

Sea Glass *Marketing Kit*



SEAGLASS

Welcome!

Sea Glass was born in 2007 on the beaches of St. Thomas with a simple but powerful vision: real estate should be meaningful, personal, and rooted in lifestyle. Our founders built the company in a close-knit coastal community, believing that helping someone find a home is about changing how they live and connecting with their goals, not just closing a sale. That ethos of authenticity and personal connection became the foundation of Sea Glass's brand.

As Sea Glass grows, we want to be known for our authenticity and commitment to relationships over volume. We intentionally expand into lifestyle-driven markets where people value quality of life. Every Sea Glass office is grounded in its local community, every interaction is personal, and every partnership is built on trust.

As a Sea Glass real estate professional, you are now part of the Sea Glass family. This gives you access to powerful marketing tools to help you build your local presence. Those tools are highlighted in this packet, along with quick links to access online resources.



Sea Glass Core Values

We Are Collaborative, Creative, and Progressive

At Sea Glass, we embrace a culture of collaboration, creativity, and progressiveness. We believe in the power of teamwork and creativity to find innovative solutions in the ever-evolving real estate industry. By fostering a collaborative environment, we encourage our team to think outside the box, explore new ideas, and drive forward-thinking initiatives that push the boundaries of traditional real estate practices.

Our Relationships Are Based on Trust and Integrity

Our relationships with clients, partners, and colleagues are built on a foundation of trust and integrity. We understand that buying or selling a property is a significant decision, and we prioritize honesty, transparency, and ethical conduct in every interaction. We are committed to earning and maintaining the trust of our clients by consistently delivering on our promises and upholding the highest ethical standards in all aspects of our business.

We Perform with Excellence

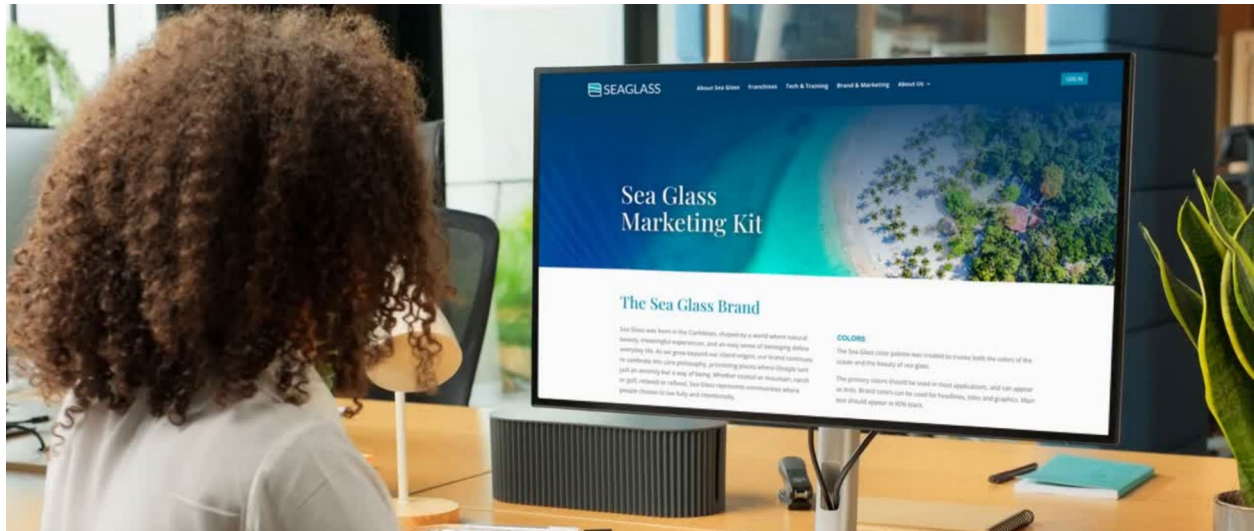
Our team is dedicated to delivering excellence in every aspect of our real estate services. From providing personalized service to offering expert guidance throughout the buying or selling process, we expect excellence in everything we do. We continuously seek to improve our knowledge, skills, and processes to ensure that we deliver exceptional results and exceed our clients' expectations.

