



SEABROOK FAQS

PARTNERSHIP OVERVIEW

Seabrook, a vibrant and growing coastal town, has set ambitious growth goals to become one of Washington's premier travel and real estate destinations. Despite its natural beauty and well-planned community, a surprisingly small percentage of Washington State residents have visited Seabrook. This untapped potential has led Seabrook's leadership to focus on expanding the town's visibility and appeal, both locally and beyond.

One of Seabrook's key growth goals is to increase awareness among Washington residents who are unfamiliar with the destination. Many people in the region have yet to experience its unique charm, partly due to a lack of exposure and marketing reach. Seabrook realized that to achieve broader recognition and attract more visitors, it needed a strategic partner with a strong regional presence, trusted networks, and a deep understanding of the real estate market.

This led to the partnership with Windermere Real Estate. Windermere's extensive network of agents across the Pacific Northwest and its deep roots in local communities made it an ideal collaborator. The goal of the partnership is to leverage Windermere's platform to introduce Seabrook to a larger audience, encouraging real estate professionals and potential buyers to visit, explore, and invest in the town. By offering exclusive discounts and referral incentives through the **Seabrook Partner Portal**, Seabrook is able to showcase its lifestyle, vacation opportunities, and real estate market to a new pool of potential residents and investors.

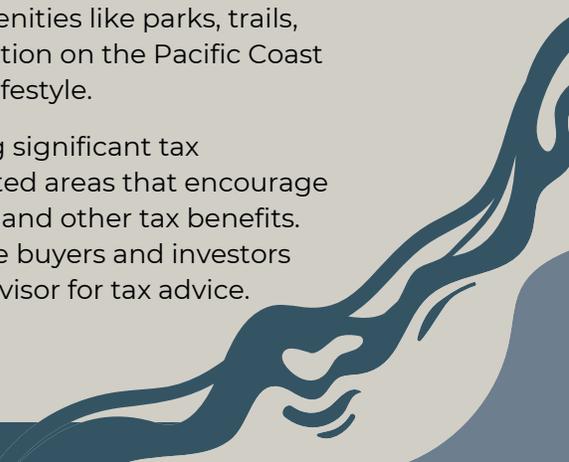
Exciting news! We've added a Windermere office in Seabrook. By teaming up with Windermere, Seabrook builds momentum toward becoming a premier destination for both leisure and investment. The Windermere real estate team at Seabrook is ready to assist you and your clients with all Seabrook-related real estate questions and needs.

WHAT MAKES SEABROOK AN ATTRACTIVE DESTINATION FOR HOME BUYERS?

Seabrook offers a blend of modern coastal living and timeless charm. With vacation homes, investment properties, and a growing town center, it's a unique market in Washington State. The town is carefully planned to foster community, with amenities like parks, trails, shops, and restaurants all within walking distance. Seabrook's location on the Pacific Coast adds to its allure for buyers seeking a tranquil yet vibrant seaside lifestyle.

Additionally, Seabrook falls within an **Opportunity Zone**, providing significant tax advantages for investors. Opportunity Zones are federally designated areas that encourage long-term investments by offering deferrals on capital gains taxes and other tax benefits. This makes Seabrook an attractive location for both vacation home buyers and investors looking for a promising financial return. Please consult your tax advisor for tax advice.

[Opportunity Zones FAQs](#)



INVESTMENT & BUYING

HOW DO OPPORTUNITY ZONES BENEFIT INVESTORS?

As part of a designated Opportunity Zone, Seabrook offers several tax incentives for investors. Seabrook property owners can defer or reduce capital gains taxes on previous investments. If they hold their Seabrook investments for a minimum of 10 years, they may also be able to exclude additional gains from taxes entirely. This creates a highly attractive financial proposition for those looking to invest in a growing community with long-term economic benefits.

CAN SEABROOK OFFER AN IN-DEPTH TRAINING SESSION ON THE OPPORTUNITY ZONE?

Yes. As part of becoming Seabrook Pro Certified, agents will receive an in-depth overview of the Opportunity Zone process from [Jeff Gundersen](#), Seabrook's CFO. We also encourage agents to review additional QOZ materials provided in the certification resources.

WHAT ARE COMMON INVESTMENT SCENARIOS THAT QUALIFY UNDER THE OPPORTUNITY ZONE?

Common scenarios include investors who have realized capital gains from selling a business, property, stock, or other assets and are looking to reinvest those gains within 180 days through a Qualified Opportunity Fund (QOF). Seabrook offers a clear path for those buyers and works closely with tax advisors and legal professionals to ensure proper setup.

WHAT ARE THE OWNER USAGE LIMITATIONS FOR RENTAL PROPERTIES?

Usage varies depending on how the property was purchased:

- For 1031 Exchange or QOZ purchasers, there are IRS usage limitations. However, these limitations do not apply to visits for maintenance, property checks, seasonal preparation, or refreshing the home—which we encourage all owners to do.
- For cash or conventionally financed buyers, there are no limitations on personal use. That said, Seabrook Hospitality encourages owners to consider their expectations for rental income—excessive personal use will reduce availability and income potential. Ultimately, it's about finding the right balance for each owner's goals, and the hospitality team works with you to get clear on that from the start.

CAN BUYERS OPERATE A BUSINESS IN SEABROOK RETAIL OR LIVE/WORK SPACES?

Yes. Many Seabrook homeowners are also local business owners and operate retail spaces in the town center. If a buyer is interested in opening a business, they'll need to submit a proposal to the Seabrook team. Each business is carefully curated to ensure it complements the town's identity and contributes to a cohesive, engaging town center.

WHAT ARE THE COSTS AND FEES ASSOCIATED WITH THE RENTAL PROGRAM?

To rent a home through Seabrook Hospitality's rental program, there is an onboarding process and a 37% management fee on all rental revenue. Costs include professional housekeeping, guest service, marketing, and property maintenance. A full breakdown of fees is available from Rebecca Johnson. Agents who want a deeper understanding are encouraged to become Seabrook Pro Certified, where the hospitality team walks through this in detail.

HOW ARE RENTAL INCOME PROJECTIONS DETERMINED?

Seabrook provides rental comparison documents for active listings. These side-by-side spreadsheets show how similar homes perform within the rental program, offering a realistic range of potential income scenarios based on size, location, design, personal use, and seasonality.

WHAT'S THE AVERAGE RESALE TIME FOR SEABROOK PROPERTIES?

