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Muskoka Dreamhouse

ON LAKE JOSEPH

THE (OLD) REAL ESTATE

BROKERAGE IS DEAD

NORTH | FALL 2023



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A NOTE FROM THE EDITORS



Todd Adair*
President
Sales Representative

As I spend more time in the real estate profession, I am increasingly convinced that the traditional way most brokerages are run is perilously out of date. The market, especially in high-demand and high-dollar areas like the GTA and Muskoka, operates very differently today than it did even a decade ago. In my editorial on page 91, I explore these issues and offer solutions that better reflect the realities of modern real estate, as we see them here at Cayman Marshall International Realty Inc.

Our featured listing in this issue, Muskoka Dreamhouse, is destined to

be a stunner in every season. With its lakeside elevation almost entirely made of glass, you can enjoy stunning views of the islands dotting the lake during sunrise or the gentle snowfall outside while cozying up by the fire. The reality truly seems like a dream in this exceptional home.

We hope you enjoy our Fall 2023 edition, featuring our exceptional listings, many of which are exclusive to Cayman Marshall. Thanks again to the editorial team for their hard work, and happy autumn, everyone!



JD Sterne
Brand Partnership Executive/Editor

As the leaves begin to fall, I am filled with a sense of gratitude and appreciation for the beauty that surrounds us in Muskoka. In this season of harvest and Thanksgiving, it's important to reflect on our blessings and come together with loved ones.

I am thrilled to share with you the Fall 2023 edition of our magazine, where we explore the true meaning of Thanksgiving through the eyes of an Indigenous Knowledge Keeper, the legacy of the forests on your property,

why foreign investors love Muskoka, what myths have arisen about being a Muskoka realtor, and much more.

Our team is dedicated to bringing you the best content, including real estate insights, investment ideas, short-term rentals, luxury lifestyle content, and much more! I hope this issue sparks your curiosity and inspires you to explore all the wonders that Muskoka has to offer.

Happy reading, and happy Thanksgiving!

“A beautiful space starts from the ground up with a weavers art...”

– Michael Pourvakil



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14 CREATING A COZY & LUXURIOUS BEDROOM
with Cassis Design Studio



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NORTH | FALL 2023

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MUSKOKA DREAMHOUSE
on Lake Joseph

10

Muskoka

By Martha Uniacke Breen

When you first alight on the drive of this Lake Joseph beauty, what first strikes you is how serene it looks. With its subtle matte-black cladding and low-maintenance metal roof, it seems to nestle quietly into the hillside: an uncluttered silhouette among the pines and the impossibly blue Muskoka sky.

Dreamhouse

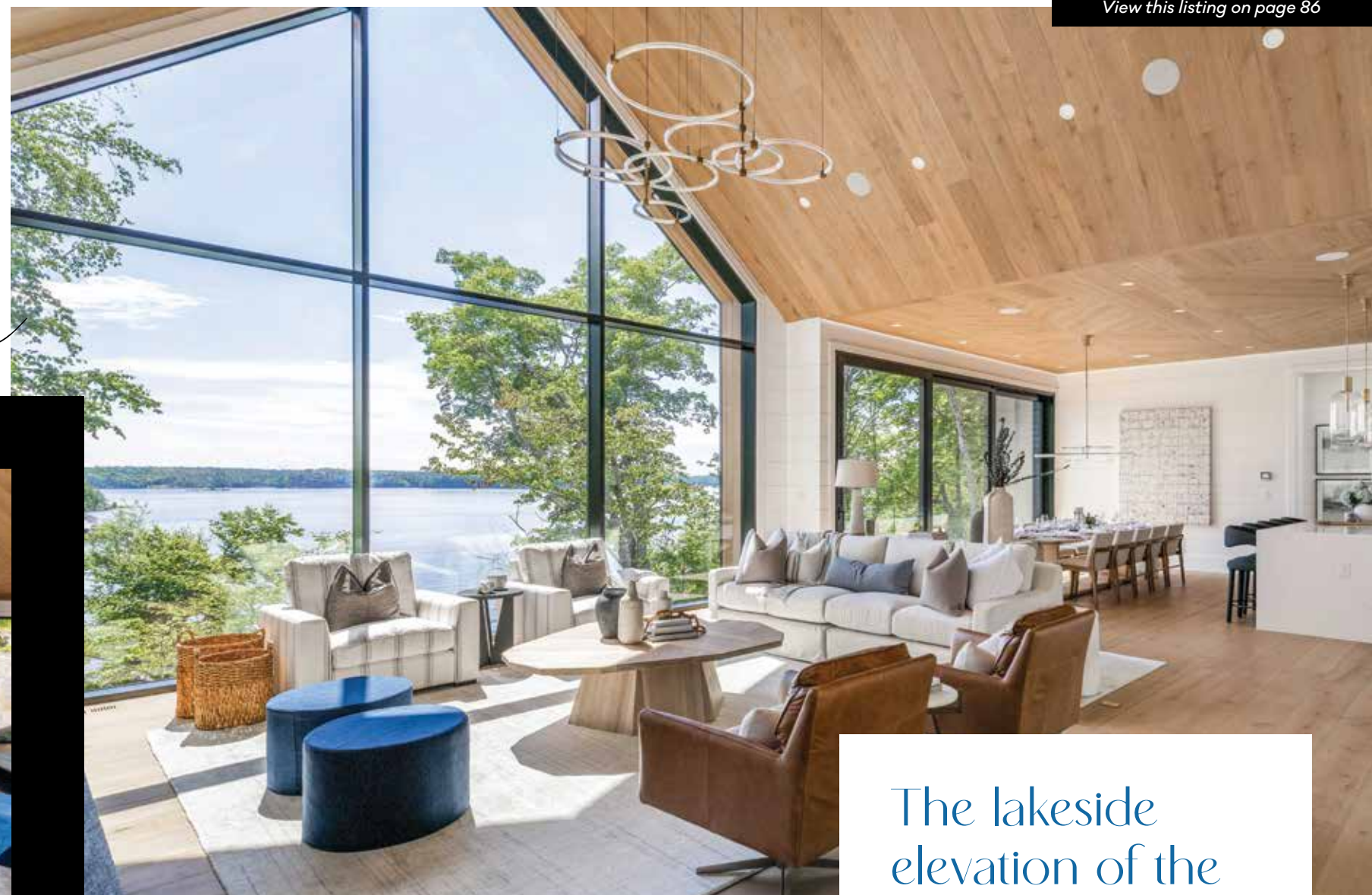
Upon entering through the glass door under the gabled central portico, it feels as though you have stepped into another world. The almost modest front gable magically transforms into the peak of a soaring open space. This space is taken up almost entirely by the uninterrupted view of Lake Joe, from one end to the other, from ceiling to floor, sparkling in the summer sun.

In something of an architectural and engineering feat, the lakeside elevation of the cottage is almost entirely made of glass. It takes full advantage of one of the property's most breathtaking assets: sprawling across 300 feet of prime waterfront, a splendid, miles-wide view of arguably the most desirable of the Muskoka lakes. From every perch in this magnificent house, from every bedroom and easy chair, from the chef's kitchen and dining room in the open central area, to the secluded and cozy primary suite under the pines at the far side, your eyes and your heart are filled with a vision of sky, trees, sunlight and water.



At just under 7,500 square feet, with six-plus-three bedrooms, seven bathrooms, and set on a roomy six acres of prime Muskoka lakeside property, the cottage was built to welcome a big extended family, a couple who loves to entertain, and everything in between. But the dream lies in how beautifully it combines big, heart-stopping spaces and cozy corners; it's equally accommodating for big friendly crowds, or those weekends when it's just the two of you, stealing away for some peace and quiet by the lake.

The interior is a study in unpretentious elegance, with natural finishes that are long on beauty but require little to no care. Flooring throughout is rustic, wide-plank hardwood; walls are finished in white shiplap, while the great room fireplace is clad in clean-lined Carrara marble, with a sleek granite hearth at its base. Windows are trimmed in black metal, imparting a comforting feeling of heft in the midst of all the light and air that fills the home.



The lakeside elevation of the cottage is almost entirely made of glass.

In the dining and kitchen area, the ceiling stops down to a more humane height of ten feet or so, tailor-made for intimate dinner table conversation or chatting with the cook while lounging at the island. (Sliding glass doors in this section welcome in lakeside breezes on a warm day.) The kitchen is free from the usual clutter of cupboards and hardware; instead, overflow storage and extra prep space is hidden behind a rustic siding barn door at one side, behind which lies a complete butler's pantry.



The Muskoka room

Past the great room on the other side is the staple of every cottage worth its lounge chairs: the Muskoka room. But this Muskoka room is no drafty three-season add-on: with its screens fully retracted, it functions like a sheltered verandah above the water, where sitters can relax out of the wind while being serenaded by the birds and the waves gently lapping below. As the sun sets, push a button, and the screens close, banishing the bugs as the stars begin to shimmer above the darkening water.

The lower level is designed for entertaining – whether it’s en masse or just a quiet game of cards or conversation à deux. Kick back by the fireplace and catch the game at the far end of the family room; or if you really want to get away for a movie night, move into the plush home theatre, with its high-end projection screen and state-of-the-art sound system. There’s also a second, conveniently equipped kitchen on this level – great for whipping up a meal for a hungry crowd, or just heating up pizza for the kids.



The lower level is designed for entertaining

Each of the six bedrooms has its own private, tailor-made view across the lakeside; but no worries about being on display to passing boaters. Dropdown blinds are there at a push of a button if it’s a little extra privacy you desire, or a little extra sleep when the morning sun shines in. Most bedrooms also have their own ensuites and access through sliding doors onto the deck as well.

Outdoor life, in the best Muskoka tradition, is as important here as life indoors. It’s possible that the private waterfall, trickling down from ancient granite rocks just outside the primary bedroom, provided the inspiration for the pool, since it features an infinity edge that seems to cascade right down the hill. The poolhouse, which echoes the gabled silhouette of the main house attractively, includes both an outdoor kitchen and sheltered lounge area – perfect for escaping a passing shower without having to run back in the house.

Finish the day with a leisurely stroll down over the shallow limestone steps to the water’s edge, where a classic Muskoka boathouse features two slips, a bar for serving friends sunning themselves on the dock, and extra sleeping quarters for overflow guests, or teens who want their own space away from the parents.

Rising above the water, with its subtle, elegant design and walls of glass reflecting the woods and water that surround it, the house has a quiet sparkle, like a dark jewel set in the trees at the waterside. Don’t say you weren’t warned; once you spend time in this dreamhouse, you may never want to leave.



THE ART OF LAYERING:

CREATING A COZY & LUXURIOUS BEDROOM

WITH CASSIS DESIGN STUDIO

As the crisp autumn air settles in, it's time to transform your bedroom into a warm and inviting sanctuary.

In this article, we'll explore the art of layering a space to achieve optimal comfort and luxury. Join us as we delve into the details of a stunning luxury bedroom with an expansive lakefront view, where every element has been carefully curated to create a cozy haven.

1 SETTING THE FOUNDATION:

To set the stage for a luxurious experience, we began by adding a touch of nature to the walls. A white oak was chosen, bringing a sense of tranquility and connection to the outdoors. This textured backdrop serves as the perfect canvas for the layers to come.