We Celebrate Small and Large Victories

Whether it's helping a client find their dream home or closing a significant deal, we take pride in recognizing and celebrating the achievements of our team members. By acknowledging these victories, we create a culture of appreciation, motivation, and teamwork that inspires us to achieve success in the dynamic real estate industry.



Sea Glass Connect



Sea Glass Connect is your go-to resource for all things brand and marketing at Sea Glass. Whether you're launching a new listing, creating a flyer design, or posting on social media, you'll find everything you need to stay consistent, polished, and on-brand.

Everything is organized for quick access and easy customization. Files are designed to give you flexibility while maintaining the look and feel that defines the Sea Glass brand.

The home page of Sea Glass Connect has corporate branded materials including ready-to-use social media posts, templates and layouts. There is also a page devoted to your office that includes Canva templates with your logo already included, email signatures and office logos. You can change photos and content in these files to fit your market.

Sea Glass Connect Account Creation Instructions

- Click "LOG IN" button on franchising.seaglass.com (or click button below).
- Click "JOIN US" at bottom of form.
- Fill out registration form. You must use your official Sea Glass email address.
- You should receive an activation email (it may go to your spam folder).
- Follow instructions in email to activate account.
- Log in to gain access to files or start designing your own materials.

SEA GLASS CONNECT LOGIN



Our Brand Identity

Our marketing materials are thoughtfully designed to reflect the charm and beauty of lifestyle real estate, whether you're showcasing a beachfront estate or a cozy mountain cottage. This consistent look and feel helps clients immediately recognize the Sea Glass brand and associate it with quality and character.

To maintain this identity, we provide clear brand guidelines that ensure everything you create stays on-brand while still allowing your personal touch. These guidelines cover proper logo usage, color palettes, fonts, and even tone of voice and photo usage, so every piece of communication feels distinctly "Sea Glass" while remaining authentic to you and your local market.

You can find the Sea Glass Brand Guidelines in our Sea Glass Connect online portal. Below is a quick link to download the guide.

[BRAND GUIDELINES](#)



Ready. Set. *Design.*

The Sea Glass Marketing Team has created Canva templates that you can use to create location specific marketing. These templates are in the Design Center and include:

Buyer's and Seller's Guides

Comprehensive booklets that are ready for you to add local information, checklists, tips and tricks, vendors and more.

