
Florida Living,
Your Way
EXPLORE THE POSSIBILITIES. DISCOVER THE TREASURE COAST.
MOVE FORWARD WITH CONFIDENCE.
PRESENTED BY
Ashley Cannard, REALTOR® | Real Broker, LLC



Welcome

Whether you're considering a move to Florida, exploring a new community, or simply wondering what your next home could look like, finding the right place is about more than the property itself.

It's about discovering a lifestyle that fits your priorities, your plans, and the way you want to live.

Inside, you'll discover:

- ✓ Florida's diverse lifestyles and destinations
- ✓ What makes the Treasure Coast special
- ✓ Real estate possibilities for different budgets
- ✓ How personalized guidance can simplify your next move



Meet Ashley

Real estate guidance that's personal, thoughtful, and focused on you.

I'm Ashley Cannard, your Treasure Coast realtor here in Florida, the Sunshine State.

My approach begins with understanding what matters most to you—not just in a home, but in the lifestyle you're hoping to create.

With a professional background in client service, operations management, and photography, I bring a combination of organization, attention to detail, and a personalized approach to every client relationship.

What you can expect when working with me

- ✓ Personalized guidance and planning from the start
- ✓ Local expertise and firsthand relocation experience
- ✓ Clear communication, organization, and follow-through
- ✓ A professional eye for presentation and marketing
- ✓ The exclusive Move Forward™ client experience

LEARN MORE ABOUT ASHLEY

Real Estate Services

Personalized guidance. Every step of the way.

Buying

Personalized searches, property research, showings, offer strategy, negotiations, and guidance through closing.

Selling

Pricing strategy, home preparation, marketing, buyer negotiations, and coordination from listing to closing.

Relocating

Community comparisons, virtual tours, local insights, and practical guidance for moving to Florida.



Two Paths, *One Goal*



Already living in Florida?

- ✓ Explore new communities
- ✓ Downsize, upgrade, or relocate
- ✓ Navigate your next transition

Considering a Move to Florida?

- ✓ Discover destinations and lifestyles
- ✓ Explore homes from anywhere
- ✓ Plan your relocation with confidence

Different journeys. Personalized guidance.

Moving Within Florida

New priorities. New possibilities.

Whether you're downsizing, upgrading, or exploring a different community, your next home should reflect where life is taking you.

How I Help You Move Forward

- ✓ **Find the Right Fit** — Explore homes and communities that align with your changing lifestyle, priorities, and budget.
- ✓ **Understand Your Options** — Compare neighborhoods, property values, HOA considerations, and local market conditions.
- ✓ **Navigate Buying & Selling** — Coordinate the moving pieces when selling your current home and purchasing another.
- ✓ **Plan a Smoother Transition** — Get guidance on timelines, important deadlines, and the logistics of your move.



Relocating to *Florida*

Moving to another state is an exciting opportunity, but finding the right place involves more than just choosing a home.

What to Consider Before Making Your Move

- ✓ Finding the right region and community
- ✓ Comparing lifestyles and housing options
- ✓ Understanding taxes, insurance, and ownership costs
- ✓ Planning your relocation timeline

The right move starts with the right information.



Relocating with Confidence

Your move. Your timeline. Personalized guidance.

You don't have to be in Florida to start finding your place here. Explore your options and make informed decisions from wherever you are.



How I Make Your Move Easier

- ✓ Personalized home searches
- ✓ Virtual tours and remote exploration
- ✓ Local community insights
- ✓ Guidance through the buying process
- ✓ Coordination from search to closing



Finding Your Florida

One state. Endless possibilities.

From vibrant coastal cities to peaceful waterfront communities, Florida offers a lifestyle for nearly every stage of life.

What Does Your Ideal Florida Look Like?

- ✓ Beachfront living and coastal escapes
- ✓ Boating, golf, and outdoor recreation
- ✓ Walkable downtowns and vibrant communities
- ✓ Quiet neighborhoods and relaxed living

Not sure where to begin?

Explore my comparison of 10 Florida destinations to discover which areas might be right for you.
Where Should You Live in Florida? Explore 10 Destinations



Experience the Treasure Coast

Coastal charm. Natural beauty. A lifestyle worth discovering.

Discover the coastal charm, natural beauty, and laid-back lifestyle that make the Treasure Coast special.

What Makes Life Here Special?

- ✓ Miles of beautiful beaches and waterways
- ✓ Local dining, arts, and coastal culture
- ✓ A variety of lifestyles and housing options
- ✓ Boating, fishing, golf, and outdoor recreation
- ✓ Charming downtowns and unique communities
- ✓ Beautiful parks, nature preserves, and scenic trails

There's more to the Treasure Coast than meets the eye.

Discover the Communities

Different communities. Endless possibilities.

The Treasure Coast offers a variety of places to call home, each with its own character, amenities, and lifestyle.