Resale timelines vary but tend to be shorter than average due to limited inventory and strong demand. Many homes are sold quickly or privately. A Windermere Seabrook Listing Agent can provide comps and estimated velocity based on home type, location, and time of year.

HOW DO SHORT-TERM RENTALS WORK AT SEABROOK?

Seabrook Hospitality's short-term rentals offer fully furnished homes at www.seabrookwa.com. Rental guests enjoy access to the town's public and private amenities and events, while a dedicated property management team handles maintenance and guest services. Homeowners can easily rent out their properties using Seabrook's management services, making it a seamless process for guests and owners.

HOW DOES SEABROOK HANDLE PROPERTY MAINTENANCE FOR RENTAL OWNERS?

Repairs are coordinated through Seabrook Hospitality's vacation rental management program. Urgent or small issues are handled in-house. Larger concerns are flagged by the zone manager, who works with the owner to coordinate vendor quotes, approvals, and timelines.

- Minor repairs (e.g., replacing a broken toaster) are handled automatically under a service threshold.
- Major repairs or visible wear and tear are identified by your assigned zone manager, who will coordinate options with the homeowner.

WHAT PERCENTAGE OF SEABROOK BUYERS ARE CASH VS. FINANCED?

Roughly one-third of Seabrook buyers purchase with cash, while the remaining two-thirds use financing. Seabrook is also seeing a growing interest in Opportunity Zone investments, which can be made using cash or financing depending on the buyer's structure and timing.

HOW DOES SEABROOK PLAN TO MAINTAIN ITS COMMUNITY-CENTERED IDENTITY AS THE TOWN EXPANDS?

While Seabrook is often described as family-friendly, the team thinks of it as people-friendly. Seabrook's main focus remains on walkability, beautifully scaled public spaces, and architecture that fosters connection. By designing the town around pedestrian needs and thoughtful aesthetics, Seabrook feels like a true community - whether you're a family, a couple, a group of friends, or just seeking a quiet escape.





ARE THERE HOMEOWNER'S DUES?

Seabrook does not have an HOA. Instead, homeowners pay Common Area Maintenance (CAM) dues, currently set at \$360/month. These dues support trail maintenance, landscaping, beach access, parks, lighting, and road upkeep.

- Some homes, such as condos, may also have additional building-specific dues for their HOA.

ARE THERE EVER SPECIAL ASSESSMENTS

Because Seabrook doesn't operate under an HOA, assessments are rare. Seabrook Land Company has built a thoughtfully planned CAM budget that avoids the need for frequent assessments. In rare cases (e.g., major storm damage), special assessments may occur, but they are communicated clearly and with homeowner input.

WHAT ARE THE ESTIMATED PROPERTY TAXES ON A \$1M HOME?

Property taxes in Seabrook are approximately 1% of assessed value. For a \$1M home, this typically means around \$10,000 per year. Buyers are encouraged to confirm specifics with their lender or tax advisor, as assessments vary slightly by county and home type.

WHAT TYPES OF HOMES ARE AVAILABLE TO PURCHASE / WHAT ARE THE PRICE RANGES?

Seabrook offers a range of home types for purchase, including:

Condos: \$699,000 - \$2.4 million+

Modern living option with the perfect blend of comfort and convenience. These residences typically feature open floor plans, spacious balconies, and stunning ocean views, ideal for enjoying coastal sunsets. With easy access to the town center, residents can enjoy local shops, restaurants, and amenities just a short walk away.

Townhouses: \$1.9 - \$2.3 million+

Modern and low-maintenance, townhomes are a great option for those looking for a more urban feel in a coastal setting. With convenient access to shops, restaurants, and community amenities, they're ideal for active residents.

Single-Family Houses: \$500,000 - \$3.5 million+

Spacious, beautifully designed living spaces perfect for families, retirees, or anyone seeking a full-time or vacation residence. These homes feature classic coastal architecture with modern touches, open floor plans, and large outdoor spaces for relaxing or entertaining.

Live/Works: \$1.6 - 2.4million+

These units offer a unique opportunity to blend business and home life in one vibrant community. These versatile spaces combine residential living with commercial storefronts, making them ideal for entrepreneurs, creatives, or professionals who want to run a business while living in the heart of Seabrook.

HOW DO THE VIEWS DIFFER BETWEEN LOCATIONS?

Oceanfront

Custom Homes and Signature Homes

Unparalleled access to breathtaking coastal views and the serene sound of the waves. These homes are situated directly along the coastline, providing residents with stunning, unobstructed ocean vistas from spacious decks, patios, and living areas.



Oceanview

Condos, Townhouses, SFH, and Live/Works

Stunning panoramic views of the Pacific Ocean, allowing residents to enjoy the beauty of the coastline from the comfort of their home. These homes are strategically positioned to maximize ocean vistas, with large windows, balconies, and outdoor spaces that frame the ever-changing seascape.

Townside

Custom Homesites, Condos, Townhouses, SFH, and Live/Works

A blend of community living and modern coastal charm, located in the heart of the town. These homes provide easy access to Seabrook's shops, restaurants, and amenities, making them ideal for those who want to be in the center of the action while still enjoying a quiet, relaxed lifestyle.

Note - All properties in Seabrook have the option to participate in the Seabrook Hospitality Program, the community's short-term rental management service. This program allows homeowners to generate income by renting out their properties while benefiting from professional management, marketing, and guest services.



SEABROOK OPERATIONS & EXPANSION

WHAT NEW BUSINESSES ARE PLANNED, AND WHEN WILL THEY OPEN?

Seabrook is continuing to grow intentionally, with a number of exciting new commercial areas taking shape. In 2024, the **Sunset District** was launched, the final town center block within Seabrook's downtown core. This block will include **several new restaurant, retail, and boutique spaces**, further enriching the walkable town experience.

Seabrook is also building a retail hub in the Fernwood neighborhood, designed to include:

- A café
- A bike shop
- An outdoor gathering space with beer garden-style amenities

Additional wellness and lifestyle businesses are also in planning or early build stages. Specific opening dates vary based on permitting, construction timelines, and tenant readiness.

HOW ARE NEW BUSINESSES SELECTED FOR SEABROOK?

Every new business goes through a thoughtful review and approval process with Seabrook's executive team. We consider:

- Mission and values
- Community fit
- Product or service quality
- Visual and storefront design

A major part of the process is looking at how the business fits into the existing Town Center mix. The Seabrook team aims to avoid redundancy and instead fill in missing pieces that complement what's already here. This helps create a truly walkable, pedestrian-friendly Town Center that feels cohesive, iconic, and welcoming to homeowners, guests, staff, and day visitors alike.