Fliers, Listing Presentations, and Postcards

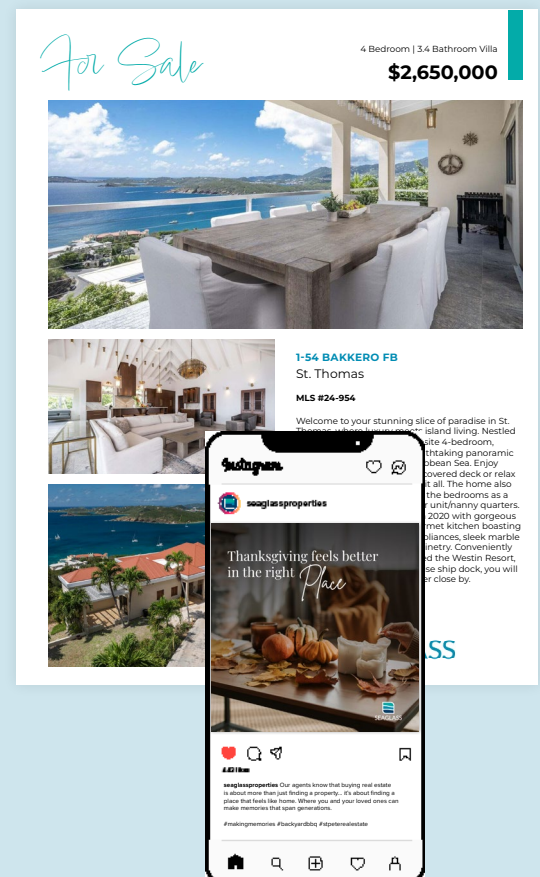
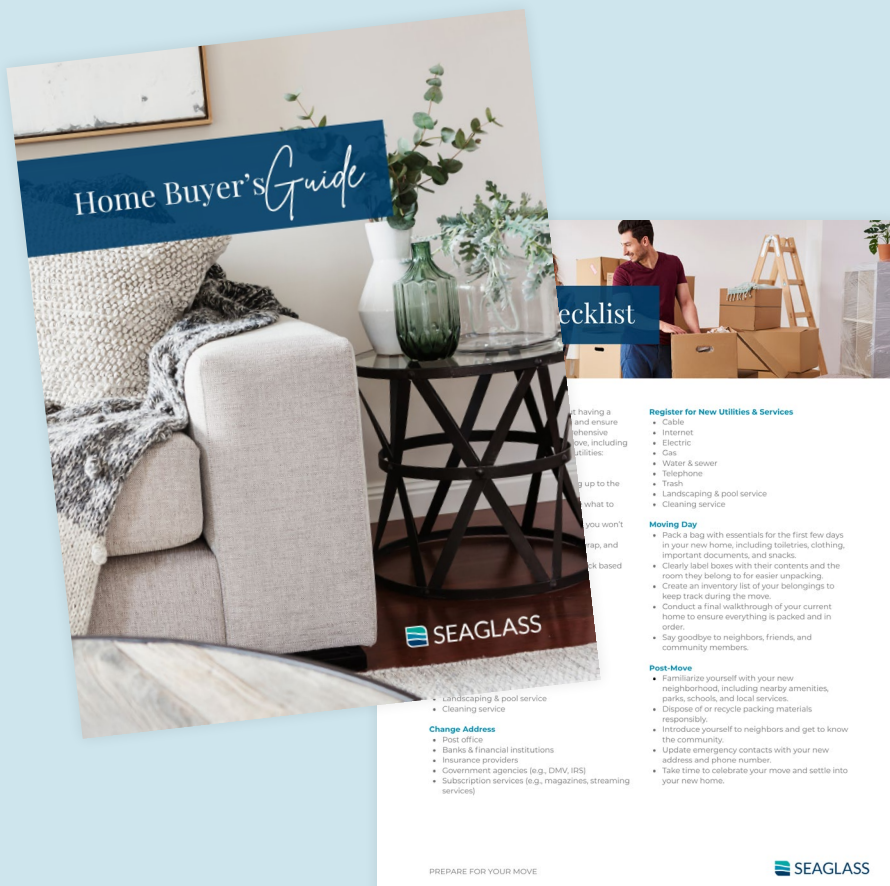
Sea Glass branded marketing templates that are easy to edit in Canva, especially when used with the REConnect app that allows you to drag and drop listing photos and details directly into your designs.

