



LONG & FOSTER®
REAL ESTATE

IT'S THE **ONE.**

TIMES HAVE CHANGED

In real estate, the only constant is change. As a brokerage firm, it's on us to help you stay one step ahead of it all. While the market volleys between buyers, sellers, inventories, and interest rates, we've built our 56-year legacy not only by anticipating change, but by adapting to it.

Following one of the most seismic shifts our industry has ever seen, we find ourselves stronger, more resilient, and better positioned to pair the right buyer with the right seller at the right time.



LONG & FOSTER'S **ALL-INCLUSIVE** REAL ESTATE EXPERIENCE.

If there's one thing we've learned in 50+ years of buying and selling homes, it's that the process can be just that — a process. Once you find your dream home, come the many — the many steps, the many calls, the many signatures.

Imagine if the many felt more like one. One team in lockstep with your every move, and one real estate company that can do it all. That's the All-Inclusive Real Estate Experience. It's the easiest, most streamlined approach to buying and selling real estate.

Enjoy the sense of confidence knowing your Long & Foster full team can handle it all. Your agent is supported by a team of specialists in Mortgage, Inspection, Title, Insurance, Moving and Property Management who are there to guide you every step of the way. They'll make sure things run smoothly, closing happens on time, and you arrive at your dream home according to plan.



BUILT ON CORE VALUES

Since our founding in 1968, Long & Foster has proudly let a simple set of values guide the way we do business. This is who we are. And today, it's what matters most.

RESPECT.

Act with honesty and integrity. Putting people first guides our strategy.

LISTEN.

Seek to understand. Continuously learn about customers and each other. Build lasting relationships.

TAKE OWNERSHIP.

Do the right thing. Never stand still. Grow, evolve, and improve. Challenge the status quo with open minds, creativity, and focus. Great teams hold each other accountable.

CELEBRATE SUCCESS.

Play to WIN everyday. Take joy in celebrating our collective accomplishments.

PARTICIPATE.

Show up. Be present. Engage in opportunities that move us forward. Be active in the communities where we live and work.

BE REAL.

Be honest and straight forward with each other. Communicate frequently and in a clear, timely and constructive manner.

ENOUGH ABOUT US

We're Here to Sell Your Home

We know it's a big move. As the saying goes, bigger than bricks and sticks. We're talking about one of the biggest financial and emotional investments someone can make, and while the decision to sell may not have come easy, we know a thing or two about taking it from there.

Our agents have the expertise to position your property, the vision to see who's in the market, and the acumen to get the best possible return in the shortest amount of time. After all, that's why we're one of the nation's top real estate companies as part of HomeServices of America.



IT'S A JOURNEY

While the process of selling your home may seem like a long road ahead, we pride ourselves on making the experience feel seamless, joyful, and most of all, stress-free.

That means you'll have a single point of contact and an entire family of companies at your disposal, managing every aspect of the selling experience from start to finish. Now, here's our process for guiding yours.



LET THE JOURNEY **BEGIN**

We'll be there every step of the way.



FIRST IMPRESSIONS **ARE LASTING**

There's a lot to consider when preparing your property for sale, the most important of which is making a good first impression. We'll help you see things from a buyer's perspective and advise which, if any, updates or renovations will have the biggest return.

From painting to purging, our full-service approach connects you with a team of contractors to get the job done. Once your listing is ready to shine, we'll make sure it hits the market at the right time for the right buyers.



INTRODUCING YOUR HOME

There's no one-size-fits-all when it comes to marketing your home. Our strategy is backed by an array of tools and methods to ensure we reach the right people at the right time of their buying journey.

- Property brochures
- Postcards
- Print advertising
- Social media
- E-mail
- Online advertising