2 THE CUSTOM HEADBOARD:

A custom headboard, upholstered in a sleek linen fabric, takes centre stage. The fabric's Crypton coating ensures durability and longevity, making it a wise investment for years to come.

3 LAYERING THE BED:

To achieve the ultimate comfort, we layered the bed with a multitude of cozy elements. Starting with a soft and inviting blanket, we added a duvet for extra warmth. Topping it all off is a luxurious comforter, creating a sumptuous and inviting nest. The combination of different colours and textures adds depth and visual interest, while seamlessly blending together to create a harmonious ambiance.

4 PILLOWS AND TEXTURES:

To further enhance the luxurious feel, we incorporated pillows with varying textures and colours. This not only adds visual appeal but also provides an opportunity to personalize the space. Mix and match velvet, silk, and faux fur pillows to create a rich and inviting atmosphere.

5 CALMING DRAPERIES:

To create a serene and calming feel, we chose draperies that exude elegance and sophistication. These draperies not only add an extra layer of insulation but also create a cocoon-like ambiance, perfect for unwinding after a long day.

6 FINISHING TOUCHES:

To complete the layered look, we added carefully curated decor pieces to the dresser and night table. By incorporating items that reflect your personal style, such as scented candles, books, and small trinkets, you can create a lived-in and inviting space.

7 EMBRACING FALL:

As we approach the fall season, it's the perfect time to embrace the changing colours and cooler temperatures. By incorporating warm-toned accents like copper candle holders, cozy throw blankets, and autumn-inspired artwork, you can infuse your space with the spirit of the season.



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LEGACY FORESTS

**UNDERSTANDING YOUR FOREST'S HISTORY,
TO BETTER PLAN FOR ITS FUTURE.**

By Tim Winegard, MSc | Muskoka Tree Solutions, Owner and Certified Arborist

Muskoka's charm would not be the same without the towering trees and expansive forests found across the region. Understanding how your property fits within the landscape is an important part of preserving and promoting your forest's health, while mitigating and managing against risk.

As forested property owners, we all know the danger that trees can pose to our homes and cottages when left unchecked. Muskoka Tree Solutions works with owners to identify and address their property values and goals, while working to fit them within the larger context of the region's forests. Our philosophy is rooted in helping owners make informed decisions based on recent forestry science and regionally significant ecological values.

UNDERSTANDING

To the trained eye, the age, condition and arrangement of trees on a forested property provide clues as to how past natural disturbance, land use, and wildlife have shaped these features towards their current state. Identifying your forest type, and learning how its species differ in expected longevity, stress tolerance and disease susceptibility, all lead towards better-timed and -directed management actions.

Our website, muskokasolutions.com, provides significant tree and forest management resources for cottagers looking to better understand where their property fits within the broader Muskoka landscape. We highlight some of the top considerations for property owners to be proactive not only in mitigating risks like winter storm damage and forest fires, but promoting wildlife habitat, forest health and resilience.



THE PAST

PLANNING FOR THE FUTURE

Whether you are buying a new cottage, building your dream home or inheriting a family property, we all have different visions for aesthetics and tolerances for risk. These can change between owners and generations as the surrounding forests age and conditions shift through time. As a result, management planning needs to adapt to dynamic broad-scale influences like disease-related species declines, as well as persistent localized influences on risk or aesthetic conditions.

Many of us have lost sleep questioning the age and condition of trees during storms, their precarious positions close to assets, or large branch extensions over the cottage and deck. We recommend that owners utilize our resources to help in identifying seasonal and persistent hazards while providing context for guiding their vision for change. From rigging branches over the cottage, to hazardous tree removals and climbing for vista pruning, we provide a suite of services for helping property owners achieve their goals... and a restful night's sleep!



LEAVING A LEGACY

The forces of natural and human history have shaped Muskoka's heritage. Preserving, adapting and leaving a legacy for future generations will require all who are invested to participate. In many ways, the forests of the future will be shaped by the actions of the present. As a result, engaging in forest management at the level of our family properties and cottage communities can help ensure that we are leaving forests behind in equal or better shape than we found them. Muskoka's tradition as a cottaging, camping and quality-of-living hotspot is dependent on our cooperative management of this shared heritage.

Whether you are planning your future forest or maintaining an existing legacy, trees provide the backdrop to cottage country. Working with professionals to develop and execute a plan for your property's trees will frame a generation of lakeside photos at the cottage. Certain trees will be lost to memory, while others will go on to form the Muskoka of the future. We hope that as another season comes to a close, you will find the time to reflect on the significance of your trees to the cottaging experience.

Leaving a legacy for future generations requires investing in our current forests. What do you want to see change, and what do you want to see persist beyond your time? For "a society grows great when old men plant trees whose shade they know they shall never sit in" (Greek proverb).



CURATE YOUR ENVIRONMENT

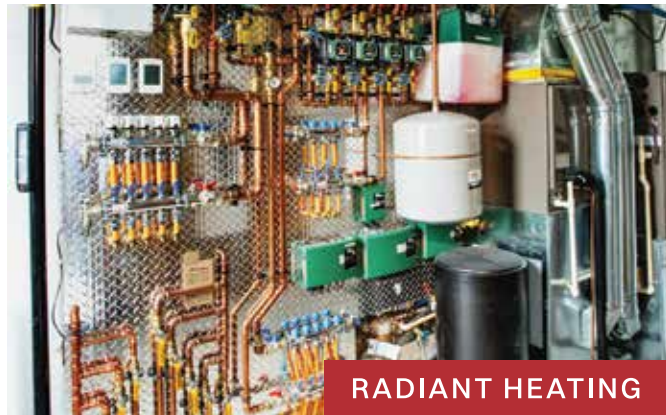
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The True Meaning of Thanksgiving:

Insights from an Indigenous Knowledge Keeper

By DC Rutherford

INDIGENOUS KNOWLEDGE KEEPER AND WÁHTA MOHAWK MEMBER CHRISTOPHER STOCK OFFERS INSIGHTS INTO THE ORIGINS OF THIS VERY NORTH AMERICAN HOLIDAY.

While popular representations of Thanksgiving Day traditionally feature indulgent meals, large gatherings, football, the majestic fall colours of the leaves, and being grateful for all blessings, the word itself – “thanksgiving” – refers not to any specific celebration, but rather to the act of giving thanks.

Even as it has adapted over the years as a family holiday, the traditions, culture and celebrations of Thanksgiving within Indigenous communities are still vibrant and present throughout North America. In this context, Thanksgiving reflects and honours the compassionate generosity of the Indigenous peoples

with the Pilgrims, when these European travellers first arrived at the shorelines of North America.

As a result of that special moment, and after much friendship and guidance on the best practices for survival in the New World, the Pilgrims reciprocated with the same compassion and generosity towards the Indigenous people at the end of their first harvest.

We reached out to Christopher Stock, Indigenous Knowledge Keeper and founder of A Journey Begins Interactive Indigenous Cultural Experience, in order to better understand Thanksgiving and its connection to cottage country.



As long as we look after this gift of the Earth, then the Earth in return will look after us.

acknowledged everything that was placed on this Earth; and all of the people respond with 'Yes!' after each item the speaker acknowledges. It comes from the heart [...].

"And the first things that we are thankful for are all of the people gathered here, and our mother the Earth. We are thankful for all of the water, the rivers, streams, lakes, oceans and seas, because we know that life is water and water is life. We are grateful for all of the fish and creatures that live in the water, as each and every one of them was given roles, responsibilities and instructions to keep our waters clean. Some of the fish are for our sustenance and for our enjoyment."

Those fortunate enough to spend time in cottage country can certainly understand the importance of beginning with the water. The address goes on to recognize all essential elements of our being: the Earth, roots of all of the plants, medicines, insects, fruits and berries, animals, birds, foods and beyond.

It also makes special mention of corn, beans and squash, "what we call the three sisters," says Stock. "They

Stock is a fifth-generation member of Wáhta Mohawk Territory, near Bala, Ontario, whose ancestors relocated to Muskoka from Kanehsatà:ke, Oka Quebec, in 1881.

"The traditional Thanksgiving address, 'Ohén:ton Karihwatéhkwén' (the words that come before anything else), is the original instructions given to the Onkwehón:we (Human Beings) after Human Beings were created," he explains.

"Everything that was created and placed on this Earth was left with roles, responsibilities and instructions. Once everything was in its place and ready, the Creator of all things created Human Beings and gave the Earth as a gift. All that the Creator asked of the Human Beings was to offer greetings of Love, Honour, Respect, Thanks

and Gratitude each and every day for everything that the Creator has given us Human Beings as a gift.

"As long as we look after this gift of the Earth, then the Earth in return will look after us.

"The act of giving thanks begins with one person chosen to say 'the words that come before anything else' on behalf of all of the people that are gathered together," he continues. "The chosen speaker will announce that all of you people listen well, as the time has come to offer greetings of Love, Honour, Respect, Thanks and Gratitude to our Creator for everything that he has placed on this Earth. Let us gather together all of our minds, and let our minds come



together as one mind as we offer our greetings of thanks to our Creator."

Stock goes on to explain that the responsibility of the people gathered together is to listen well for a short time, then when the speaker "announces" (with the words "now let us gather together all of our minds, and let our minds come together as one mind"), then all of the people gathered will respond to the speaker together as one voice, saying "Yes!"

"This is the active participation of giving thanks. Then the speaker will continue with the words that come before anything else. The speaker will do the best to his ability from memory giving thanks in this way, until he has

support each other, feed and nourish each other and comfort each other and we are thankful for that." The three crops are a living metaphor and analogous representation of the intention of Thanksgiving.

"The interconnectedness of everything starts to unfold," he continues, reaching the intermission of his explanation of the "Haudenosaunee – People of the Longhouse," also known as the Iroquois -Thanksgiving Address. He reveals slowly, in vast, captivating detail, a stunning narrative. Stock's Thanksgiving is more true to the word – free from the commercialization of the colonialist holiday, and beautiful.

"And now we look towards the sky itself. We offer greetings of thanks to the four winds: North, East, South and West. We give thanks that they bring us fresh clean air with each new season. They always make sure that the air just doesn't stand still. It is always moving. With those currents of air, we are also able to recognize and

read the signs of any storms that may be coming our way so that we can find shelter and protection.

"To our Grandfathers the thunders, the rain makers, the sun, moon and the stars, we give thanks. Now that we have done, to the best of our ability, to offer greetings of Love, Honour, Respect, Thanks and Gratitude to our Creator for everything that he has placed on this Earth, should there be anything that we forgot to mention, I ask each and every one of us to place those items into our minds. Now we gather together our minds and let our minds come together as one mind." (Response: yes!)

"These words would be said before any meetings, political, business or social gatherings, to gather together all of our minds collectively as one mind. Then the floor is open to whatever it is that needs to be discussed or decision to be made; or for the sheer enjoyment of social gatherings, to enjoy our time together where we can share teachings, songs, dances and stories."



Love
Honour
Respect
Thanks
Gratitude



On Thanksgiving day in both America and Canada, you often see cranberries as a vital part of the celebration. The cranberry is one of three fruits native to North America, and is celebrated annually in Muskoka with the Cranberry Harvest and Festival in Bala. The cranberries are harvested each year in mid- to late September, and hundreds of thousands of pounds are picked annually.