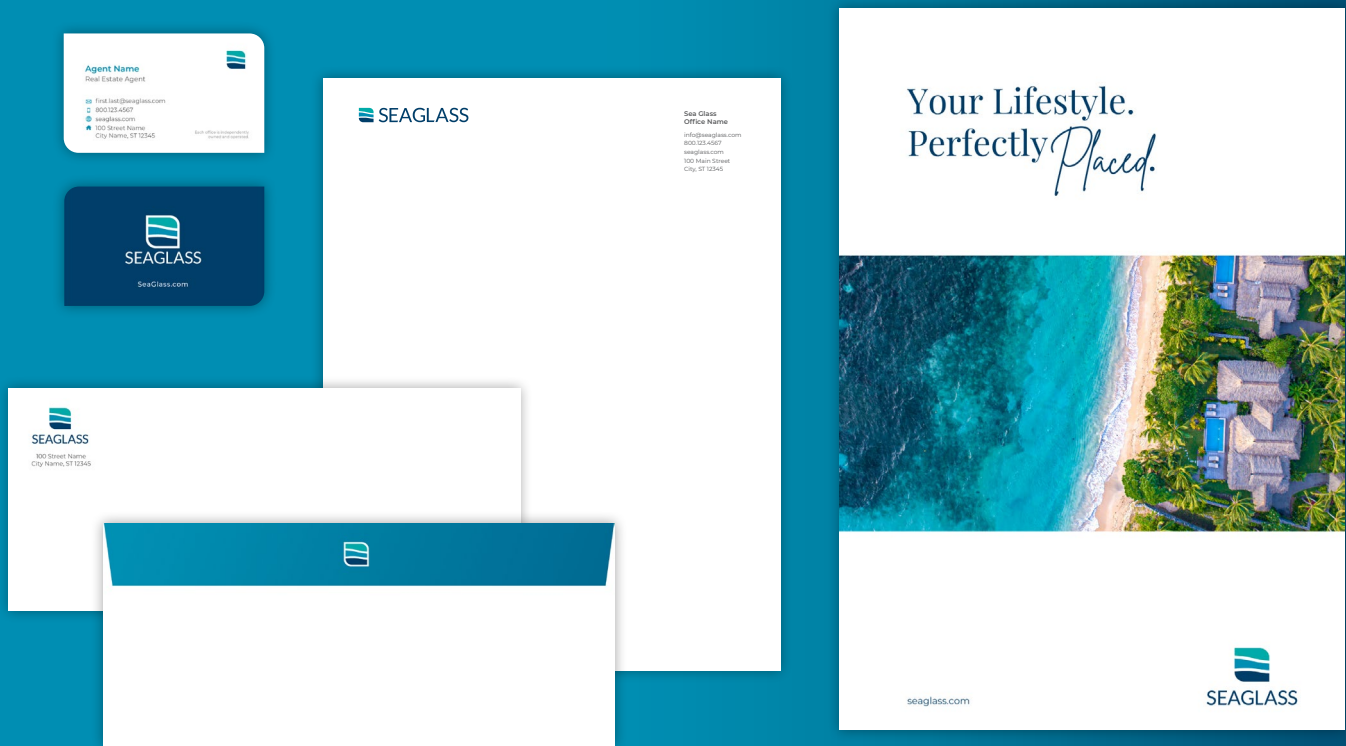
Social Media Assets

Editable templates can be used to market properties and highlight your agents. Additional assets like holiday posts are continually added and can be downloaded and used on your social media accounts

Recruiting Materials

Customizable branded recruiting packages about Sea Glass that highlight the tools you receive as an agent. Social media graphics are also available.





Signage & Stationary

A consistent, professional brand presence builds trust and recognition. Sea Glass provides a full set of logos and stationery assets to help you create a polished impression across all platforms. Assets that are included in the Sea Glass Connect Design Center include:

Sea Glass Logos

Approved logo variations in full color, white, and black that are created for both print and digital use (PNG and vector files).

Business Card Templates

Branded, customizable layouts designed for easy editing and printing.

Letterhead & Note Cards

Elegant templates for formal communications and personal notes.

Email Signatures

Simple, consistent designs for professional email communication.

Office Signs

Sample layouts are available to help your office create branded signs that fit your unique office space.

Property Signs

Customizable designs are available in a number of sizes.

Business cards and signs are also available to create and purchase directly through our Vista Print Sea Glass Pro Shop templates.

Email Signatures

Sea Glass has created an online email signature generator to make branding your emails easy. Simply upload your logo, fill out your contact information, and paste the code into your email program.

Gmail Signatures

STEP 1: Create Signature

- Fill out the form on the Sea Glass email signature generator website and click “Copy to Gmail.”

STEP 2: Open Gmail Settings

- Open Gmail.com in your browser.
- Click the gear icon (top right corner).
- Click “See all settings.”

STEP 3: Create a New Signature

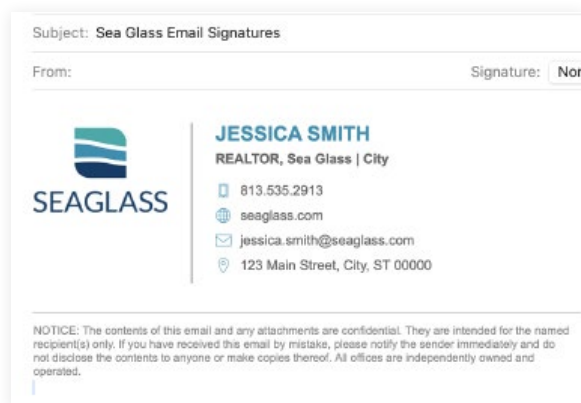
- Scroll down to the “Signature” section.
- Click “Create New” and give it a name.