SOCIAL MEDIA



PROPERTY E-BLASTS



PROPERTY BROCHURES



PROPERTY POSTCARDS

OUR HOME FOR YOURS

1,470,000+

Avg sessions/month

2.34M+

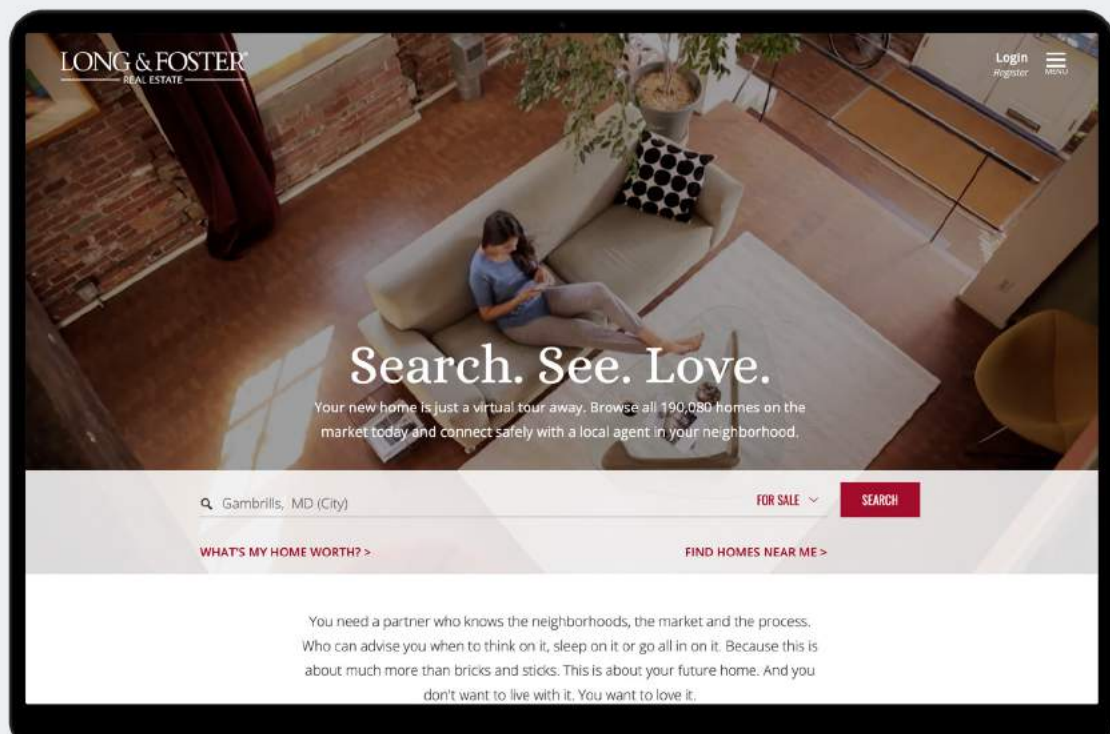
Avg page views/month

69%

of page views are property pages

12-month average ending November 2023

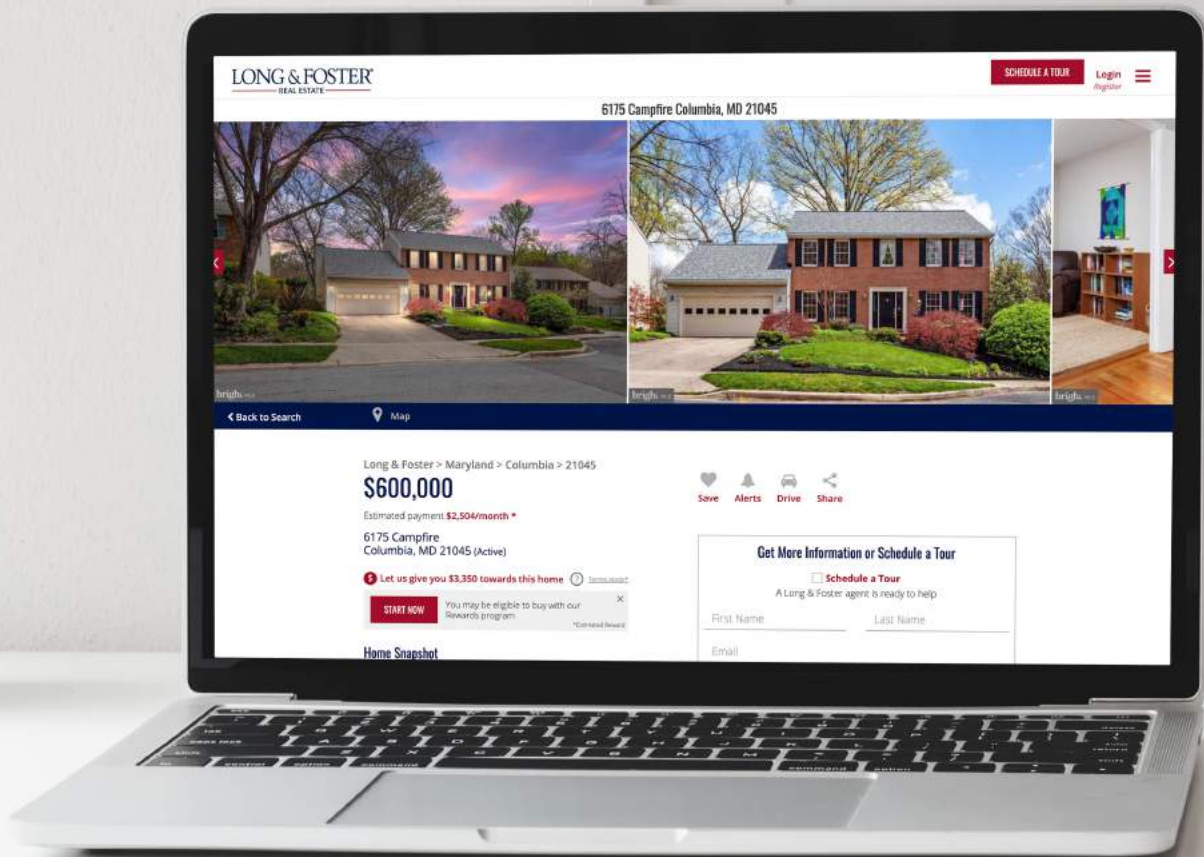
LONGANDFOSTER.COM



CUSTOM SITE

Your property will have its own dedicated page on our site, uniquely showcasing everything it has to offer. This superior online presence will give your potential buyers access to:

- A professional photo gallery of your home
- Relevant neighborhood, community, and school-related information
- An easy way to share, bookmark, and revisit the listing
- A comprehensive schedule of showings
- Immediate contact for inquiry or communication
- A convenient, one-stop shopping experience, with property details, photos, maps, and more



FIRST LOOKS

Our Coming Soon Portal

With Long & Foster's early-access portfolio of properties, you can give buyers a sneak peek before your property even hits the market.

