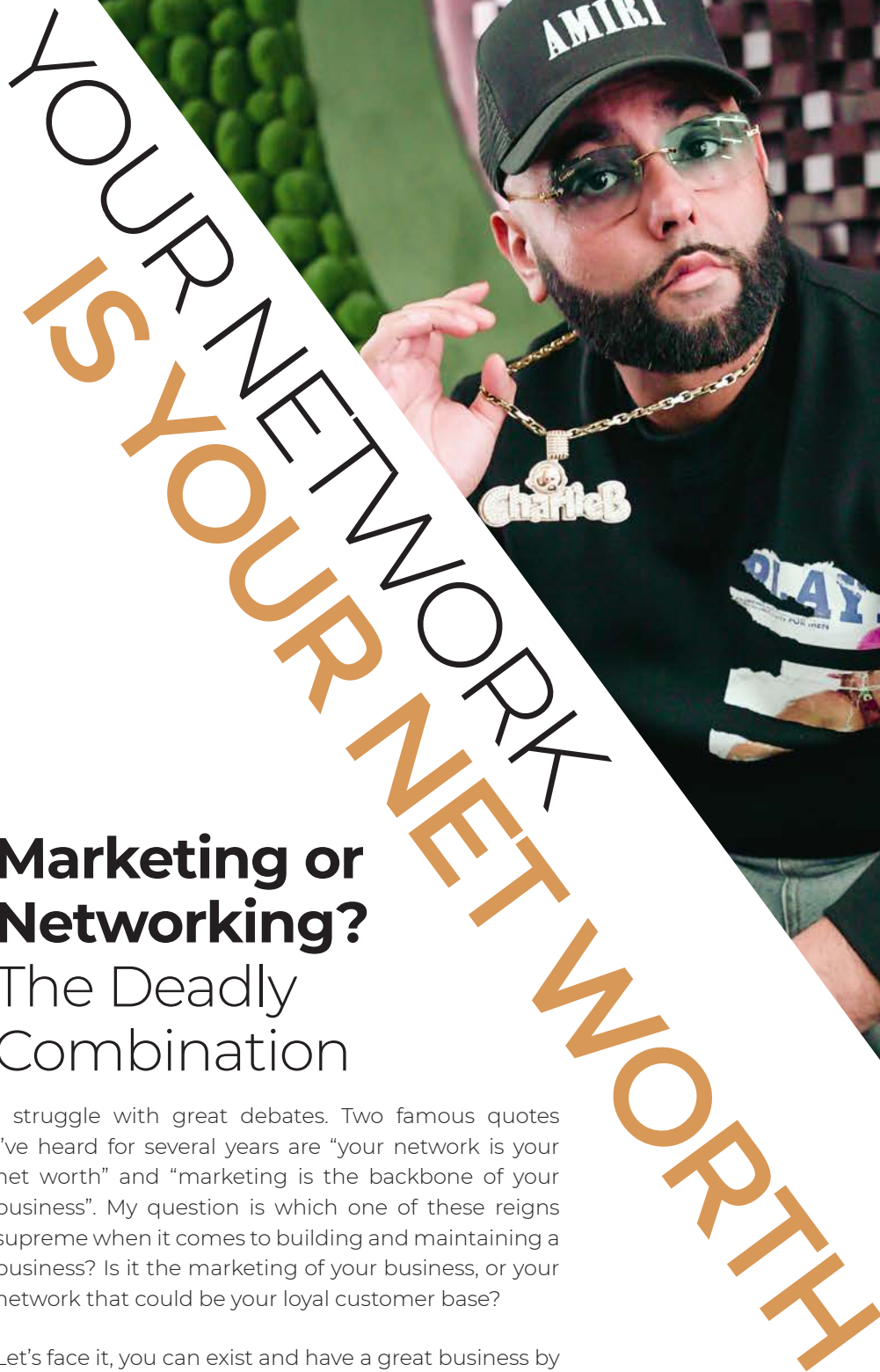
The most requested reservations that are most requested to me are Carbone; both NYC and MIAMI, and The Polo Bar. When Drake said “last table left in Carbone” he really meant it. How did you begin to build your contacts and relationships?

I began to build my contacts and relationships when I was a contestant for being the most popular in high school, and that stuck with me in the real world. Once I do something for a person they then refer me to someone else, and then someone else like a ripple effect. The best compliment is a referral. You never know who is who or what you are going to need one day, so I rarely ever say no.