STEP 4: Paste the Signature Code

- Place your cursor in the box to the right and paste code.

STEP 5: Set It as Default

- Under “Signature defaults,” set it as the default for new emails.
- Set it for replies/forwards if you prefer
- Scroll to the bottom and click “Save Changes.”



Outlook Signatures

STEP 1: Create Signature

- Fill out the form on the Sea Glass email signature generator website and click “Copy to Gmail.”

STEP 2: Add the Signature to Outlook

Open Outlook on PC

- Click File (top left)
- Click Options
- Select Mail > Click Signatures
- Click “Create New” and give it a name like Sea Glass Signature.
- Click inside the editing box and paste

Outlook on Mac

- Click Outlook in the top menu
- Select Settings > Click Signatures
- Click + (plus) and give it a name like Sea Glass Signature.
- Click inside the editor box and paste

STEP 3: Assign the Signature

- In the Signatures window, set it as the default for new emails. Set it for replies/forwards if you prefer.
- Click OK or close Settings

STEP 5: Test It (Very Important)

- Click New Email to confirm the signature appears correctly
- Send a test email to yourself, a Gmail address, a mobile phone (to check mobile layout)

EMAIL SIGNATURE GENERATOR

Get Some *Swag*

To support your business with high-quality, reliable resources, we've curated a Preferred Vendor Program. These partners have been selected for their consistency, service, and ability to deliver brand-approved products and services—from printing and signage to promotional merchandise and marketing materials.

Vista Print Sea Glass Pro Shop

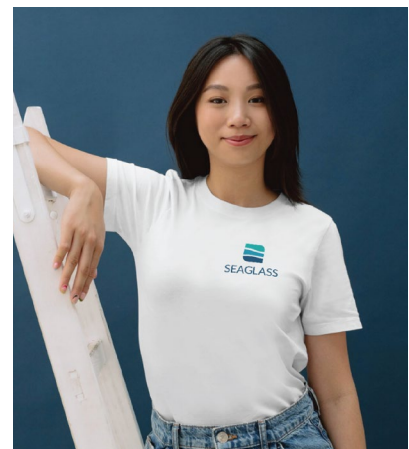
Represent the brand professionally and consistently from day one. You'll find customizable business card and sign templates where you can add your details and order directly. A wide range of products, including pens, tote bags, notebooks, apparel, and drink ware are also available.

Sea Glass Vendor List

We're continuing to expand our vendor network to give you even more options. Additional partners specializing in signage, apparel, digital marketing, and more can be found on the Sea Glass Connect vendor page. We don't require you to use these vendors if you prefer local providers.

SEA GLASS PRO SHOP

SEA GLASS VENDORS



REConnect for Canva

If you choose to use Canva to create marketing materials and presentations, you 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.

Sea Glass agents get special pricing through our partnership. Contact your Sea Glass corporate representative for more details.

The screenshot displays the REConnect interface integrated into the Canva design tool. The left sidebar shows the 'Elements' panel with a search bar and a list of 20 listings. The main workspace shows a 'For Sale' template with a large aerial photo of a waterfront property and two smaller interior photos. The template includes the text 'For Sale', 'Offering at \$389,000', and the agent's name 'Christopher Lampe'. The bottom of the interface shows the Canva design tool's controls, including a zoom slider at 53% and a 'Pages' indicator showing 1/1.

Address	Location	Status	Price
501 Washita Stone Drive	Ruskin, FL	Active	\$459,999
5730 Pine Wood Drive D2	Greenacres, FL	Sold	\$129,900
12196 W Bluebell Drive	Crystal River, FL	Active	\$35,000
4586 12th Avenue N	St Petersburg, FL	Active	\$389,000
2176 N Watersedge Drive	Crystal River, FL	Active	\$619,000
2176 N Watersedge Drive	Crystal River, FL	Active	\$619,000
5298 47th Avenue N	St Petersburg, FL	Sold	\$3,600

Bold Trail CRM

BoldTrail equips agents with a full suite of front-office tools designed to streamline marketing, lead generation, and client communication. From personalized IDX websites and smart CRMs to automated listing promotions and social media content, BoldTrail helps agents stay organized, engaged, and ahead of the competition. There is also a design studio that has branded templates. Tools include:

