

Miami's Trusted Elite Luxury Strategist

We interview ASHLEY CUSACK, Senior Vice President at *Berkshire Hathaway HomeServices EWM Realty*, to discuss the most exciting opportunities in Miami luxury real estate, including the record-breaking \$150 Million Arsh Estate on Biscayne Bay.

EG How would you briefly compare and contrast the neighborhoods of Coral Gables, Coconut Grove, Pinecrest, South Florida and Palmetto Bay?

AC Miami is made up of diverse and exciting neighborhoods, each a unique destination unto itself, thanks to the diverse cultures, landscapes and people that call these places home:

CORAL GABLES - Incorporated in 1925, Coral Gables is one of Miami's oldest planned communities. Famous for its Mediterranean-styled architecture and pristinely manicured properties, it is also known for its high-end shopping, restaurants, and cultural events. Within the City of Coral Gables are some of Miami's most exclusive and sought-after waterfront communities.

COCONUT GROVE - Coconut Grove is a bayfront enclave with a mix of a bohemian vibe and a vibrant spirit where people stroll and bike along quaint tree-lined streets and savor a waterfront ambience. It is home to Miami's premier yacht and sailing clubs. From original Bahamian-influenced cottages to large, modern new homes, and elegant condos, the Grove has it all.

PONCE-DAVIS - Situated between South Miami and Coral Gables, Ponce-Davis is prized for its prime location and luxury estates on oversized lots. With convenient walkability to South Miami's finest restaurants, shops, and schools, Ponce-Davis is also just minutes from Downtown Miami.

SOUTH MIAMI - This residential neighborhood offers a small-town atmosphere, complete with its own nightlife, entertainment



venues and array of shopping options. The city also features some of Miami's finest public and private schools and is located across the street from the University of Miami.

PINECREST - The Village of Pinecrest is known for its large lots and first-class public school system. Conveniently located just 20 minutes south of Downtown Miami and the Miami International Airport, Pinecrest boasts several recreational areas, including Pinecrest Gardens, and many pedestrian and biker-friendly trails.

EG Being a 30 year Miami native who lives where she sells, how important is it to know all the intricate details about the local neighbourhood to ensure an excellent customer service experience?

AC I have lived in the Gables and the Grove all my life and have sold real estate here for over 30 years. With my intimate knowledge of this area, I can match buyers to neighborhoods that will work best for their lifestyle and can list my sellers' homes at top dollar. I enjoy a vast network of repeat clientele that often gives my team an advantage for off-market opportunities.

EG You are a top producing broker performing consistently in the highest tier of realtors, selling more than \$1.3 Billion over your 30 year career. What is the main secret to your success in the higher echelons of luxury real estate?

AC As one of the most vibrant cities in the country, Miami has always been a dynamic real estate market, fueled by domestic and international homebuyers. I began my real estate career at one of Miami's leading luxury brokerages. I learned the nuances of luxury real estate early on,

including how it performs across various economic cycles and the impact of foreign and domestic political changes. Quite simply, I learned how to meet the needs of luxury buyers and sellers.

EG You are the exclusive listing agents for the Arsh Estate - the most expensive single-family residence ever listed in Miami at \$150,000,000. What key strategies underpin the successful marketing of these magnificent homes?

AC It has been my greatest honor to represent the Arsh Estate, and the greatest gift of all is having Ms. Adrienne Arsh as our client. It is Ms. Arsh's love and passion for her historic and one-of-a-kind property which has become a focus of the Estate's marketing strategy. The secret to marketing this listing has been, in part, to let Ms. Arsh herself tell her story - and the next buyer - just how much she loves this property.

EG Having sold over \$126 Million in luxury properties in Miami in 2021, despite record low inventory, your team are a force to be reckoned with. How much of an impact do easy referrals as a result of a stellar reputation, have in these results?

AC One of the core values of my business has always been relationships. My team and I have worked for years to build and nurture an intimate network of friends, clients, and professional colleagues, who have come to know the level of service they can expect from this team. Consistent, high-touch, concierge-level service with positive outcomes is the hallmark of my team. It is this network that has created our consistent referrals and helped us to build new relationships, even beyond the Miami market.

EG As an active member of the local community, you coach lacrosse at Ransom Everglades School and also sit on the board of trustees at St. Thomas Episcopal Parish School. How important is giving back to the community?

AC Being involved in the Miami community comes from a place of pride and love for Miami. I have been involved in my children's schools as a volunteer - from fundraising to establishing a new lacrosse program at their high school, as well as continuing as a Trustee at their elementary school. I also serve the Beaux Arts of the Lowe Art Museum, the Vestry of St. Thomas Episcopal Church, and the Junior League Miami Foundation Board.

I was recently chosen to join the Orange Bowl Committee - whose mission is generating tourism and supporting the local economy by hosting premier athletic competitions and supporting thousands of students and young athletes through academic programs and community events.

EG Your motto is "Let me do all the work." As one of the pre-eminent forces in Miami luxury, what can high net worth clients truly look forward to when being represented by you?

AC I pride myself on making a transaction as easy for my buyers and sellers as possible. I know that buying and selling real estate can be stressful, so I want to take that burden off my clients, meaning that my team and I will do anything and everything we can for them. This level of concierge-type service is what we pride ourselves on, and something our entire team is dedicated to every day. **EG**

For further information, please visit:
www.AshleyCusack.com