Vero Beach | Coastal elegance meets small-town charm

Sebastian | Laid-back living along the Indian River

Fort Pierce | Historic character with a growing waterfront scene

Port St. Lucie | Modern neighborhoods, golf, and family-friendly living

Stuart | Historic downtown charm meets waterfront living





Vero Beach

- ✓ Beautiful beaches and coastal living
- ✓ Arts, culture, and boutique shopping
- ✓ Established neighborhoods + luxury homes
- ✓ Popular for seasonal and year-round living

Sebastian

- ✓ Relaxed, small-town atmosphere
- ✓ Boating, fishing, and waterfront recreation
- ✓ Easy access to the Indian River Lagoon
- ✓ Quiet streets + natural surroundings

Fort Pierce

- ✓ Historic downtown + waterfront marina
- ✓ Local farmers markets and cultural events
- ✓ Beaches and outdoor recreation
- ✓ Diverse housing styles and price points

Port St. Lucie

- ✓ Modern residential communities
- ✓ Golf courses, parks, and recreation
- ✓ New construction and master-planned neighborhoods
- ✓ Shopping, dining + conveniences

Stuart

- ✓ Charming, walkable historic downtown
- ✓ Waterfront dining and boutique shops
- ✓ Boating, fishing, and coastal recreation
- ✓ Established neighborhoods and waterfront homes



Explore Homes by Budget

$400K & Below

Accessible Florida Living

- ✓ Condos, villas & townhomes
- ✓ Smaller single-family homes
- ✓ 55+ & retirement communities
- ✓ Established neighborhoods
- ✓ Low-maintenance living options
- ✓ HOA fees & costs to consider

$400K–$800K

More Room to Make It Yours

- ✓ Spacious single-family homes
- ✓ New construction opportunities
- ✓ Gated & golf communities
- ✓ Pools & outdoor living spaces
- ✓ Larger lots & upgraded finishes
- ✓ Community amenities & recreation

$800K+

Elevated Coastal Living

- ✓ Luxury & custom-built homes
- ✓ Oceanfront & riverfront options
- ✓ Private docks & boat access
- ✓ Premium finishes & architecture
- ✓ Expansive lots & outdoor living
- ✓ Exclusive waterfront communities

Home styles, features, and availability vary by location and market conditions.



Your Home Search, *Personalized*

Because finding the right home is about more than scrolling through listings.

✓ Tailored Property Searches

Homes matched to your priorities, lifestyle, and budget.

✓ Local Market Knowledge

Real insight into neighborhoods, communities, and what to expect.

✓ Virtual Home Tours

Explore properties from wherever you are.

✓ Property Research

HOA fees, restrictions, insurance considerations, and more.

✓ Professional Guidance

Help evaluating homes and making informed offers.

✓ A Smoother Experience

Support from search to closing (and beyond).



Selling With Confidence

Your home deserves a thoughtful strategy.

Selling a home involves more than putting it on the market. From understanding its value to preparing it for buyers, I help you approach the process with a clear plan and personalized guidance.

How I Help You Sell

- ✓ **Pricing & Market Analysis** — Evaluate comparable properties, market conditions, and your home's positioning.
- ✓ **Preparation & Presentation** — Identify opportunities to showcase your home's strongest features.
- ✓ **Strategic Marketing** — Thoughtful photography, compelling listing presentation, and exposure to prospective buyers.
- ✓ **Offers & Negotiations** — Review offers, evaluate terms, and negotiate with your priorities in mind.
- ✓ **Contract to Closing** — Coordinate deadlines, inspections, communication, and the details that follow an accepted offer.

Resources & Insights

Helpful tools for your Florida move

Plan with confidence using these free resources, expert insights, and local information tailored for Florida buyers and relocators. **Click each one below to learn more**.

Relocation Guide

Get to know Vero Beach and the Treasure Coast.

Homebuyer Cheat Sheet

Key steps, costs, and tips for buying in Florida.

Free Home Value Analysis

Curious what a home is worth? Get a personalized estimate.

Blog & Market Insights

Local updates, buying tips, and Florida living advice.

Move Forward Guide

A step-by-step resource for a smooth and confident move.

Relocation Support

Answers to your questions about moving to Florida.



Explore all these resources and more at ashleycannard.com



More Ways to Explore

Florida living, real estate, and relocation insights



Reels, lifestyle, and a look at Florida living.



Local insights, market updates, and helpful resources.



Relocation ideas, checklists, and inspiration.

Click Above to Explore & Connect

Follow along for helpful tips, local highlights, and a closer look at life in the Treasure Coast.

The *Move Forward* Experience

Real estate is only part of the move

An exclusive, complimentary **30+ page guide** for my buyer and seller clients—designed to make every stage of the move easier to navigate.

✓ **Buying & Selling**	Know what comes next, from preparation to closing.
✓ **Moving Plans**	Packing, timelines, utilities, and address changes.
✓ **Everyday Details**	Pets, HOA/condo considerations, and logistics.
✓ **At Your Own Pace**	Practical resources to revisit whenever needed.
✓ **Beyond Closing**	Guidance for moving day and settling in.

Helping you move forward—with confidence

EXPLORE MOVE FORWARD →





Your Next Move

Your next chapter starts here

Whether you're relocating from another state, moving within Florida, or simply exploring your options, I'm here to help you take the next step with confidence.



BUY



SELL



RELOCATE

Thank You

For exploring Florida living with me

Whether you're ready to make a move or simply gathering information, I hope this guide has given you a clearer picture of what's possible. I look forward to helping you find the right fit whenever the time comes.



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