IDX Websites

- Personalized, branded websites for offices and agents are automatically generated with built-in property search
- Mobile-friendly and easy to customize

Smart CRM

- AI-driven lead tracking and follow-up
- Daily recommendations for top-priority contacts
- Automated responses via email and text
- Landing pages and squeeze pages
- Lead capture through QR codes and text codes
- Optional paid ad tools for Facebook and Google

Marketing Automation

- Pre-built and drip campaigns and smart behavioral follow-ups
- Automated listing alerts and market updates

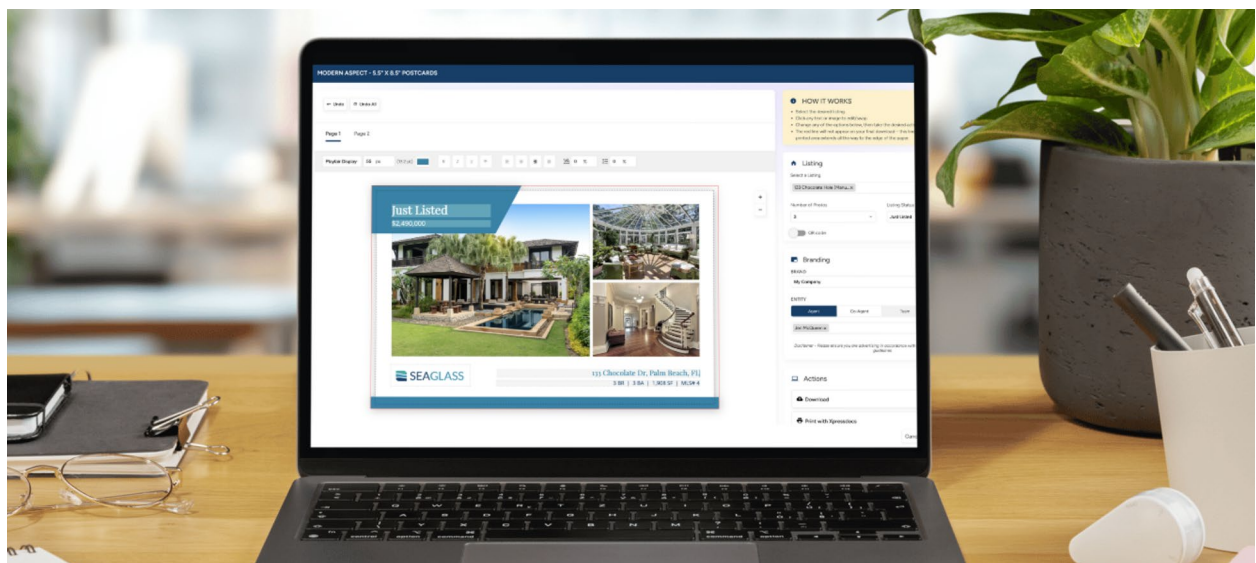
Listing Promotion

- One-click sharing to social media
- Mass text and email tools for exposure
- Listing presentation templates