"As it was told to me by my great-uncles," Stock observes, "the cranberry grew in the wild and was abundant everywhere in marshes and ponds. Packed with high amounts of vitamin C, it was used to help treat sailors suffering from scurvy when

they arrived in the New World. On the return voyage to Europe they would take as many barrels of cranberries as possible with them."

The humble cranberry has been a prominent part of Indigenous culture and Thanksgiving tables ever since. It's able to bridge borders and cultures, and is a common thread that connects the Canadian and American holiday celebrations.

Perhaps this year, with Stock's story, we can be reminded about the true foundations of Thanksgiving, and the beauty that lies within the true Indigenous representation of the North American Thanksgiving holiday.

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Image courtesy of niagaraoutdoor.com

Unmatched Experience as the Originators

While other companies have tried to follow in their footsteps, no one can compete with the expertise of the true trailblazers. Sport Court Ontario founder Scott Jackson brought Sport Court's revolutionary interlocking tile systems to the Ontario market full time in 2001. Sport Court International perfected and patented these modular surfaces, which could withstand harsh weather extremes and hot summer temperatures, in their home state of Utah. Dedicated leader Eric Thibideau joined Scott in 2004; Tully, Scott's son, with 16 years' experience, followed close behind. This senior management team, along with their excellent crews and office staff, continually provide premium courts and excellent service.

With 50 years of experience under Sport Court International's belt, the brand has become synonymous with athletic flooring innovation and performance worldwide.

Laser-Focused Customer Service

From your very first inquiry call to years after the court build, Sport Court Ontario makes customer service their top priority – not just a nice slogan. Project leads Tully, Eric and Steve intimately oversee each job. They listen to understand your unique needs and constraints, to ensure the end result exceeds your expectations. "They were fabulous, professional, and provided guidance and support when questions arose," says Grace Gray, general manager of Theona Park Resort.

Flawless Function Meets Enduring Beauty

Beyond building courts that perform beautifully, Sport Court Ontario creates spaces that look stunning for decades. They offer 19 dynamic colours to choose from – whether you want traditional neutrals, nature-inspired tones, or bold custom colours branded for a team or school. Their proprietary tiles lock securely together and resist fading or damage from all weather conditions. Your Sport Court surface will still look fantastic years later with minimal maintenance. It's an investment guaranteed to enhance your property's functionality and value.

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"I am so glad we went with Sport Court Ontario for our backyard court project," explains homeowner Tyler MacDonald. "Every step was managed professionally with constant communication. They delivered a high-quality, low-maintenance court that has us playing outside all the time now!"



Eric, Scott and Tully

19 DYNAMIC COLOURS TO CHOOSE FROM



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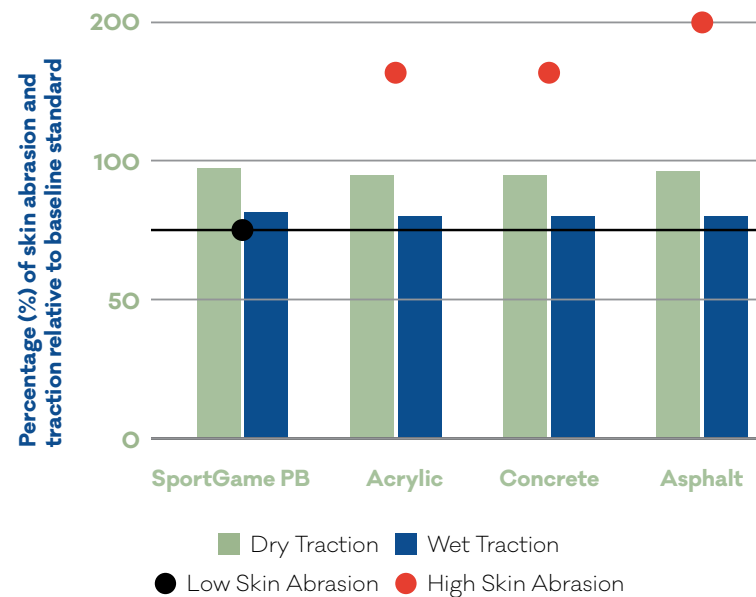
Sport Court Ontario also specializes in renovating and restoring aging or outdated athletic courts. Their modular tile systems seamlessly overlay your old surface. You can revitalize unused spaces or create multi-sport facilities by adding new lines, logos, and designs during the resurfacing process. "The school's old cracked courts looked so worn out and were rarely getting used," describes principal Jennifer Lewis. "Sport Court Ontario upgraded them within budget to create vibrant new spaces for tennis, basketball, and volleyball that students love using." Refresh your gym or recreation area with a Sport Court revitalization.



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Co-owner, Nathan Kaye

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Professional and Friendly

Our lead Muskoka technician, Nathan Kaye, and his team are a joy to work with. We arrive with the tools and

comprehensive strategies to control a wide variety of pests in a professional and friendly manner.

Proactive and Empowering

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SOUTH MONCK MEADOWS: 5 BEDS , 4 BATHS - LAKE BLANCHARD

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$11,639.00** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



PORTSIDE: 4 BEDS, 3 BATHS - LAKE MUSKOKA

Starting at **\$9,311.20** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

EDGEWATER CHALET: 5 BEDS, 3+1 BATHS - SILVER LAKE

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$11,639.00** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

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BRUCE RIDGE: 4 BEDS, 3 BATHS - BRUCE LAKE



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HUNTER'S BAY LAKE HOUSE: 6 BEDS, 3+1 BATHS - KAH SHE LAKE



Starting at **\$14,548.75** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



BRIGHTER DAYS: 5 BEDS, 5 BATHS - LAKE ROSSEAU



Starting at **\$13,966.80** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



CAMP KAH SHE: 6 BEDS, 3 BATHS - KAH SHE LAKE



Starting at **\$16,294.60** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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MUSKOKA'S DREAMCATCHER: 4 BEDS, 3 BATHS - LAKE MUSKOKA

Starting at **\$16,294.60** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



GREENWOOD COTTAGE: 4 BEDS, 2.5 BATHS - LAKE MUSKOKA

Starting at **\$16,876.55** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



ROSSEAU SUNSET: 4 BEDS, 3 BATHS - LAKE ROSSEAU

Starting at **\$16,294.60** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



ROCKLEA LODGE: 5 BEDS, 4 BATHS - PARRY SOUND

Starting at **\$18,040.45** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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WHITESIDE ESCAPE: 6 BEDS, 2+1 BATHS - LAKE MUSKOKA

Starting at \$18,622.40 for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

LILYPAD COVE: 5 BEDS, 4 BATHS - LAKE MUSKOKA

Starting at \$23,278.00 for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



HEAVENLY HAVEN: 5 BEDS, 3 BATHS - LAKE ROSSEAU

Starting at \$18,622.40 for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

EXUMA BAHAMAS INTERNATIONAL: 5 BEDS, 5 BATHS - BAHAMAS

Starting at \$23,278.00 for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.



BEL AIR OF MUSKOKA: 8 BEDS, 6 BATHS - LAKE OF BAYS

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$23,278.00** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

ROSSEAU ON THE FALLS: 7 BEDS, 5 BATHS - LAKE ROSSEAU

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$29,097.50** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



NEW RENTAL LISTING

KAHSHE BEACH HOUSE: 7 BEDS, 6 BATHS - KAHSHE LAKE

Starting at **\$25,605.80** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

CORNERSTONE: 5 BEDS, 4 BATHS - LAKE ROSSEAU

Starting at **\$30,261.40** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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LODGE AT PORTAGE POINT: 5 BEDS, 5+2 BATHS - LAKE MUSKOKA

Starting at **\$37,244.80** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

DRIFTWOOD: 6 BEDS, 6 BATHS - LAKE JOSEPH

Starting at **\$52,375.50** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



SUNSET BAY: 9 BEDS, 6+1 BATHS - LAKE MUSKOKA

Starting at **\$37,244.80** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

PARK HOUSE: 6 BEDS, 7 BATHS - LAKE ROSSEAU

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$52,375.50** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.



IDYLWOOD: 7 BEDS, 7 BATHS - LAKE MUSKOKA

Please reach out regarding discounted rates in the offseason. Summer rates starting at **\$52,375.50** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.



SUNSET BEACH: 5 BEDS, 5 BATHS - GEORGIAN BAY

Starting at **\$58,195.00** for one week. Includes all fees, taxes and other charges for bookings between July 1 and August 31, 2024.

Prices may vary depending on length of stay or other variations that can affect the price. Please inquire for available dates.

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WHY FOREIGN INVESTORS LOVE MUSKOKA

As both a vacation paradise and a safe, productive place to invest, the region is one of the world's best investments for foreign buyers.

In January 2023, the Canadian government enacted a sweeping ban against the purchase of residential property by foreign buyers, ostensibly to make residential properties more affordable for Canadian buyers. Since its enactment, there has been a lot of misunderstanding about just what the ban means.

But there's good news, according to Cayman Marshall representative and Certified Commercial Investment Member Rain Zhang. Not only are there still excellent opportunities in Canada for investors and vacationers from out of country, but some of the best are right here in Muskoka.

First, let's take a closer look at what the ban on foreign ownership actually means, says Zhang. It's important to note that the ban

specifically exempts vacation properties, vacant land, and mixed-zone and some other types of commercial properties. For all these reasons, Muskoka remains one of the best, safest, and potentially highly profitable, options for almost every type of foreign investor.

Zhang knows what she's talking about: as a CCIM-certified realtor, Zhang has been accredited with a commercial global standard endowed by the National Association of Realtors signifying specialized expertise in international commercial real estate.

Canada, she says, is easily the most stable of all the G7 countries politically, especially compared to the U.S., traditionally the world leader when it comes to many kinds of foreign investment.

RECENTLY, THE U.S. ENACTED A FOREIGN BUYERS' BAN OF ITS OWN, ONE THAT IS MUCH HARSHER THAN CANADA'S.



Rain Zhang

Some 12 U.S. states passed controversial laws that have actively banned Chinese nationals from purchasing property, and require those who currently own property there to sell by 2025 or face penalties and even potential expropriation.

Political unrest in some European countries, such as France, has made these areas less desirable to investors as well. And some Asian countries, apart from being very far away geographically from the action, are suffering inflationary, economic and other capital-negative woes. "Many capital investors are sensitive to security issues; Canada is a relatively safe haven for all these reasons," says Zhang.

Muskoka shares with Niagara Falls the distinction of being a world-recognized

tourist Mecca – not just in the last few decades, but throughout a history that now spans well over 150 years. Almost from the time it was first discovered, it's been a beloved vacation destination for generations of cottagers, hikers, sportsmen, tourists, and golfers.

The full region sprawls over more than 6,500 square kilometres – larger than some European countries. It's also one of the most beautiful and still pristine places on the planet, with more than 1600 lakes and mile after mile of unspoiled wilderness. It's no wonder the likes of Tom Hanks and Steven Spielberg, Cher, Cindy Crawford, Goldie Hawn and Kurt Russell, and sports heroes like Wendell Clark, all cherish their Muskoka vacation properties.





The Pines Private Island

ZHANG DESCRIBES TWO PROPERTIES THAT ARE CURRENTLY AVAILABLE THROUGH CAYMAN MARSHALL INTERNATIONAL REALTY THAT SHE FEELS ARE PARTICULARLY WELL-SUITED TO A FOREIGN INVESTOR.

