



CAINE + COMPANY
DESIGN BUILD REMODEL

March 3, 2026

To Whom It May Concern,

Working with Katherine and Ascent Consulting on strategy and as a Fractional CMO completely transformed our marketing.

She brought clarity, structure, and strategy to our business—helping us refine our luxury positioning, overhaul our website and messaging, improve our CRM and lead tracking, and create a true operational marketing plan aligned with our growth goals.

She understands the construction industry, knows how to position a brand at a higher level, and backs every recommendation with clear strategy and measurable results.

Because of her work these last 18 months, we're no longer doing random acts of marketing—we're executing with purpose.

I highly recommend Katherine to any remodeling or construction company serious about growth.

A handwritten signature in black ink, appearing to read 'Justin Caine'.

Justin Caine
Caine + Company

www.caineandcompany.com