HOW CAN WE SHARE POTENTIAL BUSINESS LEADS WITH SEABROOK?

The Seabrook team loves when agents share business ideas or introduce them to potential operators. If you have a lead or suggestion for a business that would be a great fit for Seabrook, please share it with the Director of Partnerships, [Lily Walsh](mailto:lily@seabrookwa.com) (lily@seabrookwa.com).

HOW DO GUESTS AND AGENTS NAVIGATE TO THEIR RENTAL HOME AND AROUND TOWN?

Seabrook is growing quickly, and GPS systems may not always reflect the latest updates. That's why we recommend:

- Using the Seabrook town map available online and at the Rental Lobby
- Using the text message you'll receive at check-in, which includes the home's address - just copy and paste it into your smartphone's maps app for accurate routing
- Asking Guest Services or your rental host for guidance once you've arrived

Wayfinding signage throughout town is also continuing to expand with each new phase.

DOES SEABROOK HAVE A HOTEL PLANNED?

Yes. A boutique hotel is part of Seabrook's long-term vision. As the town continues to grow, the Seabrook team is working toward the right size and infrastructure to support a viable, year-round hotel model. For now, vacation rentals remain the primary way to stay in Seabrook.

WHY SEABROOK IS PERFECT FOR REMOTE WORKERS

Seabrook's growth strategy also includes positioning itself as an ideal destination for remote workers seeking a coastal lifestyle without sacrificing connectivity or modern conveniences.

Seabrook supports remote workers and commuters with several features:

- **High-Speed Internet:** Many homes and rental properties are equipped with high-speed Wi-Fi, ensuring reliable connectivity for remote work. Fiber is available to many neighborhoods and expanding more in the next two years.
- **Dedicated Workspaces:** Some properties include home offices or dedicated workspaces, providing a comfortable environment for productivity.
- **Community Workspaces:** There are options for coworking spaces or quiet areas in local cafes and community centers for remote workers.
- **Convenient Location:** While Seabrook offers a peaceful, rural setting, it's still within a reasonable drive of larger towns and cities for commuting when necessary. They also offer Shuttle service to Seattle if needed to get to the office.
- **Work-Life Balance:** The town's relaxed atmosphere and recreational amenities create a balanced environment, helping remote workers maintain productivity while enjoying their downtime.

Seabrook makes remote work actually work - with beauty, balance, and broadband all in one place.

RETREAT EXPERIENCE & LOGISTICS

WHAT RETREAT OPTIONS ARE AVAILABLE FOR WINDERMERE OFFICES?

Seabrook retreats are fully customizable and start with choosing one or two anchor activities - like the Town Tour or Clock Hour class. From there, offices can build out the rest of their retreat with a mix of relaxation, team connection, and fun.

Offices are also welcome to bring their own content or training materials if they want to run internal workshops, business planning sessions, or culture-building time.

Seabrook-led education options:

- A Town Tour (1-1.5 hours) with Casey Roloff or another member of the executive team
- A Clock Hour class titled Urban Planning & Town Center Development (3 CE hours), hosted by Casey. This course can be scheduled privately at your desired time during your retreat and explores how pedestrian-first planning shapes Seabrook and redefines how we build towns today.
- Private full Seabrook Pro Certification Course with over 7 hours of course material and tours. This combines the three credit clock hour class above and an in-depth look at how the Seabrook team caters to new construction buyers and rental guests as a company.

Popular add-ons include:

- Private dinners in Town Hall or a large vacation home
- Restaurant buyouts at places like Koko's Restaurants, Rising Tide Tavern, or Frontager's Pizza Co.
- Catered meals or interactive chef experiences
- Guided surf lessons, hikes, kayaking tours, or clam digging with Basecamp – a new outdoor gear shop on Market Street, Candle-making, wine tastings, or yoga on the beach

For itinerary examples or retreat planning, contact Kim Davis (Director of Events), Rebecca Johnson, or Lily Walsh. The Private Events Department handles all corporate retreats, weddings, family reunion events, and more in Seabrook and is an expert in tailoring the experience.

WHAT IS THE CURRENT RETREAT PACKAGE AND COST STRUCTURE FOR OFFICES?

Retreat groups receive:

- A 20% discount on vacation homes booked for the retreat
- Venue rental fees waived for any reserved spaces (e.g., East Main Conference Room or Town Hall)

Offices are responsible for:

- Remaining lodging costs after the discount
- Any food, beverages, or catering arranged for meals or events

Kim from Seabrook Hospitality's Private Events Department can help you coordinate everything from simple meal drops to private chefs and beverage service.

SHOULD OFFICE LEADERS OR DESIGNATED BROKERS BE INVOLVED IN THE RETREAT?

Yes. While not required, it's highly recommend that designated brokers, team leads, or owners participate. Their presence helps shape the experience and often makes the retreat more impactful for the whole group

DOES THE RETREAT NEED TO BE FOCUSED SOLELY ON SEABROOK'S EDUCATION?

Not at all. While most offices include the Town Tour or Clock Hour class, your retreat can be as laid-back or as structured as you'd like. Many groups combine learning with fun, like:

- Pool parties
- Team competitions
- Custom candle workshops
- Private wine tastings at your rental home with Stowaway
- Outdoor yoga or guided surfing, hiking, or biking with Basecamp

You can include as much or as little education as fits your goals.

WHAT ARE THE OPTIONS FOR MEETING SPACE AND CATERING?

Meeting spaces include:

- East Main Conference Room (up to 40 people)
- Town Hall (up to 80 people)
- Outdoor venues like our park tents or pavilion spaces

Your team lead will work directly with Kim Davis, who will help plan your layout, tables, decor, catering needs, beverage service, and more.

HOW DOES THE TOWN SHUTTLE WORK FOR RETREATS?

Seabrook has two transportation options:

- The Seabrook Shuttle can be reserved for up to 12 people and is available for regional trips (e.g., Seattle, Olympic National Park)
- The Seabrook in-town taxi, a small golf cart, seats 4–6 passengers and is great for quick trips across town. Guests can use the Seabrook Shuttle app or request assistance through Guest Services.

HOW SHOULD AGENTS HANDLE EARLY CHECK-INS OR LATE CHECK-OUTS?

Standard check-in is at 4 PM, and check-out is at 10 AM. Retreat organizers should work with Kim Davis to request early arrivals or late departures in advance. Availability depends on home schedules.

WHO SHOULD AGENTS CONTACT FOR RETREAT PLANNING AND SUPPORT?