"Both of these properties feature exceptional value, and have incredible potential for both out-of-country investors, and those who just want to enjoy the exceptional beauty and way of life that is Muskoka," she says.

The Pines Private Island, a 27-acre island on legendary Georgian Bay, has already been severed for subdivision into four well-proportioned lots, making it ripe for redevelopment. An investor could build finished cottages and resell some or all of the lots separately, or simply enjoy the island's consummate privacy and beauty as a private vacation retreat.

At a price of only five million Canadian dollars, Pines Island also offers an excellent opportunity for land banking for future development. "Land is one thing they are not making any more of in Muskoka," says Zhang. "And especially in the stable economical environment we enjoy in Ontario, land always increases in value."

The other property, she explains, provides an opportunity of a quite different kind. Consisting of a 48-acre plot in the heart of Port Carling, the property is zoned for both commercial and residential use, setting it up for a number of potential investments. ("The fact that it's already zoned for



Port Carling Commercial Lot

development is a plus," notes Zhang, "as this can often be a time-consuming step.")

Port Carling is one of the most important centres in Muskoka, originally founded as a logging town because of its prime location at the joining of two of Muskoka's three big lakes, Joseph and Rosseau. In summer, Port Carling is a lively tourist centre, with great shopping, dining, and local attractions.

"This property would make an excellent site for a small community or neighbourhood, with a mix of townhomes and small shops. It could also make a fantastic restaurant, hospitality or vacation attraction. Because of its location so close to the centre of Port Carling, it's also an excellent investment for land banking as well," Zhang says.

Right now is a great time for out-of-country buyers to take a look at Muskoka's potential as both a safe, secure and attractive business investment, and a welcoming vacation destination.

"I'd like to extend a personal welcome to our foreign visitors," says Zhang. "You'll see why Muskoka has been attracting investing clientele from all over the world; there really is a world of options here."

"IT'S LIKE A WELL-KEPT SECRET - THAT ISN'T SO SECRET ANY MORE."



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DEBUNKING MYTHS:

A DAY IN THE LIFE OF A

Muskoka Realtor

WITH JESS KAYE



Real estate is a dynamic industry that is constantly evolving. As a result, many myths have emerged over time that are simply not true. These myths can lead to confusion and misunderstanding about the role of a realtor and the real estate market. Here are five myths that we would like to elaborate on to help set the record straight.

MYTH ONE

Realtors are merely a salesperson, a cell phone, and a car.

This myth suggests that the only thing realtors do is show homes and make sales. While this is certainly a part of the job, it is far from the whole picture. A good realtor provides valuable guidance and expertise throughout the entire buying or selling process. They help clients navigate complex legal and financial issues, provide insights into local market trends, and offer valuable advice on everything from pricing to staging a home for sale. At Cayman Marshall, our commitment to providing exceptional service is reflected in everything we do.

MYTH TWO

Most of a realtor's advertising comes from MLS.

The Multiple Listing Service (MLS) is an essential tool for realtors, but it is not the only way they advertise properties. While MLS is a great way to reach a wide audience, it is not always the most effective way to market a property. At Cayman Marshall, we use a range of marketing strategies to ensure that our clients' properties are seen by the right people. From our proprietary algorithms to our sophisticated lead generation system, we leverage cutting-edge technology to help our clients achieve their goals.

We believe in providing genuine value, expertise, and services that work in our clients' best interests.



MYTH THREE

Getting a listing ready means taking pictures and posting them on MLS.

While good photos are essential for any property listing, there is much more to getting a listing ready than simply taking pictures and posting them on MLS. At Cayman Marshall, we take a comprehensive approach to getting your property ready for sale. We offer a range of in-house services, including staging, design, and construction, to help our clients prepare their homes for the market. We also provide detailed market analysis and pricing guidance to ensure that our clients get the best possible value for their properties.

MYTH FOUR

A Realtor is just a Realtor

This myth suggests that all realtors are the same and can work in any market. In reality, real estate is a highly localized industry, and it is essential to work with a realtor who has deep knowledge of the local market. At Cayman Marshall, we specialize in the Muskoka region, and we are intimately familiar with the local market conditions, bylaws, and regulations that impact our clients' transactions. Our local expertise is a key factor in our ability to provide exceptional service to our clients.

Real estate is a dynamic industry that is constantly evolving.



MYTH FIVE

Realtors play tennis and golf all day.

This myth is a holdover from a bygone era when real estate was seen as a leisurely pastime for the wealthy. In reality, real estate is a highly competitive and demanding industry that requires hard work and dedication. At Cayman Marshall, our team is made up of experienced professionals who are committed to providing the highest level of service to our clients. We are always working to stay ahead of the curve, leveraging the latest technology and insights to help our clients achieve their goals.

Real estate is a highly competitive and demanding industry that requires hard work and dedication.

At Cayman Marshall,

we are committed to challenging the status quo and redefining what it means to be a real estate brokerage. We believe in providing genuine value, expertise, and services that work in our clients' best interests. Our team of experienced professionals is dedicated to providing exceptional service and delivering results that exceed our clients' expectations. If you are looking for a real estate partner who can help you achieve your goals, we invite you to contact us today.



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CATCHING UP WITH CAYMAN MARSHALL

featuring Jess Kaye



► LAST TIME I SANG OUT LOUD:

I would have to say this happens on a daily basis; however, I am alone in my car (or sometimes with my kids, which embarrasses them). There is nothing more fun, therapeutic, or exhilarating than turning on a good song and singing your heart out.

► LAST INJURY:

If you know me, you know I love working out and being active. My last injury happened while I was bending over in the gym... of course. Not a good injury to talk about; no wild fun story with it. However, I herniated a disc in my back and had to take some time in recovery. The silver lining was I got to enjoy some quality time catching up on missed TV shows and books.

► LAST TIME I FELT LIKE A KID:

I recently went on a trip to a local "must-see" spot in Muskoka and went to Santa's Village with my family and some friends who were visiting from Costa Rica. The day was spent on rides (some of which I went on as a child), eating yummy ice cream and treats, and feeling like a kid again. It's a must-see if you have kids and are in Bracebridge!

► LAST GUILTY PLEASURE:

I am a sucker for sweets and often indulge more than I should. However, my last guilty pleasure would have to be stopping at the bakery in a local town and indulging in their amazing donuts. It's hard to pick a favourite, so I may have eaten a few...

► LAST OBSESSION:

I'm not much of a television watcher; however, recently I was obsessed with the TV show *Alone*. We had a local man on the show, and I was completely obsessed with what was happening on each episode. Every Thursday, you would find me waiting for it to start and then driving my family crazy by talking about it non-stop until the next week.



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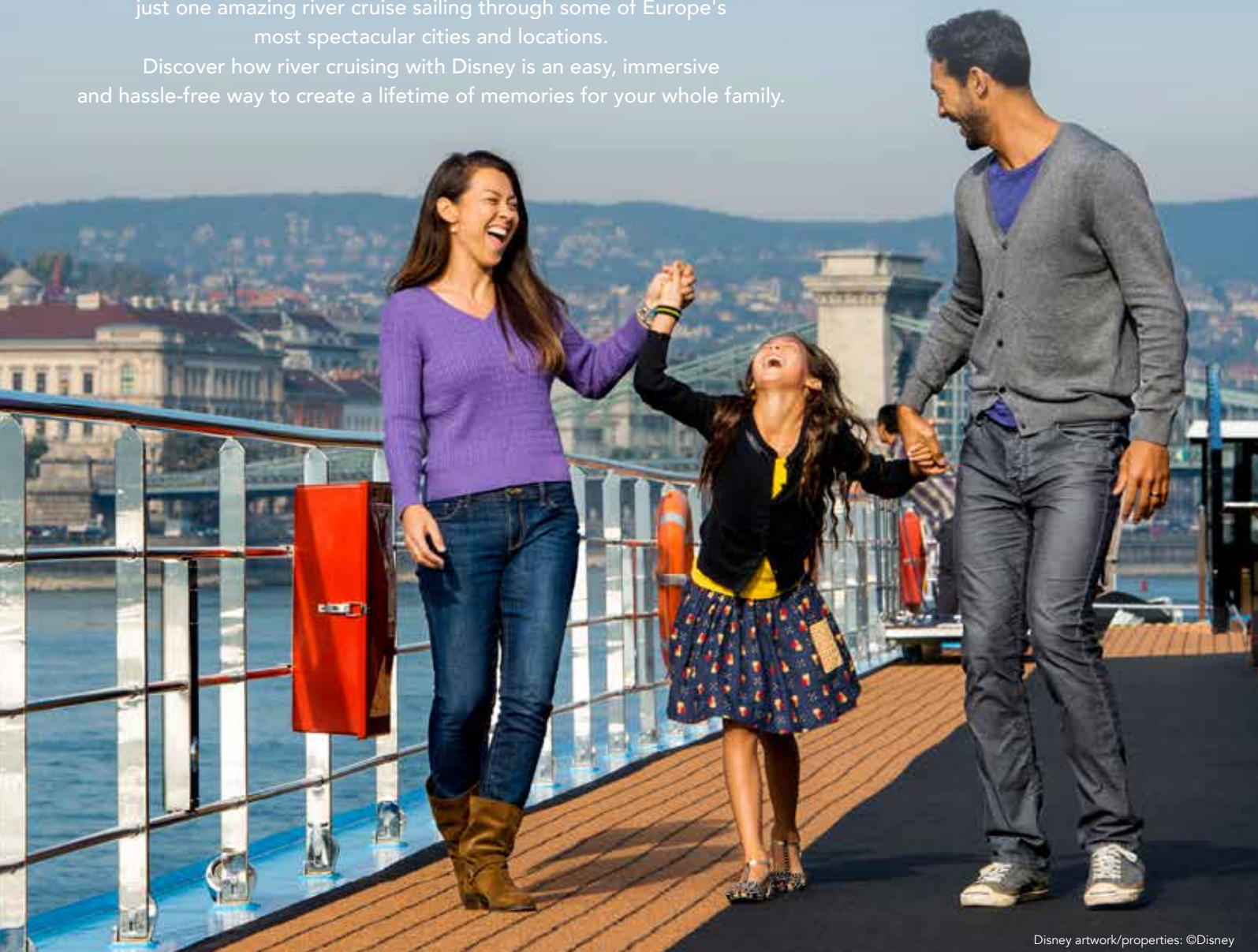
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1.67 ACRES

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224 FT. FRONTAGE, 2,700 SQ.FT., 4 BEDS, 2 BATHS - HASSARD LAKE

\$1,395,000



WEST EXPOSURE, 150 FT. FRONTAGE, 2,500 SQ.FT., 6 BEDS, 4 BATHS - THREE MILE LAKE

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4 SEASON HOME WITH INCOME OPPORTUNITY, 178 FT. FRONTAGE, 3,724 SQ.FT., 4 BEDS, 3 BATHS - THREE MILE LAKE

\$1,999,900



300 FT. FRONTAGE, 3.6 ACRES, SOUTH WEST EXPOSURE WITH COMMERCIAL OPPORTUNITY, 4 BEDS, 3 BATHS - LAKE OF BAYS

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3,500 SQ.FT, 1.06 ACRE RENTAL INVESTMENT, 7 BEDS, 5 BATHS - PINE LAKE

