



DESTIN · 30A
EMERALD COAST



YOUR HOME DIDN'T SELL. LET'S FIX THAT.

A listing presentation from a broker who's been doing this right for 17 years — and isn't about to stop now.

17

YEARS
IN BUSINESS

6TH

GENERATION
LOCAL

99%

OF MY LISTINGS
SOLD

I'm a **boutique broker**, not a billboard. That means you get **me** — from the first handshake to the closing table. A real marketing team behind me. Professional photos, drone, video. And the kind of hands-on hustle that a 6th-generation local has to bring, because this coast is home.

ASH CASWELL
BROKER · OWNER

(850) 419-5934
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ashcaswellcompany.com



WHY GOOD HOMES
DON'T SELL

3 REASONS YOUR LISTING EXPIRED.

No sugar-coating. After 17 years on the Emerald Coast, I can tell you with certainty — expired listings almost always come down to the same three things.

01 IT WAS PRICED WRONG

The #1 killer. Listed too high out of the gate, the home went stale, and buyers started wondering what was wrong with it.

THE ASH FIX

A true, data-backed CMA built on 17 years of closings in YOUR neighborhood — not a Zillow guess. We price it to sell, not to sit.

02 NOBODY SAW IT

Weak photos, no drone, no video, no marketing push. If buyers can't find your home or don't stop scrolling when they do — it doesn't sell. Period.

THE ASH FIX

Full marketing team. Professional photography, aerial drone, cinematic video, MLS blast, social rollout, and targeted ad spend. Your home becomes impossible to miss.

03 THE AGENT CHECKED OUT

No calls. No updates. No hustle. You felt like a file in a drawer instead of a client. That's not how this is supposed to work.

THE ASH FIX

Boutique means you get ME — not an assistant, not a team lead's junior. Weekly updates, direct cell, hands-on from contract to close.



MY PLEDGE
TO YOU

THE ASH CASWELL SERVICE PLEDGE.

When you list with me, this is what you get. Every time. In writing.

- ✓ **You hear from me every week.** No exceptions, no ghosting. A real update on showings, feedback, and strategy.
- ✓ **My direct cell.** Not an assistant. Not a chatbot. When you call, I pick up.
- ✓ **Professional photos, drone & video on every listing.** Included. Always. Your home deserves to look like a million bucks — because that's how it sells.
- ✓ **A full marketing team behind me.** MLS, social, email blasts, paid reach — your home gets seen by every buyer on this coast.
- ✓ **Hands-on from list to close.** Contracts, inspections, appraisals, closing. I'm there for all of it. I don't hand you off.
- ✓ **6th generation local knowledge.** Nobody knows the Emerald Coast like my family does — and it shows up in every negotiation.

LET'S GET YOUR HOME SOLD.

One conversation. Zero pressure. I'll tell you what went wrong the first time — and exactly how we'll get it sold the second.

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WHY ASH CASWELL & COMPANY

A UNIQUE EDGE FOR YOUR LISTING.

Before Ash Caswell & Company, I spent 16 years as the broker and owner of a boutique Emerald Coast brokerage I built from the ground up. Separately, I spent six years as the broker of a vacation rental management company that grew to more than 250 Emerald Coast properties — later acquired by Southern Resorts. That background matters when it's time to sell your home.

✓ **Vacation rental & investment expertise most agents can't match.**

I've managed, marketed, and sold hundreds of rental properties on this coast. Whether your home is a primary residence, a second home, or an investment, I know its category inside and out — including how today's buyers are underwriting short-term rental potential.

✓ **A database built over two decades.**

Thousands of Emerald Coast homeowners, investors, and past clients who already know this area — many of whom have lived here, invested here, and are still active buyers. When we list, your home hits that network on day one.

✓ **Boutique means boutique. You get me.**

No handoffs. No junior agents. No team lead delegating your listing to three different people. From pricing strategy to the closing table, you're working directly with me — with the same tools as the big-brand brokerages and a local following they can't touch.

A BIT ABOUT ME.

Before real estate, I spent four years as a lifeguard with the South Walton Fire Department on the same beaches that now draw the buyers for your home. I was also a certified personal trainer during those years. Not real estate credentials — but they speak to showing up, doing the work, and being trusted. Same standard I bring to every listing.

ASK ABOUT THE HOMETOWN DISCOUNT

If you're serious about listing, let's talk. For the right sellers, I'm open to a flexible commission structure — because when we win together, more people find out. Ask and I'll explain.

Ready to list? One conversation. Zero pressure.

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