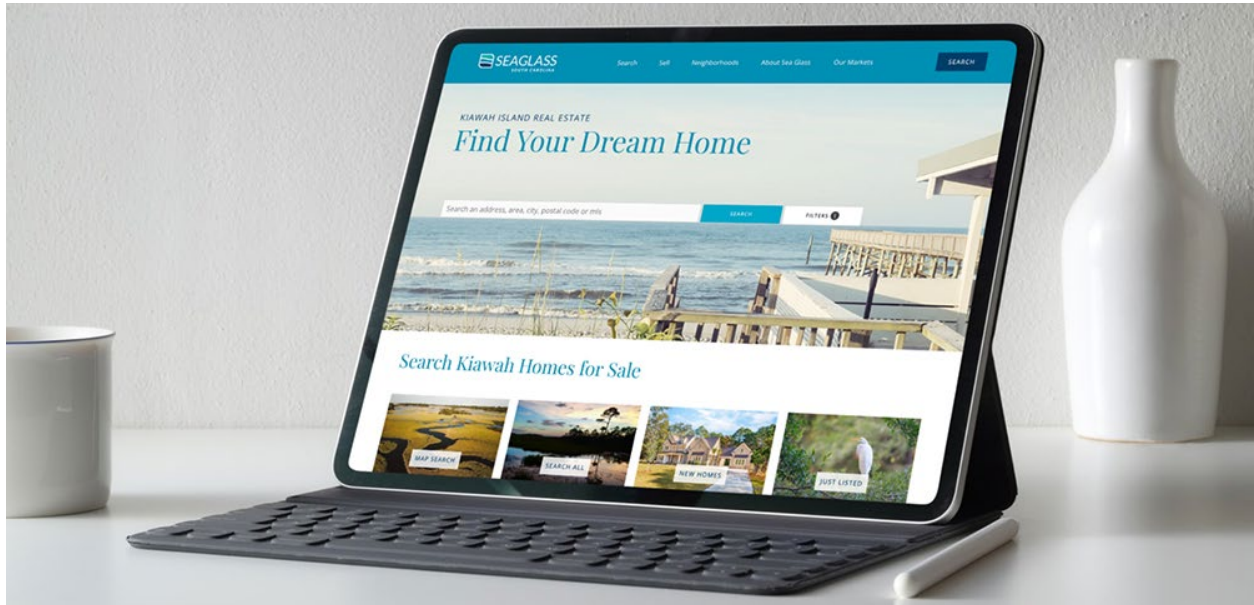
Social Media Toolkit

- Curated real estate content library
- Post scheduling calendar
- Auto-post listings and blog content to your channels

BoldTrail also includes a powerful suite of back-office tools for brokers and admins, but this guide focuses on the tools you'll use every day to grow your business.



Bold Trail *Access*



Bold Trail Login Instructions

- 1. Check Your Welcome Email**
Look for an email from BoldTrail (or your brokerage) with your login link and credentials.
- 2. Click the Login Link**
Open the email and click the link provided. It will take you to the BoldTrail login page (app.boldtrail.com).
- 3. Enter Your Credentials**
Use the username (usually your email) and temporary password from the email to log in.
- 4. Set a New Password**
On first login, you'll be prompted to create a secure new password. Follow the prompts to complete this step.
- 5. Update Your Profile**
Once logged in, go to your profile settings to add your headshot, contact info, and branding.
- 6. Explore the Dashboard**
Browse the dashboard to access tools like your website editor, CRM, marketing templates, and training resources.

BOLD TRAIL LOGIN

Get Social



Social media is one of the most powerful tools for building your presence as a real estate professional. Platforms like Facebook, LinkedIn and Instagram help you stay visible, connect with your community, and showcase who you are beyond just listings. Whether you're sharing new properties, local highlights, or behind-the-scenes moments, social media builds trust and keeps you top of mind. It's also a great way to drive traffic to your website, grow referrals, and stay active in conversations that matter. Only one office/brokerage account should be created, but we do encourage team members to have their own agent pages, too.

Tips for All Platforms

- Keep your name and logo consistent: only one page should be created with the office DBA
- Use Sea Glass colors and fonts
- Add your headshot for a personal touch
- Link to your pages from your email signature and website
- Post regularly (even just once or twice a week is great)

Facebook Business Page

Step-by-Step Setup:

- Log into your personal Facebook account
- Go to facebook.com/pages/create
- Choose Business or Brand
- Name your page: Sea Glass DBA
- Choose a Category: Real Estate Agent or Real Estate Service
- Add a short bio or about section
- Upload a profile photo (1080x1080 px)
- Upload a cover photo (1920x1005 px with key content in the center 820x312 area for mobile-safe display)
- Click Create Page
- Add your contact info, business hours, and website
- Once you create it, invite friends and clients to follow your page.

Instagram Business Account

Step-by-Step Setup:

- Download the Instagram app
- Tap Sign Up
- Use your business email
- Choose a username like: @seaglass.DBA
- Add your profile photo (1080x1080 px), bio, and website
- Go to Settings → Account → Tap Switch to Professional Account
- Choose Business → Category: Real Estate
- Link your Facebook page if possible
- Now you're ready to start posting listings, lifestyle photos, and community content.