- Kim Davis (Director of Events) handles all retreat logistics, planning, and execution
- [Rebecca Johnson](#) and [Lily Walsh](#) can help get the conversation started and will loop Kim in for the planning phase

GUEST & VISITOR EXPERIENCE

HOW DOES CHECK-IN WORK AT SEABROOK?

Seabrook currently offers in-person check-in for all guests. If you're arriving after 4 PM, you'll receive an automated text with your rental home's address and the door code you need to get in.

If your home is one of the few that still uses a physical key, Guest Services can coordinate the 24/7 Safety Officer to meet you at the house and make sure you're safely inside - no matter what time you arrive.

WHY IS CHECK-OUT AT 10 AM AND CHECK-IN AT 4 PM?

With over 300 homes in the rental program, the Seabrook Hospitality team follows a high standard for cleanliness and care between every stay. The time between 10 AM and 4 PM allows for deep cleaning, inspections, and home readiness, especially for larger homes or during busy seasons.

CAN GUESTS REQUEST A LATE CHECK-OUT?

Yes. We suggest calling Guest Services or stopping by the Rental Lobby during your stay to ask if a late check-out is available. It depends on the home's schedule and whether another guest is arriving that day.

WHY CAN'T GUESTS BOOK ONLINE WITHIN 24 HOURS OF ARRIVAL?

Same-day reservations require a little extra care. For quality control, all bookings within 24 hours must go through Guest Services directly to ensure the home is ready, the code is active, and everything is in place for a great arrival experience. Calling our Vacation Planners at (877)-779-9990 is the best way to make your last-minute getaway happen.

HOW DO I CONTACT RESTAURANTS AND MERCHANTS IN THE TOWN CENTER?

All of Seabrook's businesses are independently owned and operated, and each has its own contact info and reservation preferences. We recommend checking their Google business listings, social media profiles, or websites for hours, menus, and the best way to get in touch.

HOW CAN GUESTS FIND OUT WHAT'S HAPPENING IN TOWN DURING THEIR STAY?

To keep up with Seabrook's events and happenings you can do the following:

- Visit seabrookwa.com/events
- Scan the QR code in your home's welcome guide
- Stop by the Guest Services desk at the Rental Lobby
- Follow @seabrookwa on Instagram

WHAT ACTIVITIES DO YOU SUGGEST WHILE VISITING SEABROOK?

Seabrook has something for everyone. Here are some favorite activities to enjoy during your stay:

- Beach bonfires or cozy fire pits in one of 20+ parks
- Pickleball on one of five courts
- Mountain biking or walking the forest trail system
- The outdoor saltwater pool and sauna, open year-round
- Shopping and dining at award-winning local businesses
- Guided hiking, surfing, kayaking, or clam digging with Basecamp
- Candle-making at Lorraine's, wine tasting at Stowaway, spa treatments at Spa Elizabeth and much more

The **Seabrook Town Tour** offers a unique, immersive experience that lets visitors explore the charm and beauty of Washington's premier coastal community. This guided tour showcases Seabrook's stunning architecture, vibrant town center, and thoughtful layout while offering insights into the town's history and future growth. Whether you're interested in purchasing a home, learning about Seabrook, or want to know how the built environment can impact your everyday life, the Town Tour is an eye-opening walk through the importance of human-scale development! Available six days a week in the summer (Monday–Saturday) and four days a week during fall, winter, and spring (Wednesday–Saturday), these tours are led by Casey Roloff, Lily Walsh, or Stephen Poulakos.

Seabrook also offers a blend of relaxation and adventure, catering to both those seeking a tranquil retreat and those looking for outdoor fun. [Explore all that Seabrook has to offer.](#)

WHAT INDOOR ACTIVITIES ARE AVAILABLE FOR RAINY WEEKENDS?

Rainy days can be some of the best days in Seabrook. Here are some guest favorites:

- Swimming at the Sunrise Outdoor Pool & Fitness Center in the Farm District - it's heated and fun even in the rain
- Visiting the Crescent Park Indoor Pool for a cozy swim
- Playing at the Seabrook Arcade on Front Street
- Wine tasting at Stowaway Wine Bar
- Browsing Joie des Livres, the local bookstore with a wonderful kids' reading nook
- Creating a custom candle at Lorraine's
- Treat yourself to a day at Spa Elizabeth
- Grabbing coffee and pastries at Vista Bakeshop
- Shopping the boutiques and outfitters along Market, Front, and Meriweather St.
- Attending indoor events and seasonal programs in Town Hall



BENEFITS AND VALUE OF THE WINDERMERE PARTNERSHIP

WHAT VALUE DOES THE PARTNERSHIP PROVIDE TO WINDERMERE AGENTS AND CLIENTS?

FOR WINDERMERE AGENTS:

Our goal is to invite as many Windermere agents as possible to experience the beautiful Seabrook community. As a Windermere agent, you will be offered a **\$500 credit** to be applied to your home reservation.

To take advantage of the credit - [Video Tutorial](#)

- Go to [Seabrook Partner Portal](#)
- Enter your @windermere.com email address - click “send a code” button
- Verification code from Seabrook Partners will be emailed
- Enter code - Submit
- Select “Click here to book your stay”
- Continue to pick your home
- \$500 discount will be automatically applied at checkout

\$500 CREDIT - USAGE & RESTRICTIONS:

WHAT CAN THE \$500 PROMOTION CREDIT BE USED FOR?

The \$500 credit can be used toward any vacation booking made on Seabrook’s website. If you're hoping to book a stay that's shorter than the current minimum night requirement, we recommend calling in—there are select off-peak windows where 1-2 night stays are allowed. Full details are available in the [Seabrook Partners Portal](#).

CAN IT BE USED FOR RETREATS?

Yes, you are welcome to use the \$500 credit, however it cannot be combined with group retreat discounts. Some offices choose to take advantage of the 20% retreat discount and save the \$500 credit for agents to use individually at another time - for a personal vacation, client visit, or follow-up trip.

REFERRAL PROGRAM + COMMUNICATIONS

The referral process is simple: once agents introduce clients to Seabrook, your Seabrook Liaison, Rebecca Johnson, will manage coordinating your referral’s stay, property tours, and the sale. After entering your referrals, Rebecca will reach out to you to establish how you would like to move forward. These are your clients - Seabrook is here to support your relationship and ensure they have the best possible experience.

Agents can head to <https://partners.seabrookwa.com> and select the “**My Referrals**” tab on the right-hand menu to enter new clients.