\$2,395,000



PRIVACY PRIVACY PRIVACY, 284 FT. FRONTAGE, 1.49 ACRES, GRANDFATHERED FOOTPRINT - LITTLE LAKE JOSEPH

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NORTH WEST EXPOSURE, 4,862 SQ.FT., 5 BEDS, 4 BATHS - KULAS LAKE

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BIG VIEWS WITH 152 FT. FRONTAGE, 1,300 SQ.FT., 3 BEDS, 2 BATHS - LAKE OF BAYS

\$2,499,000



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290 FT. FRONTAGE, 2,553 SQ.FT., 3 BEDS, 2 BATHS - BASS LAKE



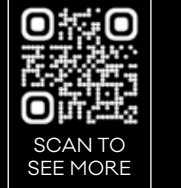
\$2,500,000



110 FT. FRONTAGE, 2,568 SQ.FT., 3 BEDS, 2 BATHS - SPARROW LAKE



\$2,695,000



BUILDING OPPORTUNITY OR INVESTMENT, 200 FT. FRONTAGE, 1 ACRE, 950 SQ.FT., 3 BEDS, 1 BATH - LAKE JOSEPH

\$2,549,000

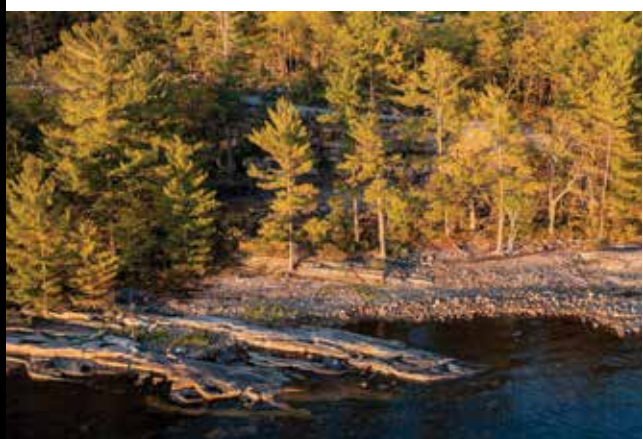


291 FT. FRONTAGE, 4,000 SQ.FT., 4 BEDS, 3 BATHS - SIX MILE LAKE

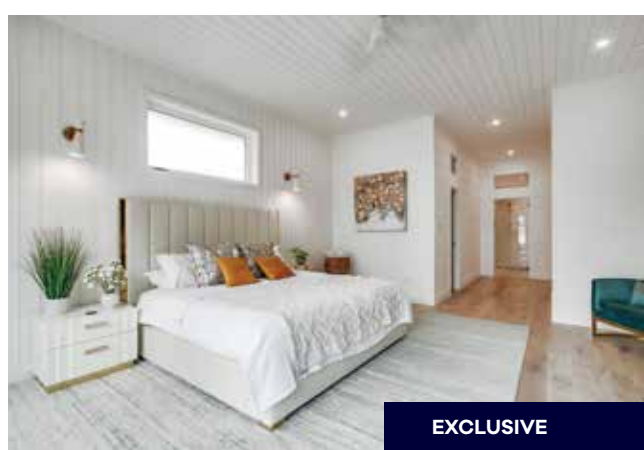


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\$2,750,000



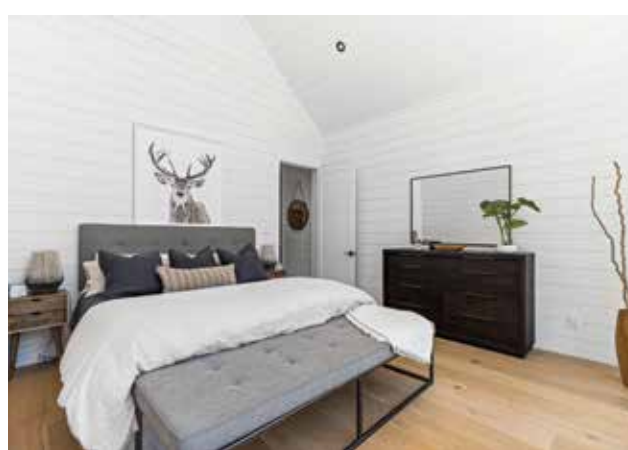
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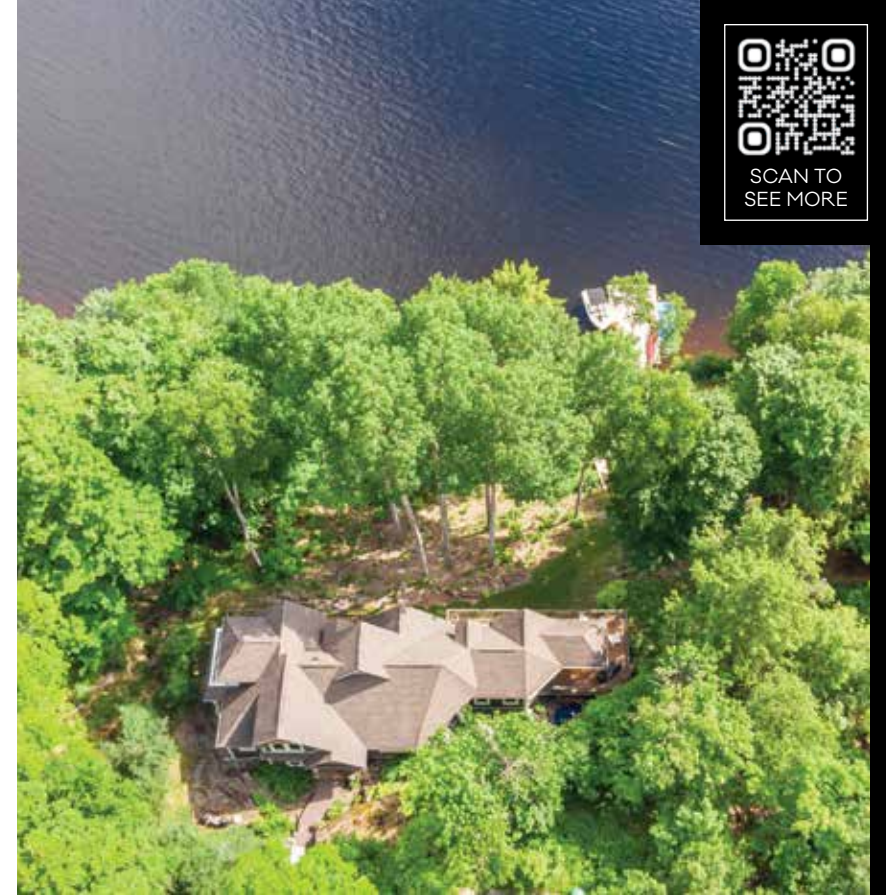
688.98 FT. FRONTAGE, 4.84 ACRES, 2,468 SQ.FT., 4 BEDS, 3 BATHS - GEORGIAN BAY **\$2,999,999**

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ATTENTION ALL INVESTORS, 175 FT. FRONTAGE, 2,200 SQ.FT., 5 BEDS, 4 BATHS - LAKE MUSKOKA

\$2,999,000



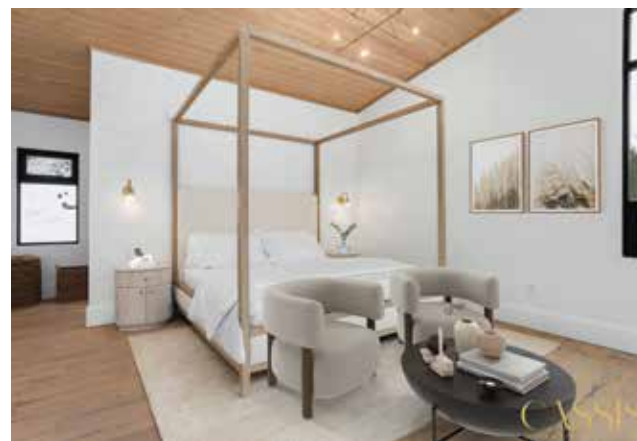
LOCATION LOCATION, 208 FT. FRONTAGE, 1.67 ACRES, 3,585 SQ.FT., 5 BEDS, 4.5 BATHS - FAIRY LAKE

\$3,785,000



NEWLY BUILT CHALET, 270 FT. FRONTAGE, 2 ACRES, 3,427 SQ.FT., 5 BEDS, 4 BATHS - SILVER LAKE

\$3,595,000



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200 FT. FRONTAGE, 3 ACRES, 4,000 SQ.FT., 4 BEDS, 3 BATHS - LAKE OF BAYS

\$3,995,000

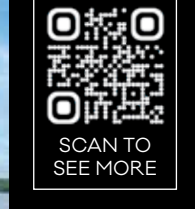


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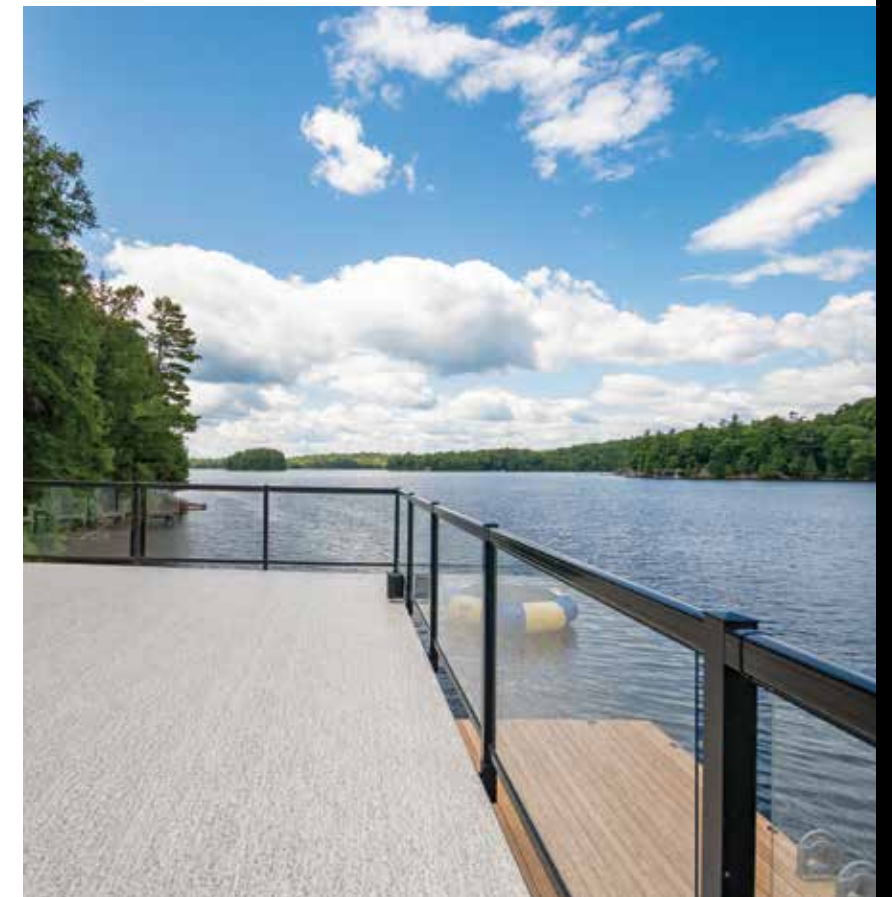
213 FT. FRONTAGE, 4,052 SQ.FT., 5+1 BEDS, 4+1 BATHS - SILVER LAKE