### **What tips would you give to people looking to build a strong rolodex?**

Offer something that no one else can. Be Unique. The world is becoming more competitive. I have done things for people who can never repay me, and I don’t want to be paid for. That is the definition of success to me. The reason my relationships and rolodex are so strong is that when I say I will get something done, I do. Most people don’t do what they say, they want to be more than they are. I always follow up with requests, and have a TO-DO list every single day. If I can’t do it, which is very rare, I will tell them. My definition of success is not how much money you have, but what you do for people. There is no better feeling than helping someone. Money can’t ever buy that.





YOUR NETWORK IS YOUR NET WORTH

## Marketing or Networking? The Deadly Combination

I struggle with great debates. Two famous quotes I've heard for several years are "your network is your net worth" and "marketing is the backbone of your business". My question is which one of these reigns supreme when it comes to building and maintaining a business? Is it the marketing of your business, or your network that could be your loyal customer base?

Let's face it, you can exist and have a great business by incorporating just one of these business fundamentals. The real separator is when you seek greatness and look to operate in the top 1% in your field. In that case, you must have a strong network and a strong marketing plan. It is something that must be touched and tweaked daily in your business.

I wanted to share two more quotes that are suitable for this topic, “the best marketers are always creating relationships, relationships with customers, brands and other marketers” and “stopping marketing to save money is like stopping your watch to save time”. Now let the debate begin.

I wanted to include a dear friend of mine in this category: Ajay Sexena aka Charlie Brown. Charlie B is an entrepreneur, a brand, music producer, world renown DJ, event promoter, and philanthropist. I have had the pleasure of knowing Charlie for over the past decade. In 2011 we partnered up to promote a party together in Windsor, which was the official after party for Drake’s concert at Caesars Windsor. The event was a success, with Drake himself along with his entourage attending. I learned many things from Charlie about marketing and leveraging over the years. No matter the situation, no matter the city, I could call Charlie at any hour of the day and get set up properly wherever I went. His reach and network is priceless. He is a constant marketer who always breaks through glass ceilings. Just when you think he did something that can’t be out-done, he does something even bigger over and over again. Not only is he a dear friend, he is a big source of inspiration to me. We had a great discussion on this topic and I believe that his answers to my questions are worth sharing.

***The importance of networking and marketing. What is stronger: a big marketing budget or a strong rolodex?***

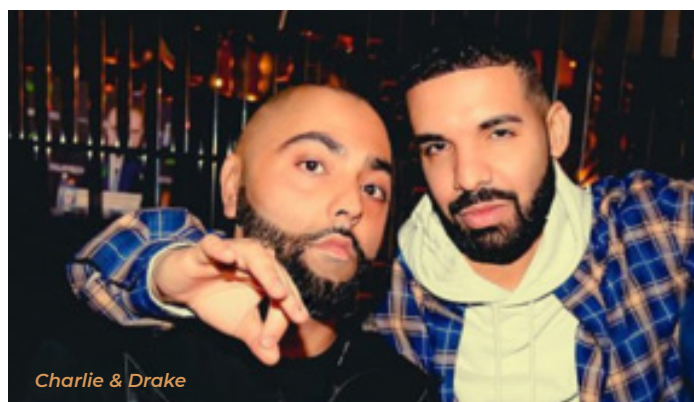
A strong rolodex is often more valuable than any marketing budget. There is still no greater cosign than word of mouth. Throughout my entire journey in the music industry, my greatest opportunities have always been, and continue to come from the people I have built relationships with in some capacity, or the gracious recommendations they give their peers to get me involved. By building genuine relationships, I’ve created the foundation for a career that has spanned decades and continues to grow by integrating marketing and social media as a bonus to an already firm structure.

***Do you find better business opportunities come to you personally due to your ability to market and promote, or do they come due to your rolodex and the value you bring with your sphere?***

As a DJ, I came up in a time before influencer marketing, where my career was built on a reputation of delivering quality work, and treating people well. Often, when people think of navigating the competitive music industry, they don’t always think of words like “integrity” and “respect”, but by staying true to my values, I’ve created a name for myself.

People know what and who they’re getting when they reach out to work with me. Marketing and promotion has since been used to tap into a younger audience and continues to stay relevant in the fast-paced field of music.

***What are a few simple tasks that any business owner can implement that will help them market their product or service?***



Build a team of people that believe in and are passionate about the vision. The right team can make or break any business.

While experience is important in selecting the right team-members, it’s paramount to find individuals that understand and share the same long-term goals. It forms a mutually beneficial relationship with longevity when everyone has the same destination.