No setup is needed. As long as you're using your @windermere.com email, you'll have access to the portal automatically.

COMMISSION DETAILS:

- 2% commission for current Windermere agents when the sale goes non-refundable after the due diligence period on new construction homes.
- If the referring agent is no longer with Windermere at the time of closing, they will receive a 20% referral fee on the earned commission.
- Windermere agents also qualify for:
 - 1% commission on Windermere Seabrook-listed resale homes
 - 0.5% commission on non-Windermere-listed resale homes

Your referral supports a greater purpose as a portion of every sale benefits both the Windermere Foundation and the Seabrook Community Foundation.

WHAT HAPPENS AFTER AN AGENT ENTERS A CLIENT INTO THE PORTAL?

Once a client is entered into the Seabrook Partners Portal, our Windermere Liaison, Rebecca Johnson, receives the referral and reaches out to the referring agent. This initial contact is to establish how the agent would like to proceed—some agents prefer to be fully involved in every step of the communication, while others are happy to make a warm handoff and let Rebecca take it from there.

We know these clients are your friends, neighbors, and valued relationships. Our goal is to move forward in a way that reflects your style and level of involvement. After confirming that with you, Rebecca will personally reach out to the client to invite them to discover Seabrook for themselves.

As part of this introduction, clients are offered a 20% discount to encourage them to book a stay. From there, Rebecca is available to assist with travel planning, help prepare them for their visit, and roll out the red carpet for a memorable experience in town.

WHO FOLLOWS UP WITH THE CLIENT, AND WHAT DOES COMMUNICATION LOOK LIKE?

All client follow-up is done directly by Rebecca Johnson, never through automated messages. Every communication is personal, thoughtful, and tailored to the client's level of interest

This may include a phone call to better understand what they're looking for, what kind of stay would be ideal, or what questions they may have about homeownership. Rebecca will also provide helpful links, booking support, and an open door for ongoing conversations leading up to - and following - their visit.

WHAT HAPPENS IF A REFERRED CLIENT BOOKS A VACATION?

Rebecca Johnson, Windermere Liaison, receives notification that the booking has occurred and will follow up with the client to offer assistance leading up to their stay. Guest Services is also made aware that this guest is part of the Windermere referral program so we can tailor their experience accordingly.

WILL THE REFERRING AGENT BE NOTIFIED IF THEIR CLIENT TOURS A HOME?

Yes, the referring agent is informed throughout the journey, including tour updates, feedback, and next steps if a client expresses interest in a specific home or neighborhood.

HOW DOES SEABROOK TRACK AND ACKNOWLEDGE CLIENT REFERRALS?

Referrals must be entered through the Seabrook Partners Portal to be properly tracked. Each referral is tied to the agent's name and email, ensuring credit is assigned accurately if a client books a vacation or moves forward with a home purchase.

WILL THE REFERRING AGENT BE NOTIFIED IF THEIR CLIENT PURCHASES A HOME?

Absolutely. Once a purchase becomes non-refundable and the 2% referral commission is secured, the referring agent will be notified and kept in the loop as the sale progresses.

CAN AN OUT-OF-AREA AGENT FACILITATE A CLIENT'S PURCHASE IN SEABROOK?

Yes - any Windermere agent can refer a client to Seabrook, no matter where they're based. However, we strongly recommend working through Rebecca, who is deeply familiar with Seabrook's unique home buying process, timelines, and community dynamics. She makes the transaction smoother for both the client and the agent.

ARE THERE EMAIL TEMPLATES AGENTS CAN USE TO INTRODUCE SEABROOK TO CLIENTS?

Yes. Pre-written email templates are available and encouraged. These can be found in the Seabrook section of Windermere's Cloze platform and should be used when introducing clients through email or social channels.

WHERE CAN AGENTS AND CLIENTS FIND ADDITIONAL SEABROOK INFORMATION?

- For clients: Seabrookwa.com
- For agents: [Seabrook Partners Portal](#)
- [Seabrook Section in Windermere's Launch Pad](#)

REFERRAL REQUIREMENTS & PORTAL PROTOCOL

- Windermere agents must refer clients to Seabrook who are genuinely interested in exploring property options within the town. These referrals must be formally registered by a Windermere agent through the Seabrook online portal. You must use your windermere.com email to receive the program benefits.
- Once a client's email address is entered into the portal, Rebecca Johnson will reach out to the Windermere agent and establish how they want to move forward with the client's stay/discovery of Seabrook - no robot or automated marketing to clients!
- The referred client must acknowledge the Windermere agent as their referring representative upon initial contact with Seabrook.
- Agents may refer up to 15 clients per month.
- Agents can track client activity including Seabrook visits through the online portal.

PURCHASE COMPLETION:

- For agents to receive a referral bonus, their referred client must successfully put down a non-refundable deposit and complete due diligence on a property purchase in Seabrook. The agent will then receive their commission after that period of time. (Typical due diligence period is 14 days)

UNPARALLELED ACCESS

As the **exclusive sales partner for Seabrook**, Windermere agents have unparalleled access to everything they need to successfully promote and sell properties in this growing coastal community. This partnership grants Windermere agents exclusive access to all **information, marketing resources, and special offers** related to Seabrook properties, positioning them as the go-to experts for clients interested in this unique destination.

FOR WINDERMERE CLIENTS:

ACCESS TO PREMIUM LISTINGS AND DISCOUNTS:

Clients working with Windermere agents gain exclusive access to Seabrook properties and qualify for special discounts, encouraging them to visit Seabrook.

- When clients are added under the “My Referrals” tab in the [Seabrook Partner Portal](#), Rebecca Johnson will contact the agent and establish a communication plan for the client. Clients can receive up to a 20% discount for a one-time stay at Seabrook! It’s a great way to give them a taste of the Seabrook experience before making any big decisions.
- Add up to 15 referrals per month.

To take advantage of the promotion - [Video Tutorial](#)



TOURING & BUYING HOMES

HOW DOES A VACATIONING CLIENT REQUEST A HOME TOUR?

Once a client is entered into the referral portal, Rebecca Johnson, Seabrook's Windermere Liaison, reaches out to the agent and then the client. If the client is planning a visit, Rebecca will often ask in advance whether they'd like to tour any homes. This gives her time to coordinate access and make sure the right homes are available to view.

If a client decides during their stay that they'd like to tour, Rebecca is on-site and ready to assist. She provides a thoughtful, walk-through experience for any referred guest exploring the idea of owning in Seabrook.