This allows you to:

- Gauge interest and create early demand
- Gain valuable feedback before officially listing
- Get buyers excited by adding early photos and descriptions



BE SEEN

**LOCALLY.
NATIONALLY.
GLOBALLY.**



BUYERS DO THEIR **HOMEWORK.**

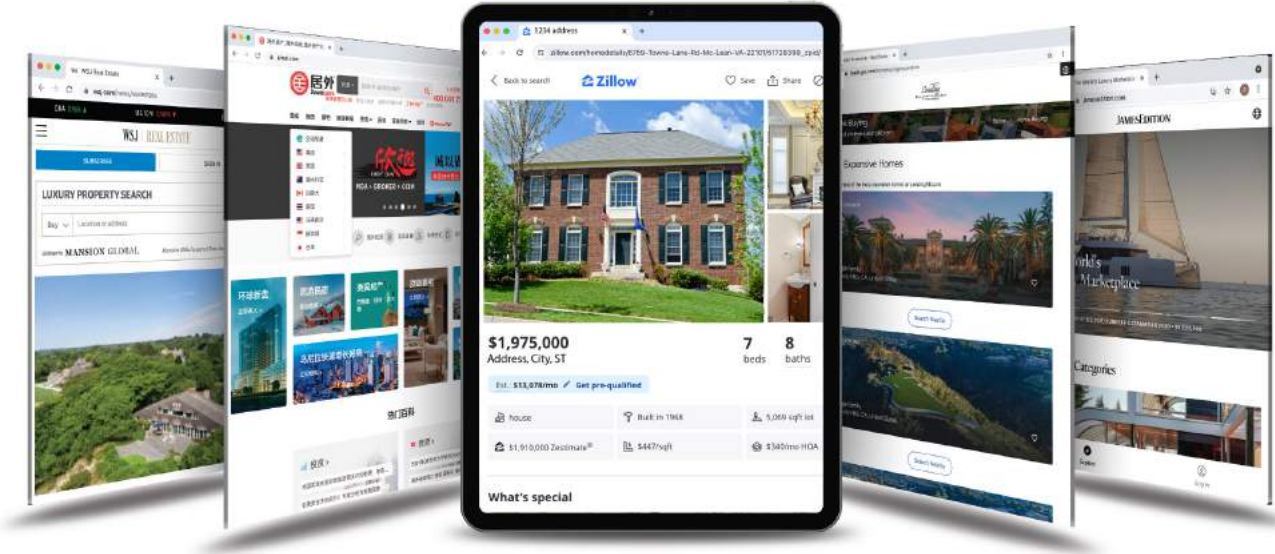
**Your listing will be anywhere and everywhere
buyers are searching for their next home.**

- Cityhomes.com
- Dreamhomelist.com
- Homefinder.com
- HomesandLand.com
- Homes.com
- Homepath.fanniemae.com
- Homewinks.com
- Juwai.com*
- LeadingRE.com
- LongandFoster.com
- LuxuryPortfolio.com
- MansionGlobal.com*
- Openforhomes.com
- Ownerly.com
- Point2homes.com
- Propertyshark.com
- Realestate.com.au
- Realestatebook.com
- Realtor.com
- Trulia.com
- Zillow.com

*For listings priced at \$1 million and above only



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LP LUXURY PORTFOLIO INTERNATIONAL

Bethesda
MAGAZINE

The Philadelphia Inquirer

★★★★★ THE ★★★★★
THE GEORGETOWNER

THE WASHINGTON
DIPLomat

AND MANY MORE...

