

Lifestyle
Real Estate.
Redefined.



Sea Glass Agents

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BECOME A SEA GLASS AGENT

A Boutique Brand with a Big Vision

Sea Glass was founded with a simple idea: real estate should be personal, purposeful, and rooted in the lifestyle of the communities we serve. We may not be the biggest name in real estate, but that's by design. We're a growing network of agents who believe people matter more than production, and that great brands are built from the ground up by local leaders who care deeply about their markets.

Our roots are in the Virgin Islands and lifestyle-driven destinations, but our reach is growing across the U.S., from small towns and mountain regions to suburbs, second-home markets, and beyond.

An Emerging Brand with Room to Grow

You won't be lost in a sea of hundreds of agents. Our partners are early leaders in a brand that's growing intentionally, who have a say in shaping where we go and how we evolve.

Support without the Overhead

As a Sea Glass agent, you'll get full access to marketing systems, agent support resources, and tools that help you run efficiently without bloated fees or layers of red tape.

Authenticity over Hype

We believe trust and reputation are built locally, so we back our agents with everything they need to sell confidently in their market.

Community over Competition

We are building a network of collaborative, forward-thinking professionals who want to grow with purpose, not pressure. You'll be part of a close-knit group of owners—not just a number.





Our Core Values

We Are Collaborative, Creative, and Progressive

We believe in the power of teamwork and creativity to find innovative solutions in the ever-evolving real estate industry.

Our Relationships Are Based on Trust and Integrity

We understand that buying or selling a property is a significant decision for our clients, and we prioritize honesty, transparency, and ethical conduct in every interaction.

We Perform with Excellence

We continuously seek to improve our knowledge, skills, and processes to ensure that we deliver exceptional results and exceed our clients' expectations.

We Celebrate Small and Large Victories

We take pride in recognizing the achievements of our team members and foster a culture of appreciation, motivation, and teamwork that inspires us to achieve success in this dynamic industry.

Sea Glass

Sea Glass is a visually striking, lifestyle-driven brand that's built to stand out in today's real estate market. Our coastal-inspired aesthetic is clean, modern, and elevated—designed to reflect the beauty of the communities we serve and instantly connect with buyers seeking homes in waterfront and outdoor destinations.

From your outdoor signage to listing presentations and social media, every touchpoint reinforces the story of a boutique real estate experience rooted in lifestyle.

Brand Guidelines

Our brand guidelines were developed to ensure quality while allowing for flexibility. The Sea Glass corporate marketing team is available to answer questions and provide support during onboarding so your office will look like part of the family.

Brand Material

As an agent, you get access to a full suite of professionally designed marketing materials, polished digital assets, and a brand identity that feels fresh, upscale, and approachable.

Each agent will receive branded stationary templates, business card templates, and signage templates.



SEAGLASS



Frequently Asked Questions

Q: WHEN IS THE BEST TIME TO SELL MY HOME?
 A: Market conditions fluctuate, and timing is key. Our agents can help you determine the best time to sell based on current market trends and your personal goals.

Q: CAN I BUY A HOME AND SELL MY CURRENT ONE AT THE SAME TIME?
 A: Yes, it's possible to coordinate the sale of your current home with the purchase of a new one. Our agents can help you navigate the complexities of this process.

Q: HOW LONG WILL IT TAKE TO SELL MY HOME?
 A: The timeline varies depending on factors such as the property's location, condition, and the current market. Our agents will work to expedite the process.

Q: HOW SHOULD I PREPARE MY HOME FOR SALE?
 A: Staging your home effectively and making repairs are essential for attracting potential buyers and maximizing its value.

Q: WILL I OWE TAXES WHEN I SELL MY HOME?
 A: Tax implications vary depending on factors such as profit, filing status, and potential tax breaks. Discuss your unique situation with your agent.

Q: SHOULD WE HOST AN OPEN HOUSE?
 A: Your agent can provide insights into the effectiveness of open houses for comparable properties in your area.

Q: HOW CAN I GET THE MOST OUT OF MY HOME?
 A: Our agents can provide a comprehensive analysis of your property's value and offer personalized recommendations to maximize its potential.

Q: HOW CAN I FIND A REAL ESTATE AGENT?
 A: You can find a real estate agent through referrals from friends and family, or by searching for agents in your area who specialize in home sales.

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Moving Checklist

Moving can be a complex process, but having a checklist can help you stay organized and ensure nothing is overlooked. Here's a comprehensive checklist for things to do when you move, including tasks related to address changes and utilities.

