

# SERENITY LIFESTYLE HOMES

Custom builder pledges a hands-on approach from start to finish



After more than 25 years of experience working with some of the most prominent homebuilders in the GTA, Gaetano "Guy" Marcello has seen first-hand how important it is for builders to meet the expectations of their customers. "The biggest lesson learned," says Guy, "is that the combination of communication with the customer, quality and service, is the most important formula in making a homeowner's experience positively memorable."

Now, as President of Serenity Lifestyle Homes, Guy is committed to putting those principles to work. "What

I intend to do, is give homeowners that one-to-one relationship, and assume a hands-on approach from start to finish. I want to assure homeowners that their investment will be well taken care of. I have realized that production builders cannot offer this commitment to their homeowners 100 per cent — and this reality often seems to be the biggest complaint for homeowners."

Serenity Lifestyle Homes offers a full range of construction management services and will build any type of home to suit the client's needs — from entry-level homes and recreational cottages, to executive luxury homes and million-dollar mansions. With the same attention to detail, quality and integrity, Serenity also offers renovations and additions. And energy-saving materials are always standard features.

Among the company's first clients were Lucy and Richard Morris. "Two years ago we ventured into constructing our own custom-built home," they say. "From the very beginning when the plans were drawn up to the closing, Guy was an integral part in realizing our dream. He was, along with his superior staff and subcontractors, very professional, reliable and committed to ensuring that our needs were met, and the job was completed on time, within budget and to our specifications. We would highly recommend him as an excellent homebuilder and

would not hesitate to have Guy build another home for us in the future."

That high opinion is shared by the professionals that Guy has worked with over the years. "He's competent and attentive, and he gets the maximum out of people working for him," says structural engineer Oscar Zaretsky, who's known Guy for more than 25 years.

"Guy," says Building Inspector Yancy Ambing, "is thoughtful, attentive, calm and friendly, even under the most stressful of circumstances, and working with the most difficult of people. He takes time to gather facts, ensuring he is reacting to all facts and not partial data, and thus produces consistent, high-quality results."

"Guy," Ambing adds, "works with the highest level of honesty and integrity. The quality of his work consistently exceeded expectations. I highly recommend him."

Guy Marcello and his highly regarded team at Serenity Lifestyle Homes are ready to build you the custom home of your dreams. Discover the experience of Serenity in your home. ■



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