

Personality Profile



This week, the Journal had the occasion of interviewing one of the most interesting personalities on the South Shore, Brandon "Brad" Caswell, president of Caswell & Chase, Realtors of Hanover, Mass., and president of the Plymouth Board of Realtors. Brad is married with one child (Kevin 1 1/2 years old), and works from his new office on Center St., in Hanover.

After graduating from Deerfield Academy in 1938, Brad studied engineering at MIT and at BU. In his spare time he studied music at the N. E. Conservatory of Music. When asked about his fame in the music world: "In 1955, I played some Country & Western music with the Hank Snow group, but quickly decided Hootenanny wasn't for me."

Brad served three years on a Destroyer in the Pacific during World War II, and afterwards worked in California in Lumber, Building, and Real Estate.

In 1958, Brad moved to Framingham, Mass., and started working with the Sumner Hersey Real Estate office in Natick. Later he became manager of Robert Murray & Sons, also of Natick. In 1960, Brad opened a new office in Hanover, Mass., for the firm of Kimball Johnson Real Estate. In 1963, Brandon "Brad" Caswell along with Kenneth Chase, opened their own firm. Mr. Chase was formerly manager of the White Bros. Milk Company in Duxbury, Mass.

We asked Brad about his ambitions for the firm. "We have no desire to enlarge our office, but we have mapped out long-range planning into four steps: 1. Continue with brokerage sales in Hanover and in other South Shore towns to Plymouth, with representatives in each area working under the Caswell & Chase, Realtors name. 2. Purchase and reconstruct older property. 3. Purchase investment property on the South Shore. 4. Build an occasional custom home."

We also inquired of Brad his goals as President of the Plymouth Board of Realtors. "My one main goal is raising the standards of the professional real estate broker (Realtor). We have set up a Professional Standards Committee with the function of investigating all malpractice in the selling of real estate property. Many times I hear of cases where a broker has broken the law, but signed complaints cannot be obtained. It is most difficult to get anyone to sign his name to a rumor he has started. We have a very serious complaint against one of our members right now. This person is the exception, who not only has no right displaying a Realtor sign, but also has no right selling real estate at all. If I can get this grievance signed, our committee will see to it that his real estate license is suspended."

The final question asked of Mr. Caswell concerned general activity on the South Shore. "As you can probably see, I am sold on the South Shore as an area of growth. With the expressway, Hanover is only 30 minutes from the City of Boston. If the towns around here don't go crazy by zoning two or more acres, the real estate business will steadily improve. Hanover has a very healthy zoning program, consisting of 30,000 sq. ft. per lot. When zoning is more than this, the problem of maintaining land arises. To sum up activity, in the last six months I have concluded more sales than the total in the two previous years of business. Business here is improving and I am confident that this picture will continue."