PRE-MOVING PREPARATION

- Establish a timeline for tasks leading up to the move to stay organized.
- Sort through belongings and decide what to keep, donate, or discard.
- Organize belongings and pack items you won't need before the move.
- Collect boxes, packing tape, bubble wrap, and other packing materials.
- Schedule movers or rent a moving truck based on your moving date and needs.
- Notify current school system.
- Enroll student in new school district.

TRANSFER OR CANCEL SERVICES

- Cable
- Internet
- Electric
- Gas
- Water & sewer
- Telephone
- Trash
- Landscaping & pool service
- Cleaning service

CHANGE ADDRESS

- Post office
- Banks and financial institutions
- Insurance providers
- Government agencies (e.g., DMV, IRS)
- Subscription services (e.g., magazines, streaming services)

REGISTER FOR NEW UTILITIES & SERVICES

- Cable
- Internet
- Electric
- Gas
- Water & sewer
- Telephone
- Trash
- Landscaping & pool service
- Cleaning service

MOVING DAY

- Pack a bag with essentials for the first few days in your new home, including toiletries, clothing, important documents, and snacks.
- Clearly label boxes with their contents and the room they belong to for easier unpacking.
- Create an inventory list of your belongings to keep track during the move.
- Conduct a final walkthrough of your current home to ensure everything is packed and in order.
- Say goodbye to neighbors, friends, and community members if applicable.

POST-MOVE

- Familiarize yourself with your new neighborhood, including nearby amenities, parks, schools, and local services.
- Dispose of or recycle packing materials responsibly.
- Introduce yourself to neighbors and get to know the community.
- Update emergency contacts with your new address and phone number.
- Take time to celebrate your move and settle into your new home.

Agent First Last Name
 Real Estate Agent



✉ first.last@seaglass.com
 ☎ 800.123.4567
 🌐 seaglass.com
 🏠 100 Street Name
 City Name, ST 12345

Each office is independently owned and operated.


SEAGLASS
 SeaGlass.com

 **SEAGLASS**

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 seaglassproperties.com

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Marketing Tools

From beautiful, high-performing websites to polished listing presentations, ready-made print and digital templates, and easy-to-share social media content, our tools are built to make your brand shine. The marketing suite helps you stay consistent, professional, ahead of the competition, and in front of your customers with professional marketing pieces:

Websites

Automated websites are designed to help agents and offices attract leads, showcase listings, and reflect our unique brand without any tech headaches. Every site comes fully optimized with IDX property search, mobile-friendly design, lead capture tools, and SEO built in.

Office websites highlight all agents, service areas, and value proposition, while individual agent sites give each one a personal platform to build their brand and drive conversions. Both are connected to your CRM, so every lead flows directly into your follow-up system for fast, effective engagement.

For an fee, our in-house marketing team will work with you to develop a fully-customized WordPress IDX website that integrates with your listings and lead flow, giving you even more functionality.

Automated Marketing Suite

The Listing Machine takes the time and hassle out of promoting your listings with a fully automated print and digital