PRICING THAT'S **JUST RIGHT**

While current market conditions determine the value of your home, many different variables come into play. Having the right strategy behind your listing price is essential.

- ✓ The listing price should not exceed the value by more than 5 percent
- ✓ A proper listing price garners maximum interest, often driving a higher sale price
- ✓ Improvement costs often have higher return on market value
- ✓ Remain competitive in your local market
- ✓ Ensure the listing is shown to as many prospective buyers as possible
- ✓ Gain interest from those willing to negotiate



IN IT FOR THE **LONG HAUL**

Delivering the Long & Foster advantage since 1968.



GLOBAL REACH, LOCAL **KNOWLEDGE**

Exceptional Service

With Long & Foster, you'll get personal access to a network of thousands of agents, 180 offices, powerful marketing, and a way to connect the right people with the right place to call home. That's what makes us trusted insiders in our local markets, and savvy experts in our global industry.

180
Offices

7,000+
Agents

\$20.1B+
Sales



OUR AFFILIATION WITH **HOMESERVICES** **OF AMERICA**

BACKED BY ONE OF THE NATION'S TOP REAL ESTATE COMPANIES

With the backing of HomeServices of America, a Berkshire Hathaway affiliate, we will provide:

- **National and global network**

Giving you greater access to potential buyers and sellers around the world

- **Unmatched financial stability**

Providing you with confidence that we're the right partner to handle what is likely the most expensive transaction in your life

- **Trusted and well-known brand**

Ensuring you'll receive an exceptional level of service and support for all your real estate needs



LONG & FOSTER: A FOCUS ON **EXCEPTIONAL SERVICE TO CLIENTS**

98% Customer Satisfaction

Our rating is a result of being there when our customers need us, communicating all aspects of the process, and guiding them with our professionalism and expertise.

Accessibility

4.9/5

Communication

4.9/5

Guidance

4.9/5

Professionalism

4.9/5

Based on 18,000+ responses from clients who were emailed a survey based on completing a home purchase or sale between March 1, 2018 and December 31, 2023. Survey is independently managed by Sinclair Customer Metrics. Scores are based on a 5 point scale. Percent willing to recommend is based on client providing a 4 or 5 to the question "How likely are you to recommend your real estate agent to a friend or family member?"

OUR ALL-INCLUSIVE PROMISE:

TRANSPARENT COMMUNICATION

We pledge open and honest communication throughout every step of the real estate process. From initial consultation to closing, you can expect timely updates, clear explanations, and proactive communication.

EFFICIENCY & DILIGENCE

We understand the importance of time in real estate. Our All-Inclusive team is dedicated to streamlining the process, minimizing delays, and ensuring a smooth and efficient experience from listing to closing.

EXPERT GUIDANCE

Our team consists of experienced and knowledgeable real estate professionals who are dedicated to providing you with expert advice. Whether you are buying, selling, or investing, we are committed to leveraging our expertise to help you make informed decisions.

ETHICAL CONDUCT

We uphold the highest standards of integrity. Your trust is paramount, and we are committed to maintaining the utmost honesty and fairness in all transactions.

TAILORED SOLUTIONS

We recognize that each real estate transaction is unique and we promise to develop personalized solutions that align with your specific needs and goals. Our approach is flexible, ensuring that your experience is tailored to suit your preferences.

POST-TRANSACTION SUPPORT

Our commitment doesn't end at the closing table. We pledge ongoing support and assistance, providing resources and guidance even after the transaction is complete. Your satisfaction is our long-term goal.

At Long & Foster, we stand by these principles to deliver an exceptional real estate journey for every client. Your success is our success, and we are honored to be your trusted partner in the world of real estate.

If you feel that we have not fulfilled our commitment to you, please reach out to promise@longandfoster.com and we will respond, same-day, to address any concerns or issues you may have.

LET'S START THE **JOURNEY.**

WE'RE READY WHENEVER YOU ARE.

Thanks for your time!

LONG & FOSTER[®]
— REAL ESTATE —