WILL CLIENTS KNOW WHO TO CONTACT FOR A TOUR?

Yes. [Rebecca Johnson](#), Seabrook's Windermere Liaison, handles the scheduling tours for referred clients and will coordinate directly with them to book a time. Clients also receive general guest communication during their stay, which includes information about town events, local happenings, and optional tours - but Rebecca's personal outreach ensures it doesn't get missed.

HOW CAN AGENTS STAY INVOLVED IN THEIR CLIENT'S VISIT?

That's entirely up to the agent. Some choose to accompany their clients to Seabrook and use their own promotional credit or discount. Others prefer to make a warm handoff and let Rebecca handle the visit from there. Either way, it starts with a simple conversation between Rebecca and the agent when the referral is first made - ensuring alignment on expectations and how to move forward together.

HOW CAN WINDERMERE AGENTS ACCESS SEABROOK'S AVAILABLE LISTINGS?

All active Seabrook listings are posted on the Northwest Multiple Listing Service (NWMLS) and available to all participating agents and the public. There are no private or restricted listings exclusive to Seabrook agents or offices.

However, because Seabrook is a developer-led town, agents who complete the [Seabrook Pro Certification](#) may receive early insight directly from town founder and developer Casey Roloff regarding upcoming neighborhoods and future releases. These insights are shared in the context of long-term planning and are not tied to active listings. Once homes are available for sale, they are listed on the MLS to ensure full compliance with NWMLS regulations.

WILL CLIENTS KNOW WHO TO CONTACT FOR HOME TOURS?

Yes - Rebecca is the direct contact for any client entered through the portal. She personally guides referred clients through the discovery process and tours them through available homes. There's no booking process or hand-off - Rebecca is fully hands-on from start to finish.

IS SEABROOK PART OF THE MLS? IF SO, WHICH ONE?

Yes. Seabrook listings are part of the Northwest Multiple Listing Service (NWMLS). As part of our commitment to transparency, all new listings are posted publicly and made available to agents across the network.

ARE SUPRA KEYBOXES USED ON SEABROOK PROPERTIES?

No. Due to the mix of active vacation rentals, new construction, and staged homes, showings are coordinated through Rebecca or the Seabrook sales team. Supra keyboxes are only occasionally used at Seabrook.

HOW DOES SEABROOK HANDLE BUYER EXPECTATIONS AROUND SERVICE SPEED?

[Rebecca Johnson](#) is the primary point of contact for Windermere referrals and brings nearly a decade of experience from both destination and metro markets. She understands how to balance the expectations of fast-paced buyers with Seabrook's personalized approach. Clear expectations, thoughtful planning, and high-touch service are prioritized at every step, starting with the initial conversation when the client is entered into the portal.

CAN WINDERMERE AGENTS USE SEABROOK'S OFFICE SPACE WHILE WORKING REMOTELY

Yes. Visiting Windermere agents are welcome to use the Windermere Seabrook office while in town. Please reach out to Rebecca in advance so we can ensure a quiet space is available for you.

CAN AGENTS REQUEST A SPECIFIC SEABROOK SALES AGENT FOR THEIR CLIENT?

All Windermere referral clients are handled directly by Rebecca Johnson. Her role is specifically designed to assist Windermere agents by managing the entire client process on their behalf. While other Seabrook agents - such as [Holly Emerson](#) and Megan Miner - work with walk-in buyers or their own active client lists, they are not assigned referral clients. This setup allows Rebecca to give your clients her full attention without disrupting ongoing agent workloads.

HOW MANY SEABROOK SALES TEAM MEMBERS ARE THERE, AND WHAT ARE THEIR RESPONSIBILITIES?

The Windermere Seabrook office includes four real estate agents: Holly Emerson, Megan Miner, Belinda Roberts, and Jeff Wilson, and two full-time support staff, including [Daniela Werner](#), who manages the Sales Office. Together, they handle walk-in sales traffic, home tours, design selections, and contracts. Rebecca Johnson is part of the same team but serves a distinct, dedicated role in supporting Windermere agent referrals across the region.



CONSTRUCTION & HOME BUYING PROCESS

WHAT ARE THE CONSTRUCTION TIMELINES FOR NEW HOMES?

Construction timelines for most Seabrook homes average around 10-12 months, though timing can vary slightly based on season, materials, and customization level. Rebecca Johnson stays in communication with both the buyer and construction team to help manage expectations and keep everything on track.

WHAT'S THE REQUIRED DOWN PAYMENT FOR PURCHASING A HOME?

Buyers typically pay a 10% nonrefundable deposit on new construction homes when they submit their offer. This is also when the due diligence period begins - usually 14 days - after which the home becomes nonrefundable and the 2% Windermere agent commission is processed. This stage is a key moment in the transaction and another reason we encourage agents actively working with clients to complete the Seabrook Pro Certification.

CAN BUYERS CHOOSE THEIR OWN ARCHITECT AND BUILDER?

Seabrook's construction process is designed to blend customization with ease. Most buyers select from presale homes, which means choosing a homesite and a pre-approved plan that fits that lot. These homes allow for a high level of personalization - everything from exterior colors, counters, floors, tile, paint, tech packages, and landscaping can often be selected if the home is early enough in the build timeline.

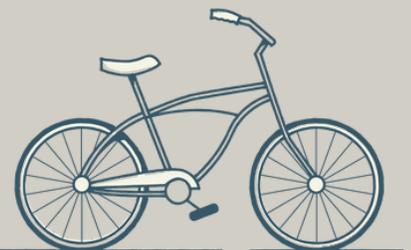
Most lots already have a floor plan that's been thoughtfully paired by Seabrook's design review board - based on light, view corridors, street flow, and neighborhood cohesion. For about 10% of buyers, there is a desire to go further - customizing a base plan or building from the ground up. In those cases, we offer a list of approved architects and builders who are deeply familiar with Seabrook's design code, process, and aesthetic standards.

Additionally, certain key homesites - like those on prominent corners or important visual axes (called terminated or deflected vistas) - are designated as Founder Lots and strongly encouraged for custom design.

ARE THERE PREFERRED LENDERS FOR FINANCING?

Yes. Seabrook works closely with a select group of preferred lenders who understand our process, construction timeline, and ownership structures including QOZ or second home financing. While buyers can use any lender they choose, working with a preferred option often helps smooth out the process.

You can learn more about [Seabrook's Preferred Lenders here](#).





WHAT UPGRADE OPTIONS ARE AVAILABLE FOR BUYERS PURCHASING DURING CONSTRUCTION?