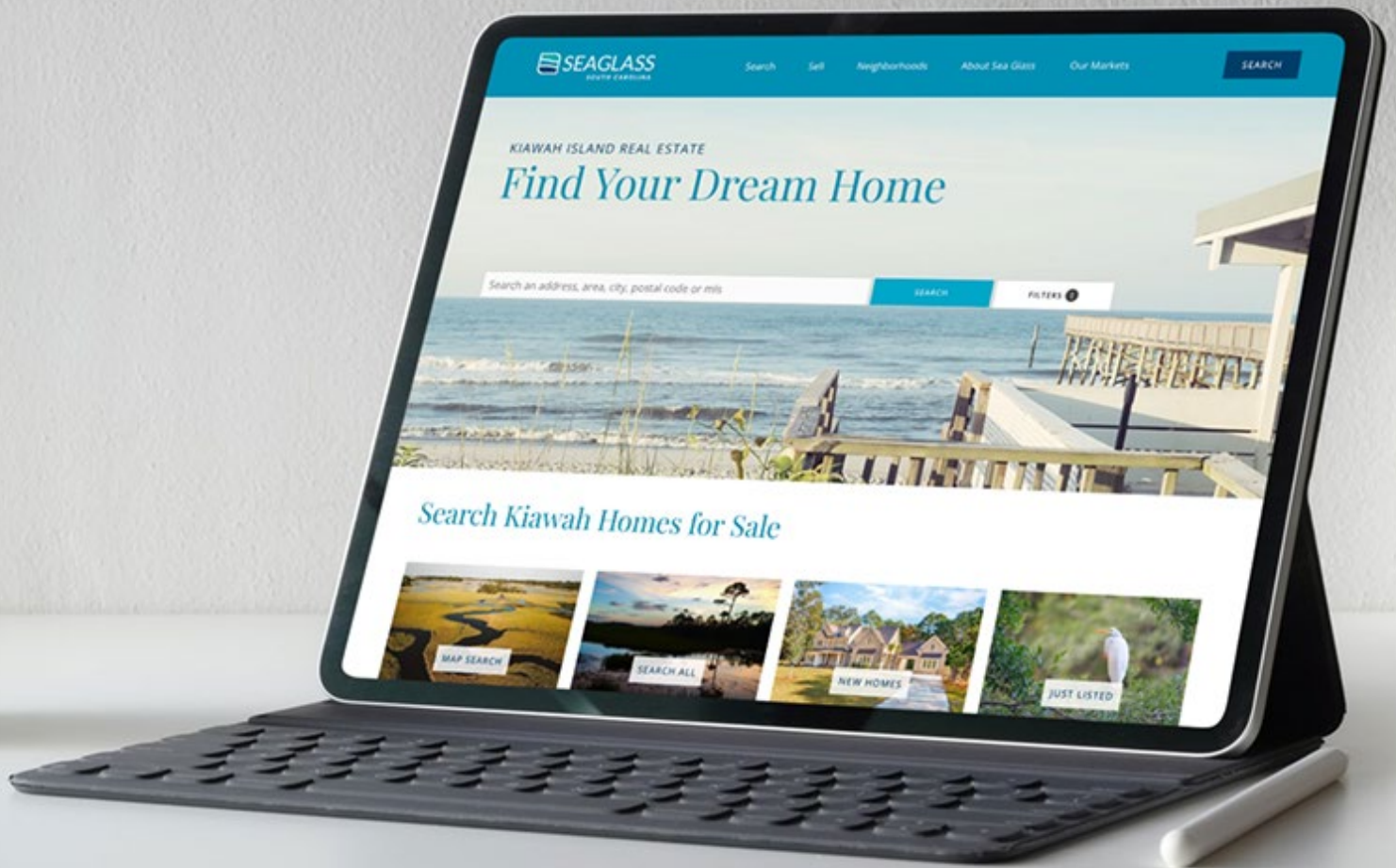
marketing suite, including social media posts. Connected directly to your MLS, Listing Machine pulls in property details and automatically creates a complete marketing campaign for each stage of your listing's life cycle: Just Listed, Open House, Price Reduced, and Sold.

Design Center

A wealth of easy-to-use tools to customize digital and print marketing materials, all featuring you and your brand. Plus, listing kits/bundles that automate your listing marketing efforts to make stunning impressions time after time.




Social Media Marketing

Maintaining a strong brand on social media establishes credibility and expertise, but finding quality content is time consuming. Our platform automates this chore by curating relevant content that gets posted to your social media channels.



For Sale


4 Bedroom | 3.4 Bathroom Villa
\$2,650,000

1-54 BAKKERO FB
 St. Thomas
 MLS #24-954

Welcome to your stunning slice of paradise in St. Thomas, where luxury meets island living. Nestled atop a lush hillside, this exquisite 4-bedroom, 3.5-bath residence offers breathtaking panoramic views of the crystal-clear Caribbean Sea. Enjoy dinner and drinks from your covered deck or relax by the pool. This home offers it all. The home also has the option to have one of the bedrooms as a separate apartment/caretaker unit/handy quarters. Villa Solaris was remodeled in 2020 with gorgeous finishes including a new gourmet kitchen boasting top-of-the-line Thermidor appliances, sleek marble countertops, and custom cabinetry. Conveniently located near the newly opened the Westin Resort, pristine beaches, and the cruise ship dock, you will have all St. Thomas has to offer close by.


seaglassproperties.com



Instagram

seaglassproperties

JUST LISTED



1,984 likes

seaglassproperties New listing near Frenchmans Bay! This newly-remodeled 4 bed/4 bath luxury estate located in Peterborg on the south side of St. Thomas, USVI has stunning views of St. Croix and Hassel Island. Schedule a showing today! MLS 24-1234 | \$2,250,000

#seaglassproperties #stthomasrealestate #islandliving

Presentations & Market Data

First impressions matter—especially when you’re sitting across from a potential seller. With automated market analysis, reports and presentation tools, you’ll walk into every appointment with polished, data-backed materials that highlight your expertise and show exactly how you’ll position their home to sell. From dynamic pricing insights to beautifully branded presentations, we give you everything you need to build trust, showcase value, and win more listings.