***Which systems, apps or tools do you use that you cannot go without?***

Instagram is still the greatest tool I use to network, promote, and market myself and my businesses. But it’s also a great platform for research and development. Oftentimes, people use the app as a way to self-promote, organically or through ads, but brands also forget to tap in and engage with their communities, build relationships, and study trends. It’s a one-stop app.

***How can someone go about building a network? How do you maintain a network?***

Don’t be too proud to reach out or respond. Congratulate your peers on achievements, even though they may also be competition. Assist others who reach out with questions, when and where you can. When people ask for favours, help if you’re able. One day, you may need to cash in that favour. Be a good person, do good work, and uplift others along the way. It may take time, but if it’s genuine, those relationships can pay off long-term.



On November 24th, 2021, Brady Thrasher and family hosted an advertiser appreciation event for all the contributors who helped bring his magazine to life. During the event, Brady presented the Windsor Regional Hospital Foundation with a cheque for \$10,000 on behalf of his family and the advertisers. This donation will be given to the Paediatric Oncology Department. Guests enjoyed Smashburgers from Whamburg, Charcuterie Cones from The Hostest With The Mostest, Sushi by KONA, Deserts by Niso Yummy Delights, a selection of Wine from Stephen Thomas, Sommelier, and beverages from Malden Mobile Bar Co.



Gisele Seguin, Windsor Regional Hospital Foundation, Jessica and Brady Thrasher



The Thrasher Family: Jessica, Brady, Braxton, Vail and Barrett



Ainsley and Matt Bondy



Zac and Taylor Braga



Tessa and Justin Hunt



Glen and Linda Muir with Brady



Rebecca Banks, Wes Thrasher and Lindsay Gyori with their brother Brady





Chris Mastronardi, Benji Mastronardi, Ollie Mastronardi, Zeyad Rafih and Hamoodly Rafih with Brady



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Angela Buller, PJ Bernauer and Daron Hallock



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Jake Jorgensen and George Nalkranian with Brady







Beth Yeh, Ron Foster, and Gisele Seguin with Brady



Heather Mastronardi, Andrea Mastronardi, Mark Mastronardi, and Matt Mastronardi



Chris Jaber and Johnny Jaber



Antoinette Bertucci, Mark Favaro, Anthony Dufour and Mike Collavino



Ali Gamrini with Brady



Jayson Pynn, Tony Catalano, Adam Patterson, Matteo Sebastiano and Jessie Curniak with Brady

***“Thank you to all those who attended and helped make this event possible. To all those who were unable to make it, wait until next year when we do it all again.”***

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# ASSET CLASSES

*The savvy investors with bullish outlook and high risk tolerance have shifted away from traditional investment vehicles, such as mutual funds and bonds, and have invested in emerging asset classes that are seen as a bit unconventional, but have yielded outstanding returns. Please open up your horizons as we embark on a condensed deep-dive session with our content contributors who hold a high level of knowledge in these emerging asset classes.*

These discussions have brought me to the conclusion that supply and demand is what makes a market. Over the past 2 years, we have seen the asset classes listed below thrive due to the market having an abundance of buyers, and a limited amount of inventory. In decades past, we had seen overflowed car lots selling cars at a discount, and offering amazing incentives and rebates on vehicles. We got used to visiting the jewelry store and bargaining with the luxury watch dealer. The days we would sit and look at our old hockey cards and think “wow, the price hasn’t changed in years” are over! The dynamics have changed in our market, and shifted consumer behaviors towards investing into different asset classes. The asset diversification plan for generations has widely been in real estate, stocks, and bonds. We now have new asset classes thriving and allowing open-minded investors to reap the rewards by investing in these thriving trends.

All of the contributors in this article can agree that it has been a primary focus of ours to diversify our investment portfolios. We are constantly seeking new trends to allocate small portions of our available capital into, in hopes of connecting on an upward trend to maximize our returns. Depending on your risk appetite, you may be content with your money sitting in the bank collecting a small rate of return, or possibly a zero return, but your money is safe in the bank.