Upgrade options vary depending on how far along the home is when it goes under contract.

- If you purchase early in the process, you may be able to select flooring, tile, paint, lighting, smart packages, and more.
- If the home is already under construction as a Signature Home, finishes have already been selected by the Seabrook design team.
- In-progress homes may still allow for yard upgrades like hot tubs, pavers, storage sheds, landscaping packages and in some cases, maybe even carriage houses!

Talk to Rebecca Johnson to get clarity on customization windows and options for a specific property.

HOW MANY TOTAL LOTS ARE PLANNED AT SEABROOK?

Seabrook is being built in phases, each with its own design vision and mix of homes, parks, and amenities

With Seabrook 1.0 nearly complete, the remaining 1200 homes, give or take, will comprise the next two projects of Makers' Village and Pacific Grove.

Each new neighborhood is designed with intention and connection in mind, expanding the town while staying rooted in its pedestrian-first philosophy.

HOW DOES SEABROOK DETERMINE WHAT MATERIALS ARE USED IN HOME CONSTRUCTION?

After 15+ years of building in a coastal climate, Seabrook has developed a strong sense of what lasts—and what doesn't. Under the leadership of Ryan Carr, VP of Construction, Seabrook uses high-quality, craftsman-level materials selected for both durability and charm. Building practices continue to evolve with climate, design, and performance in mind.

For agents who want to better understand construction standards, timelines, and materials, we recommend joining the Seabrook Pro Certification to meet Ryan and walk through our approach firsthand.





ARE VACANT LOTS AVAILABLE IN EARLIER PHASES?

Yes, though they're limited. Some established neighborhoods still have a few infill lots, or parcels with only guest houses built (no main home yet). Availability varies, so the best way to stay informed is to connect directly with Rebecca for current listings and resale opportunities.

HOW DOES SEABROOK HANDLE WINDOW AND DOOR MAINTENANCE ISSUES?

If the home is within warranty, Seabrook's construction team will assess and resolve any issues directly. After that, ongoing care depends on whether the home is privately managed or in the rental program. For rental homes, Seabrook Hospitality works with homeowners to identify concerns and coordinate necessary repairs.

IS THE WATER SUPPLY CONSIDERED HARD? DO RESIDENTS NEED WATER SOFTENERS?

No. Our water supply comes from aquifers in Pacific Beach and homeowners do not need softeners.

CERTIFICATION PROGRAMS

SEABROOK PRO CERTIFICATION PROGRAM - Courses Advertised on the HUB

Your Certification Starts Here: 24 Hours of Seabrook-Focused Training

Day 1: Focuses on the foundational principles of urban planning and includes a guided walking tour through Seabrook's thoughtfully designed town center. **3 CE Credits**

Day 2: Builds on that knowledge with a half-day certification course that features a guided tour through properties, plus insider access and practical tools to help you become a Certified Seabrook Pro.

Level up your Seabrook expertise and become a certified Seabrook Pro. This immersive, experience is designed for Windermere agents who want to confidently present Seabrook to their network and clients. You'll gain the knowledge and tools needed to be an informed, high-trust resource - plus access to exclusive perks, tools, and future opportunities.

The live training sessions are conducted by Seabrook experts and cover topics like urban planning, design, and short-term rentals. These sessions allow agents to ask questions in real-time, participate in discussions, and gain deeper insights, ensuring they are well-prepared to confidently communicate the value of Seabrook properties to their clients.

Completing both courses (Day 1 + Day 2) and entering 10 clients into the Windermere Seabrook portal with a follow-up meeting with Rebecca qualifies you as a Certified Seabrook Pro. This exclusive designation comes with access to special perks -including early event invitations, client offers, lodging discounts, and more - plus the confidence and resources to represent Seabrook with expertise.



MARKETING, BRANDING & DIGITAL PRESENCE

WHAT IS THE PARTNERSHIP MARKETING PLAN?

The partnership includes a robust co-marketing effort, where both Seabrook and Windermere pool their resources to maximize exposure. This involves co-branded marketing campaigns, joint events, and shared digital advertising initiatives that highlight Seabrook properties and the lifestyle benefits of living in this vibrant coastal town. By combining marketing efforts, both organizations can reach a wider audience and generate more qualified leads.

WHAT MARKETING MATERIALS ARE AVAILABLE FOR ME TO SHARE WITH MY CLIENTS?

The partnership provides agents with co-branded marketing materials

- Available on **Launch Pad**

- [Presentation Sheets](#)
- [Social Media Videos](#) + [Promotional Videos](#)
- [Email Signatures](#)
- [CLOZE Marketing Emails](#)
- [CLOZE Property Templates / WRE +Seabrook / eNewsletter](#)
- [Xpressdocs Lifestyle Postcards - Coming Soon](#)
- [More CLOZE Building Blocks - Coming Soon](#)

WHICH HASHTAGS SHOULD AGENTS USE WHEN POSTING ABOUT SEABROOK?

We encourage agents to use:

- [#SeabrookWA](#) (main branded tag).
- [#SeabrookWindermere](#) (a new tag promoting Windermere-related content)

You're also welcome to use other location - or lifestyle-related tags depending on the post.

CAN SEABROOK PROVIDE MORE READY-MADE SOCIAL MEDIA TEMPLATES?

Yes. The team is continuing to build out a library of ready-made social posts, reels, captions, and email templates that agents can use. These will be available through the Seabrook section of Windermere's Launchpad or by reaching out to Rebecca Johnson directly.

WILL SEABROOK RESHARE AGENT-GENERATED SOCIAL MEDIA CONTENT?

Yes! The Seabrook team love resharing thoughtful, on-brand content from our agent partners.

When posting, please tag:

- [@seabrookwa](#)
- [@windermereSeabrook](#)

Both accounts often share standout posts on their stories, feeds, or newsletters. Posts with intentional photos, great captions, or behind-the-scenes insights tend to get the most engagement.



ARE THERE ANY RESTRICTIONS ON WHAT AGENTS CAN POST ABOUT SEABROOK?

We encourage agents to be themselves while staying within a few light guardrails:

- Keep messaging aligned with Seabrook's tone: natural, community-focused, design-minded
- Avoid publishing pricing or availability without confirmation, as these change quickly
- Use official brand visuals only—don't copy or crop logos from the website or internet

If you're ever unsure, just send a quick note to Rebecca or Lily for clarification.

CAN AGENTS PURCHASE SEABROOK-BRANDED APPAREL?

