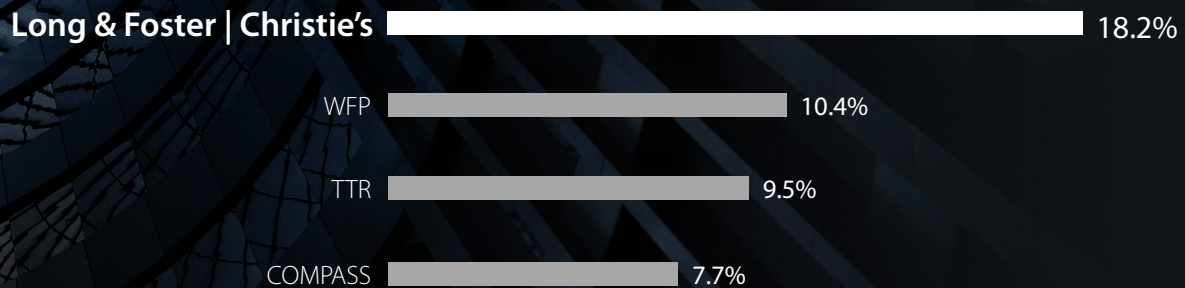


LONG & FOSTER®
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

LONG & FOSTER | CHRISTIE'S LEADS IN LUXURY*

Luxury Homes Bought and Sold



Luxury Real Estate Competitive Landscape Analysis

C A P I T A L R E G I O N 2 0 1 8



THE MOST ROBUST NETWORK

LONG & FOSTER | CHRISTIE'S

| | 1 | 2 WFP | 3 TTR | 4 COMPASS |
|------------------------------|---|----------------|----------------|----------------|
| OFFICES ^[1] | 55+ | 7 | 11 | 7 |
| AGENTS ^[1] | 3,700+ | 442+ | 227+ | 448+ |
| CORE SERVICES ^[1] | Brokerage, Mortgage, Settlement Services, Insurance, Property Management, Vacation Rentals, Relocation, New Homes Sales and Marketing | Brokerage only | Brokerage only | Brokerage only |



THE MOST GLOBAL NETWORK AFFILIATIONS^[2]

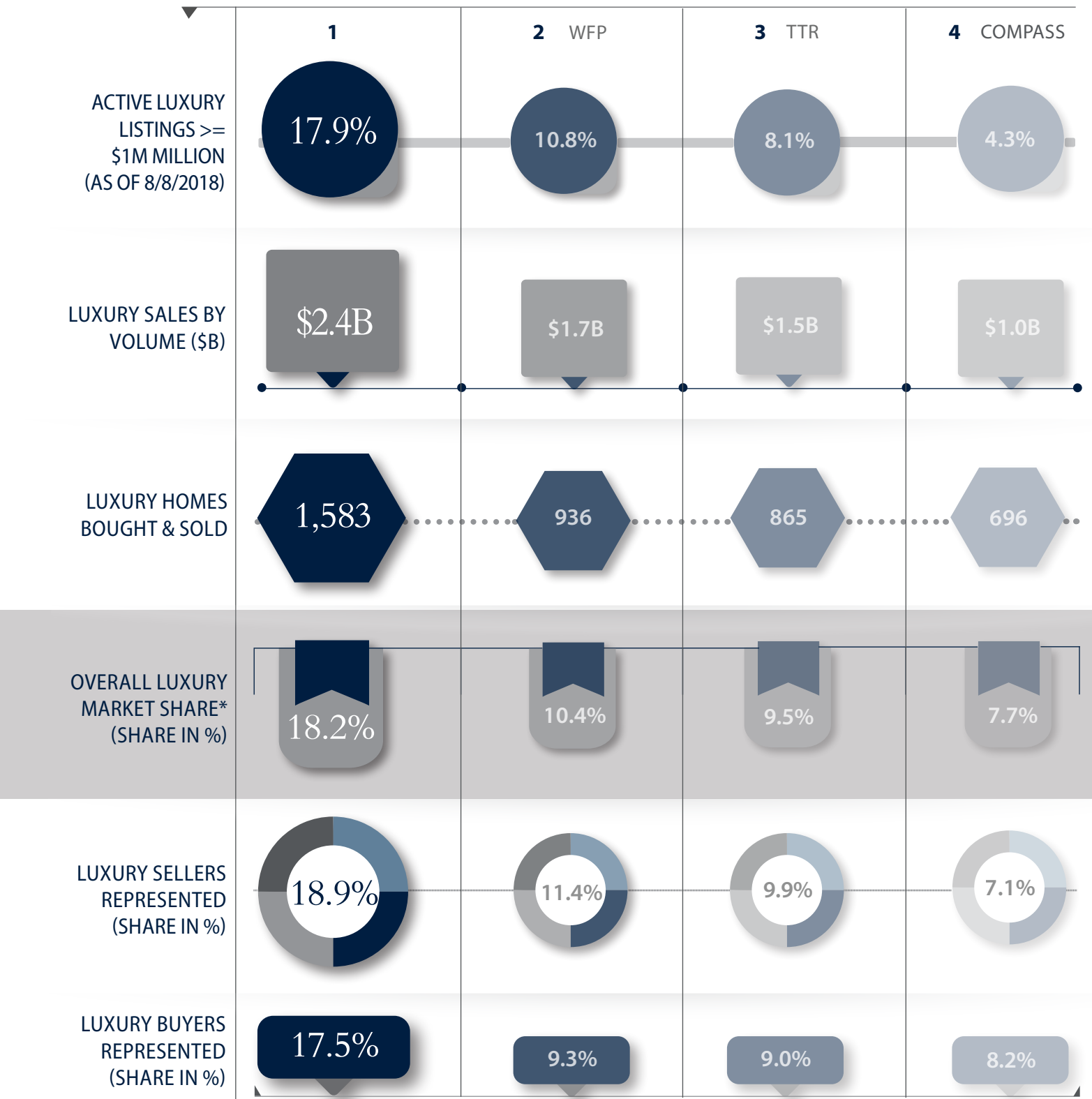
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THE LEADER IN LUXURY – CAPITAL REGION★★