\$3,999,999



172 FT. FRONTAGE, 1.96 ACRES, 3,600 SQ.FT., 4 BEDS, 3 BATHS - LAKE OF BAYS

\$4,495,000



200 FT. FRONTAGE, 3,400 SQ.FT., 7 BEDS, 3 BATHS - LAKE JOSEPH

\$4,095,000

239 FT. FRONTAGE, 3,240 SQ.FT., 4+1 BEDS, 4 BATHS - LAKE OF BAYS

\$4,695,000



SOLD

KELLINGTON POINT: \$995,000



SOLD

BIG ISLAND: \$1,495,000



SOLD

GEORGIAN BAY: \$1,595,000



SOLD

LAKE OF BAYS: \$4,987,000



SOLD

LAKE JOSEPH: \$5,490,000



SOLD

LAKE OF BAYS: \$5,495,000



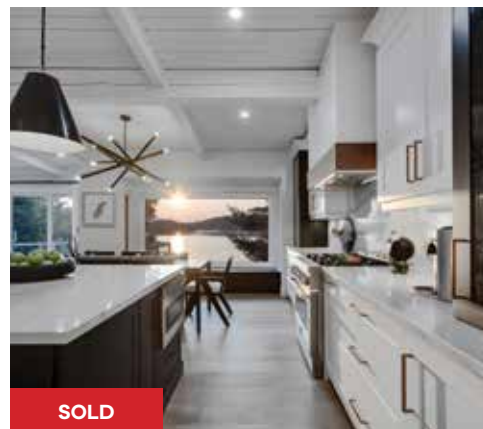
SOLD

LAKE VERNON: \$1,599,000



SOLD

CLEAR LAKE: 1,895,000



SOLD

WEST POINT SANDS: \$2,375,000



SOLD

GEORGIAN BAY: \$5,995,000



SOLD

LAKE OF BAYS: \$6,995,000



SOLD

LAKE MUSKOKA: \$6,995,000



SOLD

LAKE ROSSEAU: \$2,999,999



SOLD

PUSLINCH LAKE: \$3,695,000



SOLD

ACTON ISLAND: \$3,795,000



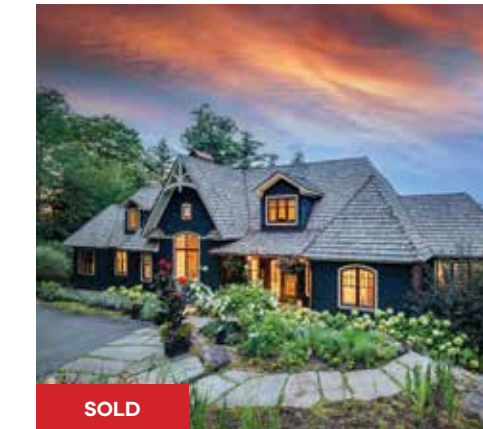
SOLD

LAKE MUSKOKA: \$8,195,000



SOLD

SPARROW LAKE: \$9,999,000



SOLD

LAKE JOSEPH: \$10,995,000



SOLD

LAKE OF BAYS: \$3,998,000



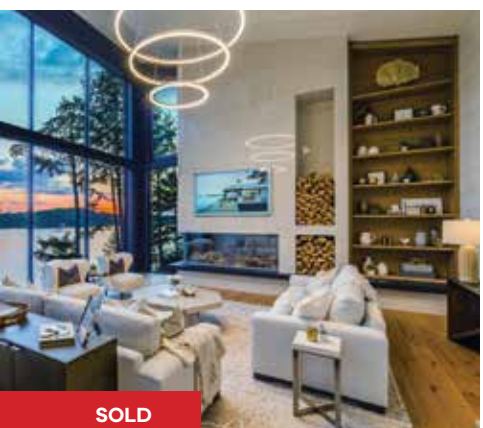
SOLD

LAKE MUSKOKA: \$4,198,000



SOLD

DAWSON ROAD: \$4,495,000



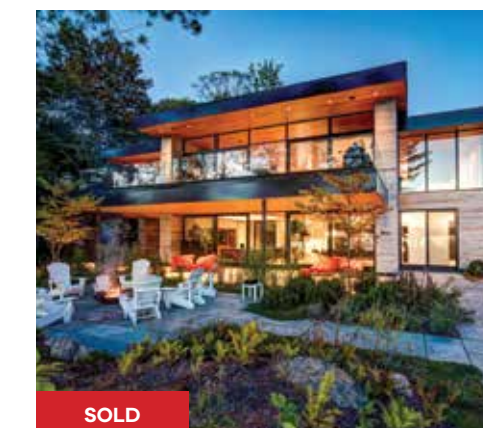
SOLD

LAKE ROSSEAU: \$11,950,000



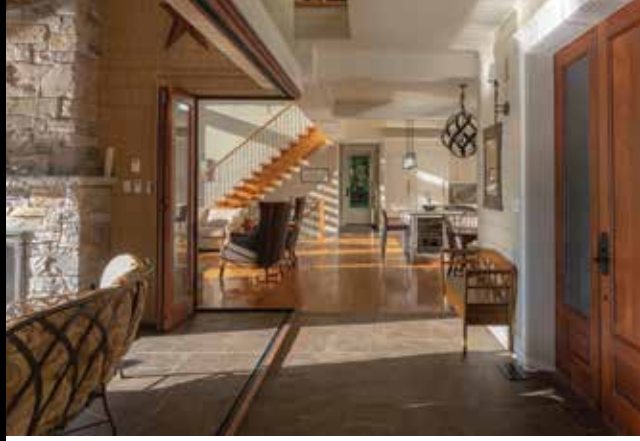
SOLD

LAKE JOSEPH: \$14,450,000



SOLD

LAKE MUSKOKA: \$16,995,000



STUNNING LONG LAKE VIEWS, 4,800 SQ.FT., 4 BEDS, 6 BATHS - LAKE OF BAYS

\$4,995,000



306 FT. FRONTAGE, 3,445 SQ.FT., 5+2 BEDS, 4+1 BATHS - LAKE ROSSEAU

\$4,995,000



4 INDIVIDUAL LOTS OR ENTIRE ISLAND EQUALLING 3,123 FT. FRONTAGE, 27.60 ACRES - GEORGIAN BAY

\$999,000 - \$4,995,000



254 FT. FRONTAGE, 3,295 SQ.FT., 5 BEDS, 3 BATHS - MARY LAKE



\$5,290,000

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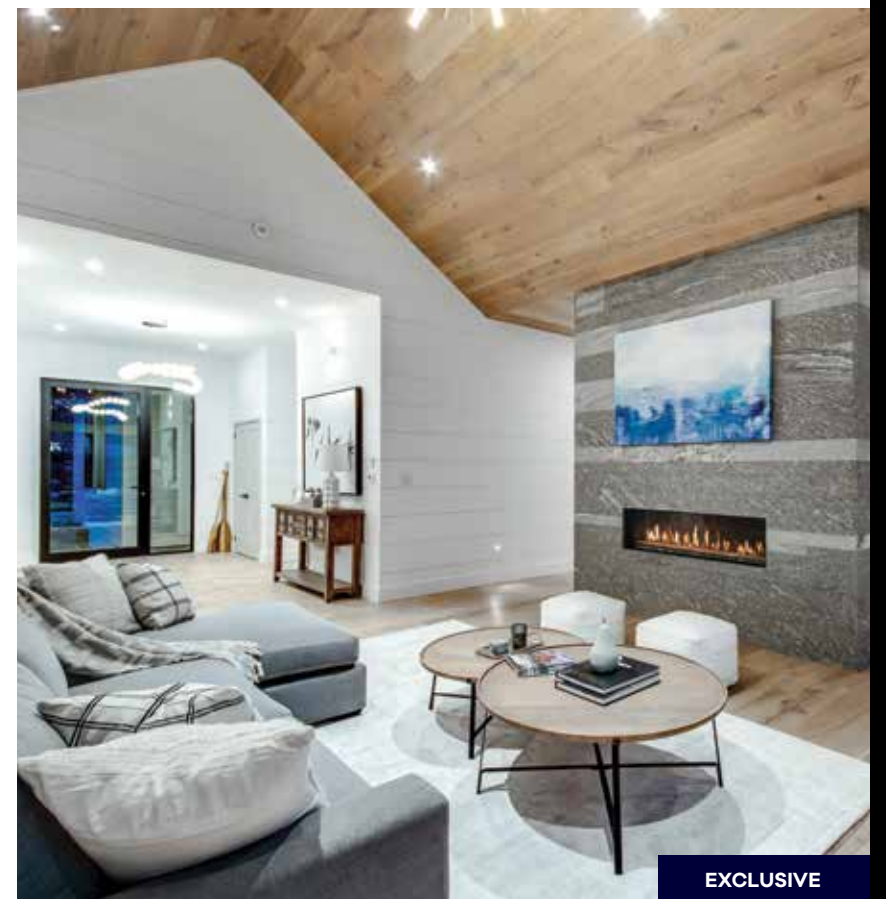
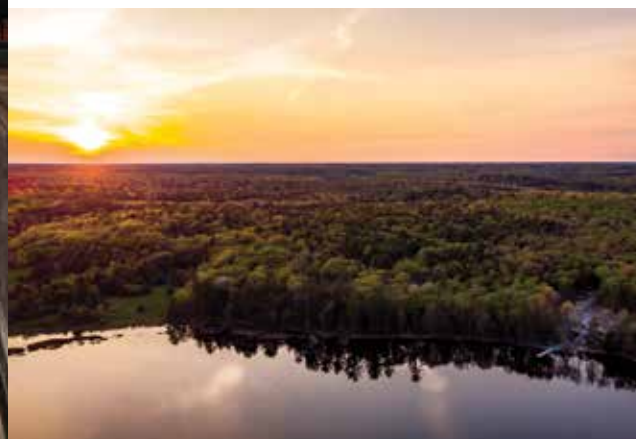
LOCATION!! 48+ ACRES OF PRIME COMMERCIAL PROPERTY W/ ADDITIONAL RESIDENTIAL ZONING - PORT CARLING

\$5,995,000

447 FT. FRONTAGE, 32.7 ACRES, 15,000 SQ.FT., 15 BEDS, 16 BATHS - WHITESTONE LAKE

\$6,295,000

EXCLUSIVE



LUXURIOUS NEW BUILD, 7,057 SQ.FT., 232 FT. FRONTAGE, 5 BEDS, 5 BATHS - GEORGIAN BAY

\$6,239,000

YOUR PRIVATE NEW BUILD, 576 FT. FRONTAGE, 23.5 ACRES, 3,880 SQ.FT., 5 BEDS, 8 BATHS - BRACEBRIDGE

\$6,995,000

EXCLUSIVE



5,000 SQ.FT., 6 BEDS, 6 BATHS, RIGHT IN THE HEART OF THE MAIN THREE - LAKE ROSSEAU

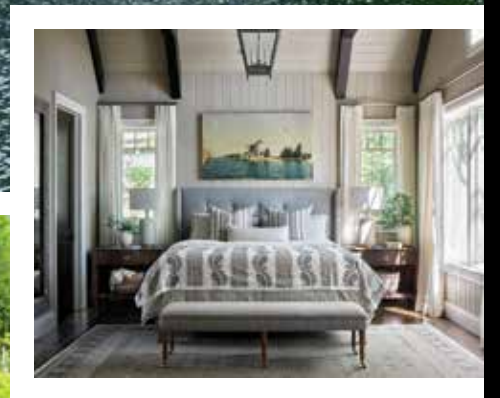
\$6,995,000



PREMIER INVESTMENT OPPORTUNITY OFFERING 98 ACRES - HUNTSVILLE

\$6,999,000

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WATERFRONT HIDEAWAY, 300 FT. FRONTAGE, 3,600 SQ.FT., 5 BEDS, 6 BATHS - LAKE JOSEPH

\$8,500,000

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Cayman Marshall International Realty Inc., Brokerage



2.37 ACRES, 241 FT. FRONTAGE, 4,000 SQ.FT., 4 BEDS, 5 BATHS - LAKE MUSKOKA

EXCLUSIVE

\$8,634,600

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444.5 FT. FRONTAGE, 4.69 ACRES, 5,812 SQ.FT., 5 BEDS, 4+ BATHS - LAKE JOSEPH

\$13,995,000

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EXCLUSIVE

300 FT. FRONTAGE, 6 ACRES, 7,490 SQ.FT., 6+3 BEDS, 7+1 BATHS - LAKE JOSEPH

\$18,900,000

SEARCHMUSKOKAREALESTATE.COM
Cayman Marshall International Realty Inc., Brokerage

Get in the KNOW!