In order to accumulate wealth, it’s necessary to take risks and have your money work for you. If you’re looking to invest into different asset classes or financial instruments, assemble a mastermind group of advisors and friends who have in-depth knowledge in those different areas, so you can perform due diligence on the various opportunities you are considering. Always look at your investment as a business, measure the risk, perform due diligence, have a strategy in place and ultimately have a goal. A fundamental for success in business is the ABCs: Always Be Closing. Always look to buy, always look to grow and learn. The rewards have been proven. The group of contributors all have jobs outside of their investment knowledge, we are not experts, we are simply passionate and informed investors. The information provided in this article is all opinion-based, and is not meant to be taken as investment advice. We do hope that our opinions will inspire you to seek out investment advice from those who are qualified to provide it.

This brings us to the classes. Each asset class listed here is summarized based on the opinions of someone I deem to be knowledgeable on the topic, and I hope that it helps bring you an informative insight on how they work. Under each of the listed asset classes, I have included a summary based on the discussions I had with each individual on the asset they have mastered.

## DAMON ROTTERMOND PERPETUAL ASSETS

PARK CITY, UTAH

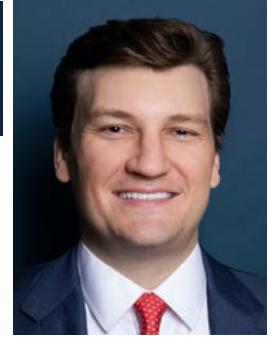


For perpetual assets, I turned to Damon Rottermond. A watch collector, he stresses that he does not consider collecting watches an investment, but rather as a hobby and passion that can be passed along to new generations. This is a hobby that comes with the appreciation of value, and Damon has a keen eye on certain brands, namely Rolex and Patek, that he believes are safe stores of value. Many watches sell at well over their MSRP, and, like with Thomas' wines and bourbons, what it comes down to is knowing your market and being able to identify good deals. But in the world of watches, it is advised to keep your purchases to being from authorized dealers, as well as being aware of what rumours are circulating regarding discontinuations. For instance, when word spread that the platinum daytona 116506 was being discontinued, it nearly doubled in price just from rumour alone!

WATCH	August 2020	August 2021
Audemars Piguet Royal Oak 15500	Then: \$37,500	Now: \$59,000 ▲ \$21,500
Audemars Piguet Royal Oak Chrono 26331	Then: \$40,000	Now: \$60,000 ▲ \$20,000
Audemars Piguet Royal Oak 15400	Then: \$35,000	Now: \$54,000 ▲ \$19,000

## JONATHAN BEGG EQUITY ASSETS

NEW YORK, NEW YORK



An equity trader is someone who is involved in trading equity securities in an effort to profit from the purchase and sale of those securities, and my friend Jonathan Begg is a formerly professional equity trader. He finds that the best trading activity and opportunities occur during periods of high volatility. If you are looking into getting involved in stocks, here are a few tips: Before a trade is made, the trade should have a defined entry and exit, and it is best to enter and exit a trade in stages. Once it reaches your desired entry, begin accumulating a position to achieve price improvements with any subsequent moves to the downside. Remember the risks and choose a portfolio mix that best suits your risk criteria, and be sure to rotate in and out of asset classes and categories to maintain the original portfolio allocation ratio throughout each year. In trading, it is favourable to utilize a buy-and-hold strategy while identifying high-quality names that pay a historically consistent dividend. In following these rules, among others, Jonathan's average trading pattern during volatile periods can span to 15-40+ trades per week, and his volume reduces to 0-15 trades per week during periods of low volatility.

## THOMAS WILLIAMS LIQUID ASSETS

SOUTHLAKE, TEXAS

Liquid assets are goods that can be quickly exchanged for money, and for Thomas Williams, those goods are wine and bourbon. The rise of bourbon as a luxury good has increased its demand, meaning that specific bourbons can be resold at prices 10-15x higher than its original retail price. What puts specific wines and bourbons in such demand can come from many factors, such as age and limited releases, because that means that there are only so many available for purchase, making its market value higher. Collectors are willing to pay lots of money for products that are difficult to come by, and so by learning your market and being able to identify products that are likely to have a high demand, you can turn a profit by purchasing those goods and easily reselling at 3-5x your money. Wines and bourbons are not the only market available, but it has certainly proven to be a prosperous one.





## ANDREW GILBERT HARD ASSETS

DURHAM, NORTH CAROLINA



For hard assets (something physical that possesses value), I turned to Andrew Gilbert and his knowledge on precious metals. He says that since October 2018, metal has seen a significant spike in value, such as gold which has seen an increase of roughly 45%. With the inflation rates of the last few years, basically any metal has become a great investment. In Andrew's opinion, industrial metals, such as copper and aluminum, can give you great clues about the global economy and where it might be headed. He says that from an investment theory standpoint, precious metals also provide a low or negative correlation to other asset classes like stocks and bonds. This means that even a small percentage of precious metals in a portfolio will reduce both volatility and risk. The bottom line is that precious metals provide a useful and effective means of diversifying a portfolio. The trick to achieving success with them is to know your goals and risk profile before jumping in. The volatility of precious metals can be harnessed to accumulate wealth. Left unchecked, it can also lead to ruin.