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*The Capital Region includes Washington, D.C.; Montgomery and Prince George's Counties in Maryland, and Arlington, Fairfax, and Loudoun Counties and Alexandria, Fairfax, and Falls Church Cities in Virginia. Information included in this report is based on data supplied by Bright MLS and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace. August 1, 2017 – July 31, 2018 as of August 8, 2018. Luxury defined as homes priced \$1 million and above. Information contained in this report is deemed reliable but not guaranteed, should be independently verified, and does not constitute an opinion of MRIS or Long & Foster Real Estate, Inc. ©2018 All rights reserved. Christie's International Real Estate in select areas.



MORE RESOURCES – MORE REACH

LONG & FOSTER | CHRISTIE'S

| | 1 | 2 WFP | 3 TTR | 4 COMPASS |
|---|---|--|---|---|
| DIGITAL | | | | |
| CORPORATE WEBSITE VISITS ^[3] | Award-Winning Website 5,509,135 | 95,997 | 145,797 | 2,715,457 |
| EXCLUSIVE LUXURY WEBSITE | YES | NO | NO | NO |
| INDIVIDUAL PROPERTY WEBSITES FOR ALL ACTIVE LISTINGS | YES | NO | NO | NO |
| ONLINE REACH | Syndication or direct feeds 800+ websites worldwide | Direct feed to select sites | Direct feed to select sites | Syndication or direct feeds 100+ websites |
| INTERACTIVE REAL TIME PRESENTATION AND COMPETITIVE MARKET ANALYSIS | Powered by MOXI WORKS | NO | NO | NO |
| COMING SOON PORTAL | YES | NO | NO | YES |
| PRIVATE EXCLUSIVE FEATURE | YES | YES | YES | YES |
| PRINT | | | | |
| CORPORATE PUBLICATION DISTRIBUTION TO WEALTHY HOUSEHOLDS ^[4] | Award-Winning Luxury Homes Magazine twice a year, inserted in WSJ Circ. 100,000+ Capital Region + PA/NJ/DE/NC | Sotheby's <i>Reside</i> . First issue released June 2018. Circ. 5,000+ Capital Region | WFP Portfolio published biannually. Mailed to homes. Circ. 30,000 Capital Region | Compass Quarterly– Discontinued in 2018. Last issue published Winter 2017. Circ. data unavailable |
| GLOBAL EXCLUSIVE REACH VIA NETWORK PUBLICATIONS ^[4] | Christie's magazine published quarterly with Circ. of 45,000 + Luxury Portfolio magazine published biannually with Circ. of 50,000 | Sotheby's <i>Reside</i> . <i>Varies by franchise</i> | X | X |
| WALL STREET JOURNAL MANSION SECTION DC EDITIONS ^[5] | 10+ Full Page Ads Yearly | 1/4 Page Ads Monthly | Half Page Ads Monthly | Brand Ads Outside RE section |
| WASHINGTON POST PRINT & DIGITAL ^[5] | Sunday RE Front + One Full Page in RE Section 25+ Wks/Year | No major participation | Full page on Saturdays RE section– Lower Circ. vs. Sunday | Two pages – few months |
| SOCIAL ENGAGEMENT | | | | |
| FACEBOOK Followers AS OF 9/6/2018 ^[6] | L&F 34,000+ Christie's 143,000+ | TTR 3,600+ Sotheby's 88,000+ | 2,100+ | 71,000+ |
| INSTAGRAM AS OF 9/6/2018 ^[6] | L&F 2,600+ Christie's 185,000+ | TTR 2,100+ Sotheby's 182,000 | 1,700+ | 53,900+ |

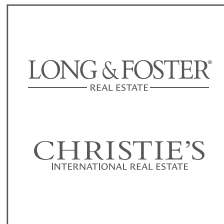
DWELL IN THE UNCOMMON

Where memories aren't just made,
they're inspired.

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Mortgage | Settlement Services | Insurance | Property Management | Vacation Rentals | Relocation | New Homes Sales & Marketing

Information Source:

** The Capital Metro Region includes Washington, D.C.; Montgomery and Prince George's Counties in Maryland, and Arlington, Fairfax, and Loudoun Counties and Alexandria, Fairfax, and Falls Church Cities in Virginia.

[1] Information sourced from corporate websites as of 10/24/2018
<http://www.longandfooster.com>, <http://www.ttrsir.com>, <http://www.wfp.com>,
www.compass.com.

[2] Information sourced from affiliate websites as of 10/24/2018
<http://www.christiesrealestate.com>, www.luxuryportfolio.com, <http://www.leadingre.com>,
www.luxuryrealestate.com, www.sothebysrealty.com

[3] Information sourced from Hitwise as of 8/23/2018 <http://www.hitwise.com>. 8/2017-7/2018.

[4] Information sourced from corporate promotional materials and company websites

[5] Information as observed in the WSJ DC newspaper editions for 2018 & Washington Post newspaper edition 2018.

[6] Information sourced from social platform stats as of 10/24/2018 for Long & Foster | Christie's International Real Estate, TTR | Sotheby's, Washington Fine Properties and Compass.