- Agents can shop at Seabrook Goods & Apparel, the logo store in town
- Seabrook Pros who complete the certification program receive exclusive access to member-only items and discounts on apparel and branded gear

Keep an eye out for special releases tied to events and seasons.

CAN SEABROOK PROVIDE A HIGH-RESOLUTION LOGO PACKAGE FOR AGENT USE?

Agents should use the Seabrook x Windermere collaboration logo, which is available through Launchpad or by request. This version was created specifically for cross-promotional use and adheres to both brand guidelines. For access, check Launchpad or contact Rebecca.

HOW DOES THE SEABROOK TEAM SUGGEST AGENTS SHARE SEABROOK WITH THEIR SPHERE?

Sharing Seabrook authentically is more powerful than any marketing campaign. Here are a few best practices:

- Use the enclosed email templates and social media materials to send personal notes or posts to clients, friends, family, or neighbors you think would love Seabrook
- A simple text like, "Have you been to Seabrook? I think you'd love it," can start a great conversation
- Add Seabrook to your content calendar: post photos, reels, or reflections when you visit or after a client stays
- If Seabrook resonates with you, talk about it in a way that feels natural. We've seen agents post about:
 - Urban planning and walkability
 - Their own vacations here
 - Nature, design, or retail inspiration
 - The ease of referring clients and earning 2% commission

Some agents use the referral opportunity to reconnect with leads or past clients, while others just enjoy sharing something they love with their people.

And if you have any ideas, requests, or marketing content you'd love to see created—please reach out to Rebecca. We're always looking for ways to support what agents are excited to share.

HOW DO I GET TO SEABROOK?



From Seattle - 3 hour drive

Take I-5 South, then US-101 North, and follow the signs toward the coast. It's well-marked along the way.

From Vancouver/Portland - 3 hour drive

Take I-5 North, then US-101 North, and follow the signs toward the coast. The route is well-marked throughout.

From Bellingham - 4-hour drive

Take I-5 South, then US-101 North, and follow the signs toward the coast. The route is well-marked throughout.



From Seattle

The nearest major airport is **Seattle-Tacoma International Airport (SEA)**. From there, you would need to rent a car or arrange for a ride with the Seabrook Shuttle for the 140-mile drive.

From Vancouver or Portland

Fly into Seattle-Tacoma International Airport (SEA) or Olympia Regional Airport (OLM).

From SEA, 2.5 to 3-hour drive From OLM, 1.75 to 2-hour drive

From Bellingham

Fly into Seattle-Tacoma International Airport (SEA) or Olympia Regional Airport (OLM).

From SEA, 2.5 to 3-hour drive From OLM, 1.75 to 2-hour drive

Rental cars are available at both airports for a convenient continuation of your trip.

If Flying Privately

Bowerman Airport (HQM) 2 miles west of Hoquiam's business district and 28 miles from Seabrook



Seabrook Hospitality offers a shuttle service to Seabrook from the Sea-Tac airport for \$95 per person, per way. To coordinate, head to the [Seabrook Shuttle Service page](#).

They now offer **shuttle services** to and from Hoquiam's Bowerman Airport (HQM) and Seabrook. The cost is \$45 per person, per way.

If you are looking for a custom and private excursion, you can book the shuttle and driver for a 4-hour window for \$400 for up to 14 passengers.

SEABROOK COMMUNITY

HOW DOES SEABROOK SUPPORT THEIR LOCAL COMMUNITY?

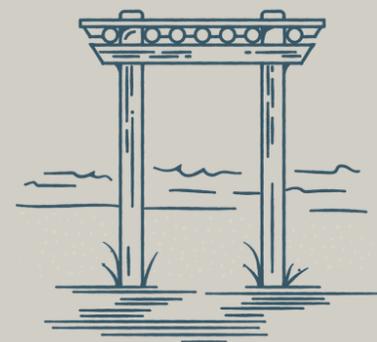
The spirit of giving is rooted deep within Seabrook and flourishes within the Seabrook Community Foundation, a non-profit organization created by town founders, Casey and Laura Roloff.

Each year, funds from the Seabrook Community Foundation support the local area through donations toward projects and scholarships. The foundation is funded by home sales in Seabrook where 1% of each sale is donated to their foundation with additional funds provided by other donors.

The foundation is managed by a board of directors who are passionate about the wellbeing and growth of the local community. All of the board members live either in Seabrook, or the surrounding county of Grays Harbor.

For the most up-to-date information on scholarship applications, ongoing projects, and additional resources, be sure to visit the official Seabrook Community Foundation website.

You can also explore current projects and initiatives, as well as learn how to get involved.



SUPPORT:

Seabrook provides a dedicated support team to assist Windermere agents with any questions or needs they may have. This team is available to answer queries, provide additional information, or offer guidance on how best to market Seabrook properties, ensuring that agents always have expert support.



Rebecca Johnson

- Windermere Liaison / Broker
- Primary Point of Contact
- 253-227-8579 / rebeccajohnson@windermere.com
- Seabrook provides a dedicated support team to assist Windermere agents with any questions or needs they may have. This team is available to answer queries, provide additional information, or offer guidance on how best to market Seabrook properties, ensuring that agents always have expert support.



Lily Walsh

- Director of Partnerships
- Lily supports the Windermere–Seabrook partnership by working closely with Rebecca, Windermere Services, office owners, and Casey. She helps coordinate campaigns, marketing materials, and other collaborative efforts that keep the program running smoothly.



Daniela Werner

- Sales Office Manager
- Daniela is one of the first faces you'll see when you visit the Windermere Seabrook office at Market and Front Street. She helps manage the day-to-day flow of guests, walk-ins, and tours while keeping the experience welcoming and organized.



SUPPORT:



Holly Emerson

- VP of Real Estate Sales
- Holly has been part of Seabrook's real estate journey for over 20 years. She works alongside the executive leadership team to guide the direction of real estate development and sales across the town.



Jeff Gundersen

- CFO/COO of Seabrook Land Company & Hospitality
- With nearly 20 years at Seabrook, Jeff oversees finance and operations across both the real estate and hospitality sides of the company. He works closely with Casey, Erik, and the executive team to support Seabrook's ongoing evolution.



Casey Roloff

- CEO & Co-Founder
- Casey co-founded Seabrook with his wife Laura and has spent the past two decades leading its design, development, and long-term vision. He lives in Seabrook with his family and is passionate about the next chapter of Seabrook's growth as a model for intentional town building.

- For all other Windermere/Seabrook related questions: seabrook@windermere.com