## WES THRASHER MOVEABLE ASSETS

AMHERSTBURG, ONTARIO



For moveable assets, we look at the production of machines, cars, equipment, or materials, and so I asked Wes Thrasher to contribute to this topic. Wes has been in the vehicle market for years, and over the past 2 years he has seen how the pandemic has impacted sales. Between labour shortages and challenges in distribution, as well as breakouts causing shutdowns, the vehicle market, at least in Canada, has been struggling to meet demand. Much of the automotive industry is driven by the power of the US dollar, and so the more you spend, the more power is impacted by that dollar. Wes is seeing many collectors deplete their collections because, they say, "there's never been a better time", and so certain limited products are generating massive returns, some by as much as the astounding amount of 35%! At this point in time, new cars are the most difficult to purchase, and there is also a shortage in the inventory of boats, jet skis, yachts, quads, motorcycles, campers, and even golf carts. This is also a result of the pandemic because of the forced closure of the Canada/US border, contributing to the inflation of prices.

## TYLER SOULLIERE & MATT MASTRONARDI TANGIBLE ASSETS

A tangible asset is an asset with finite monetary value, usually in a physical form. Matt Mastronardi and Tyler Soulliere provided insight into this topic using their knowledge of sports cards, something that they say has come back to life during the COVID-19 pandemic due to people looking for new hobbies. The value of sports cards has skyrocketed, but in order to find good value, there are a few key things to look for: scarcity of the card, the rating, and legacy athletes. Cards featuring young athletes who have barely had the chance to tap into their career cannot be justified at a high price because they don't have a legacy left behind yet. Sure, some newer athletes can really make a name for themselves right off the bat, but they have a long way to go before their cards can sustain long-term value. With sports cards, eBay is a great source for determining value.



LAKESHORE, ONTARIO



LEAMINGTON, ONTARIO

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#### ROI SINCE 2002 🔥

2002:	<\$50,000
2004:	\$56,670
2005:	\$63,696
2006:	\$72,057
2008:	\$112,800
2010:	\$154,700 (8.5)
2013:	\$272,550 (8.5)
2014:	\$268,664
2015:	\$501,900
2016:	\$660,000
2019:	\$840,000
2021:	\$2,029,500

@JEREMYPADAWER

## JON RACCAH DIGITAL ASSETS

MIAMI, FLORIDA



A new asset that has come about in recent years is something we have all heard of, but few of us understand, which is why I turned to Jon Raccah to chime in on this topic. To put it simply, cryptocurrency is a digital store of value with some sort of cryptographic security element, which makes counterfeit nearly impossible to create, and a decentralized element that distributes the ledger to a wider network. Jon says that the current market is, in a word, volatile. With it being such a new market, there is still a rapid entry and exit of players, which creates significant spikes in the price. There are diversified crypto funds available for investors, and anyone looking to subscribe to a specific asset should do their research and find the one that they believe has the best underlying technology. Start slowly, in the long-term crypto market the wide scale adoption will calm the volatility, and transition the asset from the current speculative commodity phase to a more traditional stable currency.

## JOY PATHAK MINTED ASSETS

SACRAMENTO, CALIFORNIA



In minted assets, a key term to know is non-fungible token, or NFT. Joy Pathak explains that an NFT is a unique and non-interchangeable unit of data stored on a digital ledger that can be used to represent easily-reproducible items such as photos, videos, audio, and other types of digital files as unique items, and use blockchain technology to establish a verified and public proof of ownership. The buying and selling of NFTs is an extremely risky business because liquidity can dry up instantly. Joy says that it is one of the riskiest assets in crypto space with the potential to result in major losses, but that it also has the potential for huge rewards. At the moment, we are in the early development of NFTs, and Joy believes that the future of NFTs is looking strong, saying that the current stage reminds her of the early development of bitcoin.