Listing Presentations

The Present tool helps agents create polished, customized presentations that include market information, marketing strategies, pricing recommendations, and buyer or seller benefits.

Market Analysis Builder

The Comparative Market Analysis Builder helps agents create professional, visually appealing reports quickly and easily. It

pulls in up-to-date market data and lets you customize the report to showcase your expertise and win more listings.

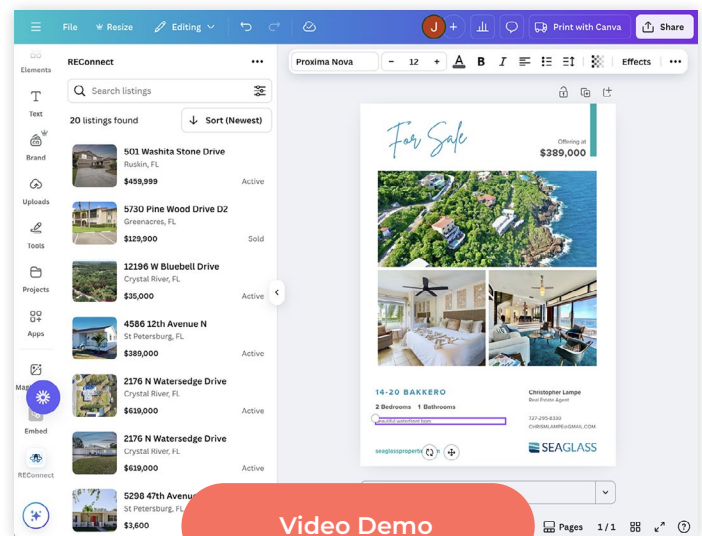
Market Reports & Listing Valuation

Market Reports and Listing Valuations help potential buyers and sellers stay current on market trends, property values and monitor neighborhood activity. You can select when alerts are activated and the system will automate delivery to all your contacts.

Canva Integration

Canva Integration for IDX Listings

If you choose to use Canva to create marketing materials and presentations,, Sea Glass can streamline your workflow by sending your real estate listing data directly into your Canva account with our partner, REConnect. Just drag and drop listing photos and information for all of your office’s listings directly into your templates.



Present 1. Build CMA 2. Create Presentation 3. Present & Share Create Present

Select "Auto" to allow Present to find comparables. Select "Manual" to add your own MLS IDs.

AUTO **MANUAL**

PROPERTY TYPE

BED COUNT

TOTAL BATH COUNT

SQUARE FOOTAGE

YEAR BUILT

CLOSED DATE

TOTAL LOT SIZE

ADD ON-MLS COMPARABLE

ADD OFF-MLS COMPARABLE

Property is On-MLS. Manually enter MLS IDs to add comparables. Separate multiple IDs with commas.

Enter MLS IDs

6420 AMSTERDAM WAY, WILMINGTON, NC

SUBJECT PROPERTY SINGLE FAMILY 0 BEDS 1,500 1920

COMPARABLE CRITERIA: SINGLE FAMILY 0 BEDS 1-10+ BATHS 1,200 TO 1,800 SQ FT ALL YEARS SOLD 0-6 MONTHS

Map Satellite Within 1 Mile Radius OR Search for an area OR Draw OR Reset

0 Total Matches

COMING SOON MATCH: 0 ACTIVE MATCH: 0 PENDING MATCH: 0 SOLD MATCH: 0

You can manually add a comparable by clicking the gray icon.

Next: Build CMA

Previous Skip To Presentation



CRM & Communication Tools

The BoldTrail CRM is a powerful, easy-to-use system that helps agents manage leads, contacts, and communication all in one place. Leads generated from both office and agent websites automatically flow into the CRM, where they're captured and organized by source. From there, leads are assigned to the appropriate agents or campaigns for timely follow-up and nurturing. With automated follow-ups, task reminders, and detailed activity tracking, it keeps your pipeline organized and your relationships strong. Sea Glass agents receive a CRM that includes:

Behavior Automation

Behavior Automation triggers actions like emails, texts, or task reminders based on how a lead interacts with your website or messages (e.g., viewing a listing multiple times). It helps you respond instantly to high-interest activity and strike while the lead is hot.

Smart Campaigns

Smart Campaigns are pre-built or customizable sequences of emails, texts, and tasks that run over time to nurture leads consistently. They ensure no lead gets forgotten by keeping communication going automatically, even if the lead isn't actively engaging. You can also send automated emails/texts on your contacts' birthdays and their anniversary of purchase.

Search Alerts

Search Alerts automatically notify your clients when new properties match their saved search criteria. It keeps buyers engaged and coming back to your site without any manual follow-up.

