

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

1. With sales of over \$43 billion, Long & Foster is America's **#1 privately-owned real estate company**. Long & Foster sells *thousands* more homes, mortgages, insurance, and title insurance each year than its nearest competitors.
2. **Quality of Service**. Long & Foster Sales Associates are simply the best in the business.
3. Long & Foster has earned a reputation for **integrity** and **professionalism** by helping people honestly and fairly for 36 years.
4. **Local ownership** and management, coupled with superior **financial strength and stability**, make Long & Foster the real estate company of choice.
5. We sell far and away more homes than any other broker — and that's with a **97% Customer Satisfaction rating**.
6. With over 14,000 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 200 residential sales offices blankets the region and ensures **dominant market share**.
9. Your home is guaranteed **maximum exposure** through Long & Foster's membership in MRIS® and other Multiple Listing Services.
10. Long & Foster's Web site gives your home **maximum exposure**, with over 200,000 homes-for-sale online, links to other popular industry Web sites, Virtual Tours, Virtual Agent, and more.
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 referral network in the country: RELO®, *The Leading Real Estate Companies of The World*.
14. Long & Foster Sales Associates receive thousands of **buyer leads** each year from its Relocation Division, the largest in the area.
15. **Additional buyers** come from Long & Foster's Crosstown Referrals and Metro Referrals services.
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 future 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 Mortgage® Company, for **mortgages** from loan officers on site; Long & Foster Insurance Agency, which can arrange **homeowners insurance** as well as other types of insurance, and Mid-States Title Agency for **title insurance**. And our Prestige Partners® offer top settlement services as well as 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.

“Quality of Service” is what sets Long & Foster apart from the rest.

www.longandfoster.com