## BRADY THRASHER & ZEYAD RAFIH REAL ESTATE ASSETS

When it comes to real estate assets, of course I consider myself to be an expert. But I thought it best to have a guest speak on this topic alongside me, which is why I called on my friend Zeyad Rafih. Over the last few years, the real estate market has been on a significant upswing. The rapidly increasing value of real estate means that if you bought a home in the last decade, odds are good that your home has a great amount of equity. With the COVID-19 pandemic we expected a drop, but the opposite came about instead. The shortage of goods made it difficult for builders to locate the products needed to develop new properties, which in turn made the prices of new construction and resale construction inflate. When you begin to obsess over types of properties, you change the way in which you observe them. You analyze every attribute and set back for their best possible use. For instance, a busy corner lot could be the home of a future McDonald's, or a home on a busy street that is unlikely to appeal as a family home could become a commercial property. Investments are risky and can take several years to develop, but it can be well worth the risk. Cash flow and income-generating assets are an important part of acquiring land, and maximizing the use of that land can help you turn a profit.



HARROW, ONTARIO



TECUMSEH, ONTARIO

*Tyler Soulliere, one of our contributors to tangible assets, concludes this article:*

*What if I told you that all that hard work and all that saving you did was for nothing? Stay with me here, because this is exactly what inflation is doing to your hard earned money. A million dollars today will not be a million dollars in 10, 20, 50 years. In fact, due to inflation, it could be worth pennies on the dollar. Just look at the price of real estate over the last 50 years. A million dollars would buy you a mansion back then.*

*Today, you get a small home. Just imagine this, your grandparents, who worked their butts off, saved a million dollars in their lifetime, put it in the bank, made minimal interest, and then gave you that million dollars, would now buy you just a small home. All their hard work for pennies on the dollar. Now if they were to have taken that million dollars and invested it in assets, such as gold, silver, art, sports cards, or real estate, your chances of it holding its value, or increasing are much higher. That is the importance of understanding the monetary system, and knowing your assets.*



# A HOME AWAY FROM HOME







Windsor-Essex county is filled with adventures and activities to fill up a day trip, and among them are the beautiful wineries. But if you want to go have a fun day of wine tours and tasting, you have to have a designated driver, or rent a limo. That part of the county doesn't have much to offer in terms of accommodations. Until now.

Sean and Karrie Maine love the wine country part of Windsor-Essex, and they noticed that something was missing, so they took it upon themselves to fix it. A few years in the making, they eventually set their eyes on a quaint cottage

located at 171 Adelaide in Colchester, and with the help of their realtor friend Meghan Boschin, they purchased the property and went to work on renovations.

Now ready for rentals, the vacation home can accommodate up to 10 people through its 5 beds and upstairs loft. Even if the wineries are not the attraction pulling you into the area, there are so many things nearby that make this home a perfect destination for your getaway. Holiday Beach is only 10 minutes away and makes for a great day trip, complete with birdwatching.







Also nearby are Colchester Marina, the town of Kingsville only a 20 minute drive away, and a park with a splash pad for the kids, meaning that there is something for everyone within a short radius. Plus, the home also comes equipped with 8 bikes for renters to use to get to and from the wineries.

The Maine's have put a lot of hard work into the house, purchasing it when it was nowhere near any condition for guests. The COVID-19 pandemic brought drawbacks to the development, but now the rental home is fully refurbished with a completely modern look, it perfectly fits in with the beautiful view of Lake Erie. Plus, the view of the water can also be enjoyed from the bunkhouse located on the front of the property, separate from the main house. In the bunkhouse, guests will enjoy two bedrooms, one full bathroom, a kitchenette, and a separate living area with a fireplace.







“We’ve had a few guests so far,” said Karrie Maine. “We started with family and friends so we could get feedback and start getting the word out, but we’ve had a few guests we didn’t know as well.” The owners say that one of their first out of town guests came from the Niagara region, an area that also has their own fair share of wineries, and they said that they were quite impressed by what Windsor-Essex has to offer, including guests from GTA who visited Pelee Island during the day. Among other guests, the cottage has been the host for a small wedding, anniversaries, birthdays, families, and has seen an engagement.

The property at 171 Adelaide is currently listed on [www.airbnb.ca](http://www.airbnb.ca) but you can also contact Karrie herself for further information and bookings. Interested parties can give her a call at 519-990-2992, or email at [karriemaine@icloud.com](mailto:karriemaine@icloud.com).







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# CHEERS TO YOU BRADY THRASHER



Congratulations on the achievement of 10 years in business.  
Wishing you many more years of success, growth and opportunity.

*Ernie & Nicole Mailloux*



# THE BRADY THRASHER COLLECTION

