



SEABIA
612 West Willoughby Avenue
Juneau, AK 99801
Phone: (907) 523-2300
www.SEABIA.com

Women in the Industry: Introducing Debbie White

Debbie White is a seasoned real estate professional and general contractor based in Southeast Alaska. Since starting her career in real estate in 1999, Debbie has navigated numerous challenges and triumphs, showcasing her resilience and dedication to her work and community.

A pivotal moment in Debbie's early career involved addressing subpar work from a contractor while preparing a property for sale. With her background as a union painter, she understood that the work that was done was not up to standards and confronted the issue directly. When told, "if you think you could do it better, then you should do it," she took the initiative to do just that. This experience inspired her to obtain her general contractor license, transforming "Southeast Alaska Real Estate" into "Southeast Alaska Real Estate and Maintenance," where she emphasizes transparency and quality workmanship.

A standout aspect of Debbie's career is her commitment to community and collaboration. She has built strong relationships with clients and local contractors, which have propelled her business forward. One notable project involved assisting a homeowner looking to sell her house after a difficult divorce. Recognizing the need for improvements, Debbie proposed a unique solution: she would supply labor and materials upfront, with payment due at closing. This approach not only benefited her client but also yielded a significant profit from the sale, highlighting Debbie's innovative thinking and dedication to those she serves.

Debbie has demonstrated remarkable adaptability in the face of unexpected challenges, such as the Mendenhall Glacier flooding event that affected many homes in the area. Despite her limited experience with materials and labor estimation, she developed effective formulas to manage these projects. This proactive strategy not only aided her clients but also led to referrals and new business opportunities, enabling her and her team to assist 33 homes during this crisis.

Mentorship and empowerment are central to Debbie's story. She actively advocates for women and young people in the construction industry, encouraging them to pursue careers in trades. With a growing demand for skilled workers, she believes anyone can find a niche in the industry. By sharing her experiences and emphasizing the importance of hands-on



SEABIA

612 West Willoughby Avenue

Juneau, AK 99801

Phone: (907) 523-2300

www.SEABIA.com

work, Debbie aims to inspire the next generation to view construction and trades as viable career paths.

Debbie values building relationships and fostering community. She reflects on her experiences with clients, many of whom have become friends, noting how their trust has contributed to her flourishing business. Her journey exemplifies the power of perseverance, hard work, and community support in achieving success.

In conclusion, Debbie White's inspiring story highlights not only her accomplishments in real estate and construction but also her commitment to uplifting others in her community. Her journey serves as a reminder that with determination and a focus on quality, anyone can carve out their own path in the industry while making a meaningful impact on the lives of those around them.

Debbie is on the Board of Directors of SEABIA. She joined SEABIA because she believes in the mission “to promote and advocate for responsible construction and development in Southeast Alaska, and to protect the public interest by encouraging best practices by all members of the Association.” She encourages others to join and help continue to grow the program throughout Northern Southeast Alaska.