THE BENEFITS OF LISTING EXCLUSIVELY WITH CAYMAN MARSHALL



Most brokerages advise you to put your property into the Multiple Listing Service (MLS) system, in order to get it in front of the greatest number of prospective buyers possible. But when it comes to Muskoka property – especially in the current market – that may not be the best, or even most desirable, route for you.

Cayman Marshall has a better way to market your property, which not only ensures that only serious, well-qualified buyers view your property, but allows you to maintain your privacy and avoid the stress and hustle of listing with MLS.

With a Cayman Marshall exclusive listing, your property will only be visible to members of our proprietary database. Personal viewing appointments are only scheduled after our agents have taken prospective buyers through a careful pre-screening process.

Our system works equally well for buyers. Rather than enduring the “feeding frenzy,” panic-bidding and sometimes, disappointment that accompanies desirable MLS properties, you have the assurance of knowing the property is only being seen by serious, well-qualified prospects like you, and managed exclusively through Cayman Marshall’s offices.

The success of our system speaks for itself: since last August, we’ve sold well over \$133 million in exclusive sales alone. Allow us to show you the better way to sell your Muskoka property!



CAYMAN MARSHALL
INTERNATIONAL REALTY INC. BROKERAGE
Muskoka

MORE EXCLUSIVELY SOLD PROPERTIES WITH CAYMAN MARSHALL:

- **LAKE JOSEPH**
LISTED AT \$13,995,000
1,000 FT. FRONTAGE
SW EXPOSURE

- **LAKE OF BAYS**
LISTED AT \$7,995,000
800 FT. FRONTAGE

- **LAKE MUSKOKA**
LISTED AT \$6,995,000

- **LAKE JOSEPH**
LISTED AT \$6,995,000
59 ACRES

- **LAKE ROSSEAU**
LISTED AT \$5,500,000

- **LAKE JOSEPH**
LISTED AT \$5,490,000

- **LAKE MUSKOKA**
LISTED AT \$5,200,000

- **LAKE MUSKOKA**
LISTED AT \$3,980,000

- **LAKE ROSSEAU**
LISTED AT \$3,795,000

- **LAKE ROSSEAU**
LISTED AT \$2,995,000

- **LAKE ROSSEAU**
LISTED AT \$1,800,000

- **11 LOTS IN HUNTSVILLE**
LISTED AT \$1,000,000+

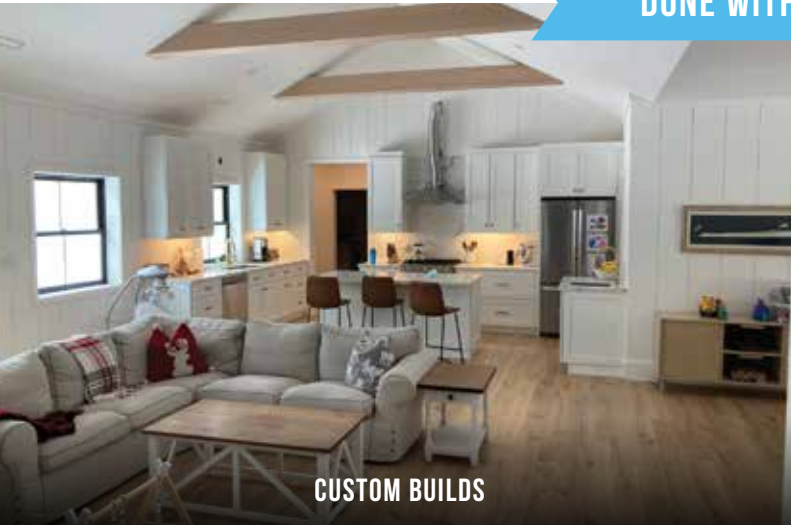
- **NEW BUILD SOLD ON LAKE JOSEPH**

SINCE LAST AUGUST, WE’VE SOLD WELL OVER \$133 MILLION IN EXCLUSIVE SALES ALONE.

Connect with a Cayman Marshall Agent to stay completely in the KNOW of our listings!

CONSTRUCTION & LANDSCAPING SERVICES IN MUSKOKA

DONE WITH INTEGRITY!



CUSTOM BUILDS



CUSTOM INTERIOR FINISHING



CUSTOM FLAGSTONE, GRANITE & OTHER HARDSCAPING



CUSTOM DOCKS & DECKS

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— TYE STERNE, FOUNDER



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THE (OLD) REAL ESTATE BROKERAGE IS DEAD.

By Todd Adair

Imagine buying a new car from a dealer that only takes your money and hands you the keys, without any service department, showroom, or after-sales service. This is what many brokerages do today: they charge a hefty fee to hand over the keys. However, this traditional brokerage model is no longer reasonable or a recipe for long-term success in the modern world of real estate. It's broken and may not be fixable.

It feels good to finally just say it. Now I'll explain why I believe the entire industry is overdue for a complete shake-down.

For years, most standard brokerages worked something like this: a seller hired the brokerage firm (or an individual agent who hung their license at that particular brokerage), and they provided the necessary

services to sell your house. But often the best things they had to offer were 1. a good location (i.e., their office); 2. MLS (Multiple Listing Service), which was contained in a fat binder that the agent usually carried around with them in the car; and 3. the brand and training that supported the brokerage. That was a big deal in the '80s and '90s!

Over time, the traditional model of the real estate brokerage has changed. MLS listings are now available to the public (with some exceptions), and agents often request more concessions from the brokerage. Agents sometimes contract services like staging and home inspections themselves and add extra charges to their clients. As a result, brokerages now act as little more than a clearinghouse, still taking a significant portion of your commission.

These days, that's simply not good enough. When you're selling a multimillion-dollar property, your most qualified prospective buyers may not even be looking on MLS. (In addition, Canada is the only country in the world that I'm aware of that has a national MLS. So where are you looking if you're a foreign buyer?) Buyers today are much more sophisticated and intelligent; they're going to need more than just a fresh coat of paint and maybe some nice flowers in the front porch urns to be impressed by your property.

Here's the kicker: many brokerages today have gotten themselves into a corner that there's really no getting out of.

If the agents in a particular brokerage have negotiated such generous commissions for themselves that there's little profit left over for the office, the opportunity to offer added value to clients – even if the brokerage owners were so inclined – is diminished. The result is a model that's pretty much doomed.

How can this scenario change? Instead of using flashy sales talk, why not provide valuable services that consumers can't easily access online? Start with a different approach.

I think we owe it to our clients to work hard to offer *genuine value, genuine expertise,* and services that work in *their* best interests, not just in ours. Let me give you a few examples.



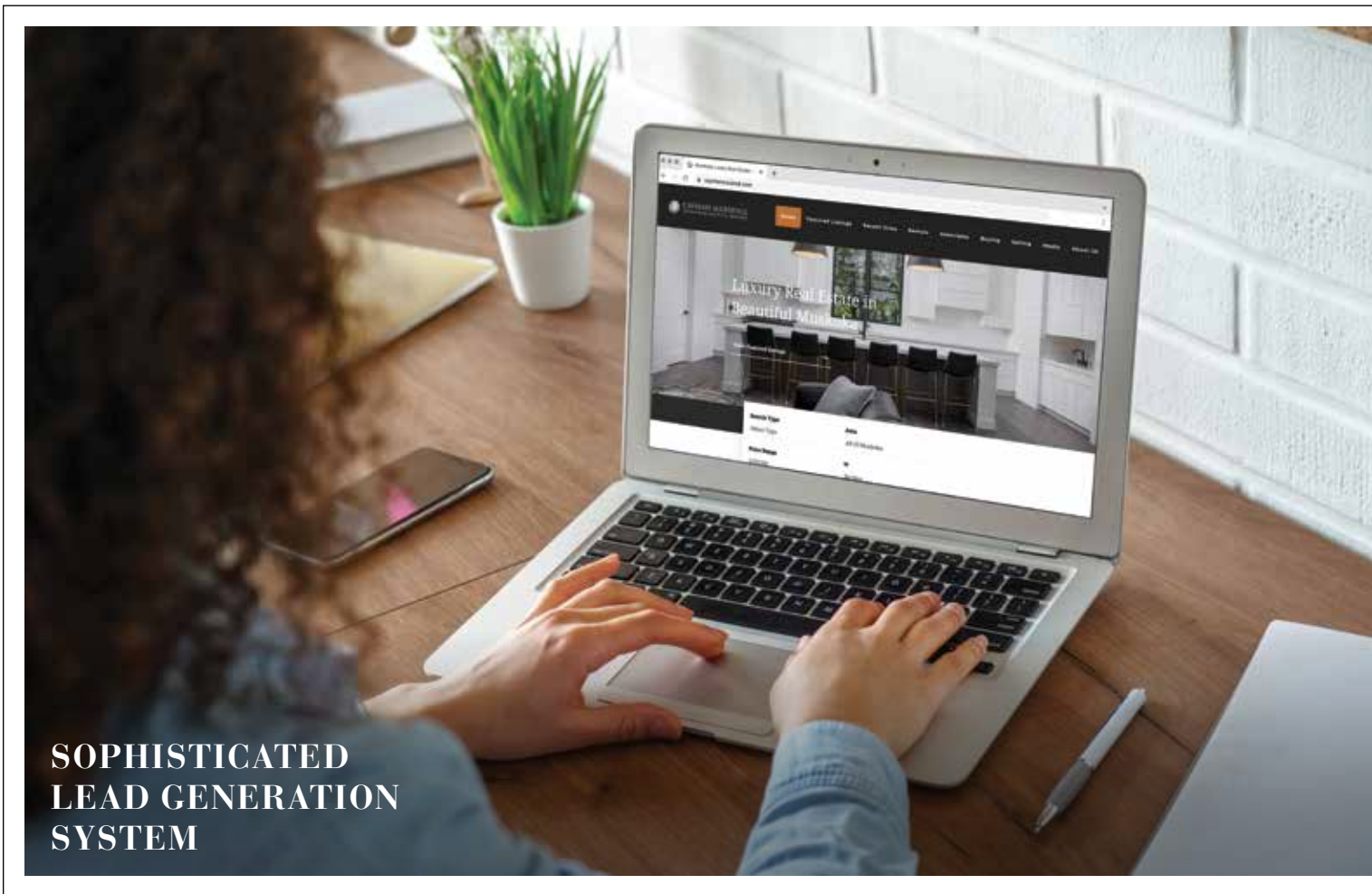
CONSTRUCTION PERSONNEL



CAYMAN MARSHALL MAGAZINE



TALENTED IN-HOUSE DESIGNERS



SOPHISTICATED LEAD GENERATION SYSTEM

I think we owe it to our clients to work hard to offer genuine value, genuine expertise, and services that work in their best interests, not just in ours.

