

LONG & FOSTER[®]

COMPANIES

Traditional vs Boutique – Things to Consider

Reputation, public trust and brand recognition locally and beyond.

50+ years of YOY longevity and growth with strong financial backing to outlast local boutique firms

Agent Centered

Resources to you:

- 200+ offices throughout Mid-Atlantic and Northeast from NJ to NC
- Legal guidance and support
- Full Time Broker, Sales Manager and Support Staff at each office that is 100% there to support you.
 - Lando Massey's 2 owners both sell real estate full time.
- Residential and Commercial real estate, mortgage, title, insurance, home warranty, property management, corporate relocation, vacation rental services, moving, inspections and more
 - In House Core Service Partners in each office
- Market Share: #1 or #2 each month in stack rankings for production in the FAAR markets.
 - EXP is #1 with 56.5 sales in December (numbers reflect agent sales who are outside of the FAAR footprint)
 - LNF is #2 with 45.5 sales in December
 - Redwood is #9 with 15 sales in December
 - Lando Massey is #36 and had 2 sales in December
- Luxury Market Branding, marketing materials, social media and digital: Forbes Global Properties
- Network of 9,000+ Experienced and Professional Realtors
- Agent Recognition Programs at the office, Regional and Company levels
- Agent Promotion of community involvement, professional achievements, personal recognition and more.

Tools:

- MoxiEngage: productivity tool and CRM
- MoxiPresent: Presentation platform with interactive CMAs
- Customized Agent Website and property website
- Coming Soon portal to promote to all L&F Agents
- RealScout
 - Suite of marketing programs from print to social media
- My Marketing Matters: Online marketing materials, mailing and printing services
- RREINAgent, newsletter and content delivery platform
- ListHub Pro: Robust reports of online listing exposure
 - AdWerx, digital brand and property advertising
 - DocuSign, Authentisign, Xcelerate electronic signing
- Microsoft OneDrive cloud storage and Office 365 Suite
 - Neighborhood and regional market reports
- IT Support
- Discounts on technology equipment, software and mobile services
- Turnkey Listing Concierge
- Other industry tools

Training:

- Monthly sales meetings
- bi monthly In-House training (local topics and Free CE/PL)
- Company and Regional Networking Events
- Professional Development
- One on one Coaching and Sherri Johnson Coaching Platform
- Multiple levels of Online and In person training
- Ongoing Business Development

Commissions & Productivity Tracking:

- No Franchise Fee
- Tiered Commission Plans
- Traditional Commission Plans
- Commissions Paid Daily
- Direct Deposit
- Personal Agent Account Statement
- Agent Productivity Reports

Agent Benefits:

- Tax Savings Plans
- Group Health Insurance
- Life Insurance
- Disability Insurance
- Long-Term Care Insurance
- Group Dental and Vision Insurance
- Pet Insurance
- Medicare Supplement Insurance
- Retirement Savings Plans
- Investment Strategies and Guidance