LinkedIn Business Page

LinkedIn helps you build trust and connect with professionals in your area.

Step-by-Step:

- Log into your LinkedIn account
- Go to linkedin.com/company/setup
- Choose Small Business
- Enter your business name and public LinkedIn URL
- Upload your logo (800x800 px) and cover photo (920x480 px)
- Add your website, description, and location
- Click Create Page

Google Business

Google Business Profile

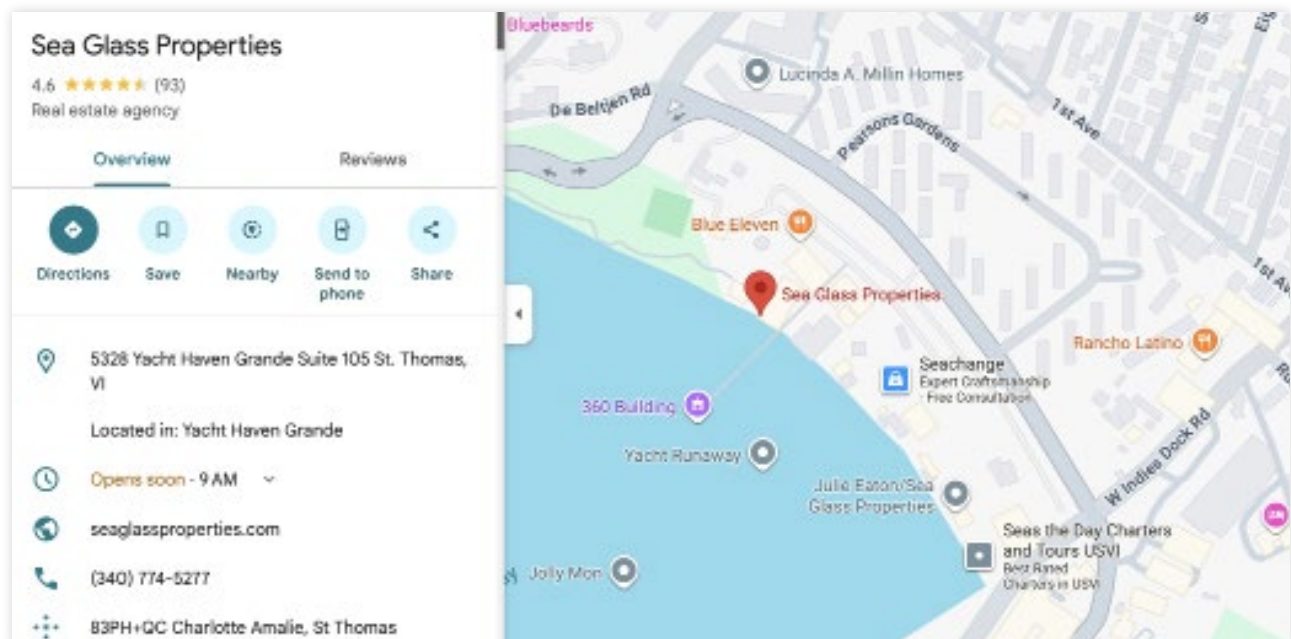
Setting up a Google Business Profile is one of the easiest and most effective ways to get found online. When someone searches for a real estate professional or homes in your area, your profile helps you show up on Google Search and Maps. It also gives you a place to display your contact info, office hours, photos, and reviews, all in one trusted spot. Best of all, it's free and only takes a few minutes to set up.

Step-by-Step Setup:

- Go to google.com/business
- Click "Manage Now"
- Type your business name
- Enter your business address
- Choose "Yes" if clients visit your office and choose "No" if you work remotely
- Choose Real Estate Agency as your category
- Add your phone number and web URL
- Choose a way to verify your account

Once verified, go back in and:

- Add your logo and a cover photo
- Write a short bio or business description
- Set your business hours
- Include additional information like directions, etc.
- Add links to your website



Contact Us

The Sea Glass corporate marketing team has provided this welcome kit to help you succeed. If you have any questions about marketing materials that your office can't answer, or have suggestions of materials that you would like added, please reach out to our team at jen.mcqueen@seaglass.com.



SEAGLASS