Starting my career in software development as a young man made me realize that technology would be the future of this industry. Since the inception of Cayman Marshall, we have utilized technology to advance our clients' needs. With 16 unique websites, a proprietary algorithm for matching sellers and buyers, and a sophisticated lead generation system, we ensure that the properties we market are exposed to an expanding audience of interested parties.

As our company has grown, we've added an array of in-house services that are automatically available to the clients who list with us. Cayman Marshall magazine has come to be regarded as one of the finest magazines of its type in Canada. Our team includes a host of talented in-house architects, designers, stagers, contractors, and even construction personnel whom we make available should they need any of these services.

Our exclusive listing services add value by allowing sellers to list their property only in our database, bypassing MLS. We use lead-generating software to attract pre-screened, highly qualified buyers, sparing clients the hassle of a chaotic market frenzy and upholding their privacy.

Many consumers are upset with real estate agents and feel they are paid obscene amounts for basically nothing. I truly believe this is about much more than staying competitive; it's about survival.

The way I see it, there are only two ways that modern brokerages can go in 2023 and beyond. You can either focus on working hard to create real, demonstrable value for the clients who use your services – far beyond the outdated MLS-and-fresh-flowers route – or you just might find yourself, sooner rather than later, left behind.

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Cayman Marshall Connect Offers You:

1

Luxury Lifestyle Content

to keep you inspired!

2

Exclusive Real Estate Listings

that you can't find elsewhere!

3

A Special Surprise

for your home or cottage!



DOWNLOAD FROM
GOOGLE PLAY OR THE APP STORE



CAYMAN MARSHALL ADVANTAGE

"Become so skilled, so vigilant, so flat-out fantastic at what you do that your talent cannot be dismissed." – Oprah Winfrey

When we opened the doors of Cayman Marshall International Realty Inc. as a small boutique brokerage firm to serve the Muskoka real estate market in 2012, we did so with the intention of redefining the level of service that clients could expect from our real estate professionals. Since then, we have grown into an impressive team of top-producing realtors and brokers, committed to ensuring our clients receive the highest level of service when buying or selling property in one of Canada's most sought-after luxury destinations.

We at Cayman Marshall have been entrusted with the most prestigious waterfront properties in Muskoka. As leaders in luxury and waterfront real estate, we have had record sales on many of Muskoka's finest lakes. With sales now surpassing the multi-billion-dollar mark, we've secured our position as a leader in luxury real estate. We also offer a complete selection of luxury cottage rental properties.

We have offices in Port Carling, Toronto, and our all-new location in Huntsville, which also serves the Lake of Bays area. Our in-house IT professionals have developed proprietary online tools and software, interactive and intuitive websites, lifestyle tours, stunning photography and an astonishing network of over 400 local and international referral partners, to ensure our clients' listings get the exposure they need to attract the most discerning local and international buyers.

We currently print eight issues of our Cayman Marshall magazine per year, with an annual distribution of 250,000. Each magazine is delivered to the front door of homes and cottages of high-net-worth clientele throughout Ontario.

We are proud to mention that the Cayman Marshall Port Carling brokerage was voted by a panel of international



The Cayman Marshall team celebrating 2018 sales in Montego Bay Jamaica.

judges to be the **"Best Real Estate Agency in Canada,"** two years in a row – a title that we cherish! Cayman Marshall was also named one of **"Canada's Fastest Growing Companies"** by Maclean's magazine for three years (2018, 2019 & 2022). We have also been named one of Canada's fastest growing companies by the Globe and Mail. We expect to keep our title as the disrupter in luxury real estate.

Founded on the principles of teamwork, service and value, Cayman Marshall is the best advantage for buyers and sellers alike in Ontario. If you're looking for a real estate solution that's undeniably different, please reach out to myself or one of my teammates and start experiencing the advantage!

Todd Adair

MEET THE TEAM...



TODD ADAIR*
President/Sales Representative

Todd became the President of Cayman Marshall International Realty in 2012. He then became the majority shareholder and purchased the entire company. In Todd's downtime, you will find him buying, building, or renovating his real estate projects, on the water wakeboarding and kite surfing, or hacking up the fairways of a local golf course. However, Todd's most important job is being a father to his two children.



JOEL ADAIR*
Sales Representative

Growing up on the lakes gave Joel a passion for water sports and the outdoors. Toronto has been home for the past ten years, but Joel will always feel at home on the Big 3. Whether trading residential or commercial real estate, Joel's nearly 15 years in the business gives his clients a wealth of knowledge they can depend on. He is best known for helping clients build strong real estate portfolios and finding exceptional spaces to call home.



MIKE ARNOLD*
Sales Representative

With 25 years' experience in sales and marketing, joining the Cayman Marshall team was a great fit for Michael. His "customer first" dedication to his clients has always resulted in successful long-term relationships. With a passion for boating and water sports, Michael looks forward to enjoying all that the Muskoka Lakes has to offer.



CAT BROWN*
Sales Representative

Growing up in Waterloo, Cat was fortunate enough to spend all of her summers at her family cottage on Lake of Bays. Cayman Marshall sought after Cat for her enthusiastic, positive attitude and Cat is now thrilled to be building a career in Sales with the Cayman Marshall Team.



NEIL BROWN
Vice President of Sales & Marketing/Sales Representative

Neil gravitated to the shorelines of Muskoka in 2000 pursuing a passion for watersports. His background as an athlete and affinity for coaching lead to a successful 20-year career in the luxury boat industry, where he was able to gain a deep understanding of the Muskoka cottage lifestyle. "Working with Todd and his team as clients over the years, I knew I had to be part of Cayman Marshall's unique approach and culture."



KAREINA DAVEY
Office Administrator

Kareina spent summers of her childhood at cottages in the Mactier and Nobel Area. She lived in Alberta for a couple years and loved the mountain views but really missed the lakes and maple trees and could not wait to get back to the peace that is Muskoka. She has been an educator for several years and has worked in customer service. Kareina is excited to be a part of the Cayman Marshall team.



STEVE HADDOCK*
Sales Representative

Steve is a strong relationship builder, honest and dedicated to Customer Service. This combined with his intimate knowledge of Muskoka lakes and area has made him a consistent top producer. Steve is an avid cyclist and golfer and maintains residences in Toronto and Muskoka and ties to both communities. His mantra and favourite quote is to "get up, dress up, show up, and never give up".



JESSICA KAYE*
Sales Representative

Jess prides herself on being born and raised in Muskoka, spending summers on the lakes and winters on the snowmobile trails. Jess' understanding for Muskoka is what helps her succeed in making the real estate transaction successful and enjoyable for all her clients.



JEFF LIDDLE*
Sales Representative

Jeff entered into real estate in 2008 facing a down market and a recession. Overcoming the odds, Jeff has now become a "top producer" in his industry. Working and living in Muskoka comes with a deep appreciation; it is this appreciation that Jeff portrays to his clients every day.



KRISTIN McCREA
Office Manager/Personal Assistant to Todd Adair

Kristin and her family enjoy calling Muskoka home. In 2015 Kristin began her career with Cayman Marshall and has been lucky to work alongside some of the most talented agents in the business. During her spare time you can find Kristin and her family experiencing all the outdoor activities that Muskoka has to offer.



CHARLIE-ANN MCNAIR*
Licensed Assistant

Charlie made the move over 8 years ago to beautiful Muskoka where she spent time growing up on the lake and always wanting to make Muskoka part of her roots and pursue her career. With many years of experience in customer service and relations, Charlie is determined and focused on customers and the team members of Cayman Marshall, making her a great addition and asset to our team.



CLAIRE PARKINSON**
Broker

Born and raised in Muskoka, Claire developed a passion for real estate at a young age through her Father's timber frame and log home company. Having been in the industry since 2016, she has gathered knowledge and appreciation for roles within the business from administration, home staging, working with buyers and sellers, to now assisting the team at Cayman Marshall.



MEREDITH PARSONS
Designer

Meredith was born and raised in Mississauga and spent her summers as a child exploring Muskoka. Meredith developed a love for architecture and design at a young age and was able to turn her passion into a career after completing her education in Interior Design at Ryerson University. With over 5 years of experience in the design industry, Meredith is developing her craft while creating beautiful and timeless interiors.



MARK PAYNE*
Sales Representative

Mark Payne is new sales representative here at Cayman Marshall. Mark comes to the real estate world after selling an award-winning marina on Georgian Bay which he owned for 25 plus years. Mark has a passion for customer excellence in which is one of the main things he attitudes his success to. Mark both lives and cottages in the Parry Sound/Pointe au Baril area where he enjoys boating and cottage time with his wife and daughter.



SARAH POUNTNEY*
Sales Representative

Sarah was born and raised just North of Muskoka. She enjoys the outdoors on the lakes of Muskoka, and islands of Georgian Bay. Sarah is passionate about travel. She has just returned home from Turks and Caicos Islands where she worked in Private International Banking. With over thirteen years of experience in customer relationship building, she is an excellent addition to the Cayman Marshall Team.



JD STERNE
Brand Partnership Executive/Editor

JD is a proud product of Muskoka and joins our team as a commerce grad from uOttawa and its Management Consulting Program. Over a decade of competitive hockey on several teams has equipped JD with grit and sparked a passion for connecting with new people and learning what makes them tick. He is a problem solver, a perpetual learner, and is excited to promote the growth of the Cayman Marshall Magazine.



KENNEDY SULLIVAN
Office Administrator

Kennedy grew up in the city but always had a love for Muskoka. Her family made the move up to Bracebridge in 2016 and she had never looked back. Growing up, Kennedy had a fascination for all different types of houses and knew that one day she would work on building houses or selling houses. In 2023, she decided to take the leap and pursue her career in the real estate industry, and she is here to stay.



JACKIE WARNER*
Sales Representative

Jackie grew up at her cottage in Muskoka and knows the region well. She is a Ryerson business graduate with experience working in media for top ad agencies, City TV, and Much Music. Her creativity and passion for the cottage lifestyle will be apparent when helping to sell your home or find your dream property. Jackie is a mother and a yoga enthusiast and is thrilled to be aligned with the prestigious Cayman Marshall brand.



RAIN ZHANG**
Broker

Rain is an engaging professional with a blithe spirit. She successfully integrates her business acumen into strategies at the negotiating table. Rain is the only broker in central Canada to acquire the CCIM designation in 2022. She has owned brokerages along with staging companies. Her knowledge in luxury and commercial real estate, finance, and asset management, along with domestic and international connections, make her a valuable asset.



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