Scheduled Mass Emails

The Mass Email Campaign feature lets you send beautifully branded emails to your entire database or targeted groups in just a few clicks. With customizable templates, scheduling, and performance tracking, it's a powerful way to stay top-of-mind.

Voicemail Drop

Connect with your contacts using noninvasive voicemails sent straight to their inbox without having to initiate an actual call or trigger a phone interruption. This automated process provides an essential connection point between agent and client.

Video Messaging

BombBomb is a video messaging tool that lets you create and send personalized videos via email or text to build stronger, more engaging connections with clients. BombBomb makes it easy to record, send, and track video messages.

Mobile Apps

Real estate doesn't stop when you leave the office, and neither should your tools. With our suite of mobile apps, agents can manage leads, respond to clients, run open houses, and track their pipeline right from their phones. Whether you're in the field, at a showing, or working remotely, our mobile tools keep your business moving and connected from anywhere.

CRM Mobile App: Your Real Estate Office In Your Pocket

The BoldTrail Mobile App gives agents instant access to the most important tools in their business—anytime, anywhere. From lead management to task tracking, this app is designed to keep your daily operations seamless, even on the go.

Key Features:

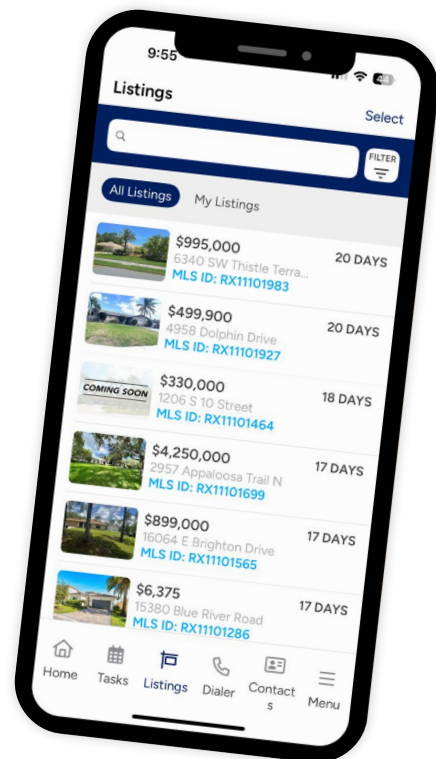
- View, respond to, and organize your leads directly from your phone
- Access your CRM, notes, and communication history
- Stay on top of tasks and calendar events
- Get real-time notifications for new leads and client activity
- Call, text, or email directly through the app with automatic logging
- View pipeline data and lead flow

Open House App: Turn Every Visitor Into a Lead

The Open House App is built specifically to make open houses more productive and professional. Instead of using paper sign-in sheets, agents can collect visitor information digitally, sync it directly to their CRM, and trigger instant follow-up.

Key Features:

- Clean, branded digital sign-in experience for guests
- Automatic syncing with BoldTrail CRM
- Customizable questions for better lead insights
- Immediate follow-up campaigns triggered by guest registration
- Works offline



Systems Onboarding & Training

When you work with Sea Glass, you're not just handed a stack of tools and wished good luck. You're fully supported with step-by-step training through our BoldTrail platform so you can hit the ground running. These systems are designed to be intuitive and powerful—and our training ensures you know exactly how to use them.

Front-End Marketing + CRM Training

BoldTrail is the powerhouse behind your websites, CRM, marketing tools, and lead generation. To help you and your agents make the most of it, we provide:

- Live onboarding sessions for brokers and admins
- Agent-level training on CRM tools, smart campaigns, search alerts, and behavior automation
- Video tutorials and help center access for self-paced learning

- Ongoing coaching through webinars and weekly office hours
- One-on-one support for site setup, branding, and lead management customization

Support That Stays With You

BoldTrail offers ongoing help well beyond onboarding. You can get access to onboarding resources at any time, and our team is always available to troubleshoot issues, answer questions, or walk through platform updates.



“I began my real estate career with Sea Glass. I received training to help learn about the industry, and continue to receive support through that has helped me be a successful agent.”

Emily Magnuson Clark
Sea Glass | St. Thomas USVI



Build with Sea Glass

An Investment in Your Vision

Franchising with Sea Glass means building something of your own—with the backing of a brand committed to lifestyle, service, and sustainable growth. We tailor our onboarding and launch process to fit your unique market, giving you the tools to start strong and scale smart.

Let's Talk About What's Possible

From marketing and CRM systems to strategic coaching and ongoing support, Sea Glass equips you to lead with confidence. If you're curious about what working with could look like, we'd love to connect with you directly.



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