

20 Compelling Reasons To Choose Long & Foster To Sell Your Home:

1. With sales of \$28.3 billion, Long & Foster® Real Estate, Inc. is America's #1 independent real estate company. Long & Foster sells *thousands* more homes each year than its nearest competitors.

2. Quality of Service. When you're buying or selling a home, it pays to be represented by the best equipped, best trained real estate professionals.

3. Long & Foster has earned a reputation for integrity and professionalism by helping people honestly and fairly for over 40 years.

4. Family-owned and operated, coupled with superior financial strength and stability, make Long & Foster the real estate company of choice.

5. Long & Foster has helped over 2 million people buy and sell homes, but yours is our #1 priority.

6. With more than 10,000 Sales Associates, Long & Foster has a veritable army of dedicated professionals working to sell your home.

7. Long & Foster's bold, colorful, highly-visible "For-Sale" signs attract maximum buyer interest in your property.

8. Our network of over 170 residential sales offices blankets the region and ensures dominant market share.

9. Long & Foster's Web site gives your home maximum exposure. In 2013, www.longandfoster.com attracted 6.2 million unique visitors.

10. When you list your home with Long & Foster, we place detailed information about your property on www.longandfoster.com, 10,000+ agent Web sites, and the most popular Web sites where buyers shop for homes.

11. Long & Foster Sales Associates can help you maximize your home's curb appeal through Long & Foster's Home Service Connections® program, a vast network of moving resources and home service providers.

12. Long & Foster's number one source of buyers is the vast pool of referrals from previously satisfied customers and clients.

13. Long & Foster attracts thousands of out-of-town buyers each year through its affiliation with the largest national independent broker referral network in the country, *Leading Real Estate Companies of The World*®.

14. Long & Foster Sales Associates receive thousands of buyer leads each year from its Corporate Real Estate Services Division, the largest in the area. Additional buyers come from Long & Foster's Metro Referrals services.

15. Long & Foster listings priced at \$1 million and above receive exposure to luxury buyers on a national and international basis through our affiliations with global luxury home networks.

16. Long & Foster provides its Sales Associates with unmatched sales support, offering more cutting-edge technology, marketing, and related support services than any other real estate firm.

17. Potential buyers also come from Long & Foster's huge Residential Property Management Division.

18. Buyers benefit from the convenience of one-stop service with The Long & Foster® Companies: Prosperity Home Mortgage, LLC, for mortgages from mortgage consultants on site; Long & Foster® Insurance, which can arrange homeowners insurance as well as other types of insurance; Long & Foster® Settlement Services for title insurance; our Prestige Partners® for top settlement services; and the Warranty Services Group for home warranties.

19. State-of-the-art computer and telecommunications equipment linking every Long & Foster office facilitates all aspects of the home selling and buying transaction.

20. Our nationally recognized, certified training programs and seminars keep Long & Foster Sales Associates at the top of their industry. In fact, our Sales Associates win more awards than anyone else, and more top producers have transferred to Long & Foster than to any other firm in the area.



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