



LONG & FOSTER
REAL ESTATE

Putting agents first since 1968



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About Us

“When I started this company in 1968, I envisioned it as an extension of my own family — a place where people who were passionate about real estate could work in a supportive atmosphere that always put their needs and professional development first.”

– P. Wesley Foster, Jr., Founder

Proud to be Long & Foster

As the nation’s No. 1 real estate firm, as part of HomeServices of America, Long & Foster has guided people home since 1968. We’re a full-service brokerage firm, offering residential and commercial real estate, mortgage, settlement, insurance, home warranty, property management, corporate relocation, vacation rental services, moving, inspections, and more.

A focus on exceptional service to clients and support for our real estate agents means being tech-savvy and digitally connected. Our investment in MoxiWorks, a real estate technology company, keeps our agents on the cutting edge.

But that’s just our business; our success is defined by being so much more. We are a network of thousands of agents and industry professionals united in a passion for real estate. We are facilitators connecting people with places to call home. And most importantly, in the communities where we live and work, we are trusted advisors, friends and neighbors.

Long & Foster by the Numbers



Affiliations & Networks

- National and International Referral Networks
- Forbes Global Properties Network
- Leading Real Estate Companies of the World®
- Luxury Portfolio International
- Berkshire Hathaway's HomeServices of America



*Based on survey results from January 1, 2022 to December 31, 2022



Providing Unparalleled Access To The Luxury Market

- Exclusive member of Forbes Global Properties across our footprint
- Luxury Portfolio affiliate — the luxury arm of Leading Real Estate Companies of the World®
- Exclusive luxury market reports
- Customizable luxury listing presentations with interactive CMAs
- Luxury marketing materials
- Long & Foster | Forbes Global Properties website, including a full-page listing display
- Extensive social media and digital marketing platforms
- Local, national and international luxury publications

Forbes Global Properties

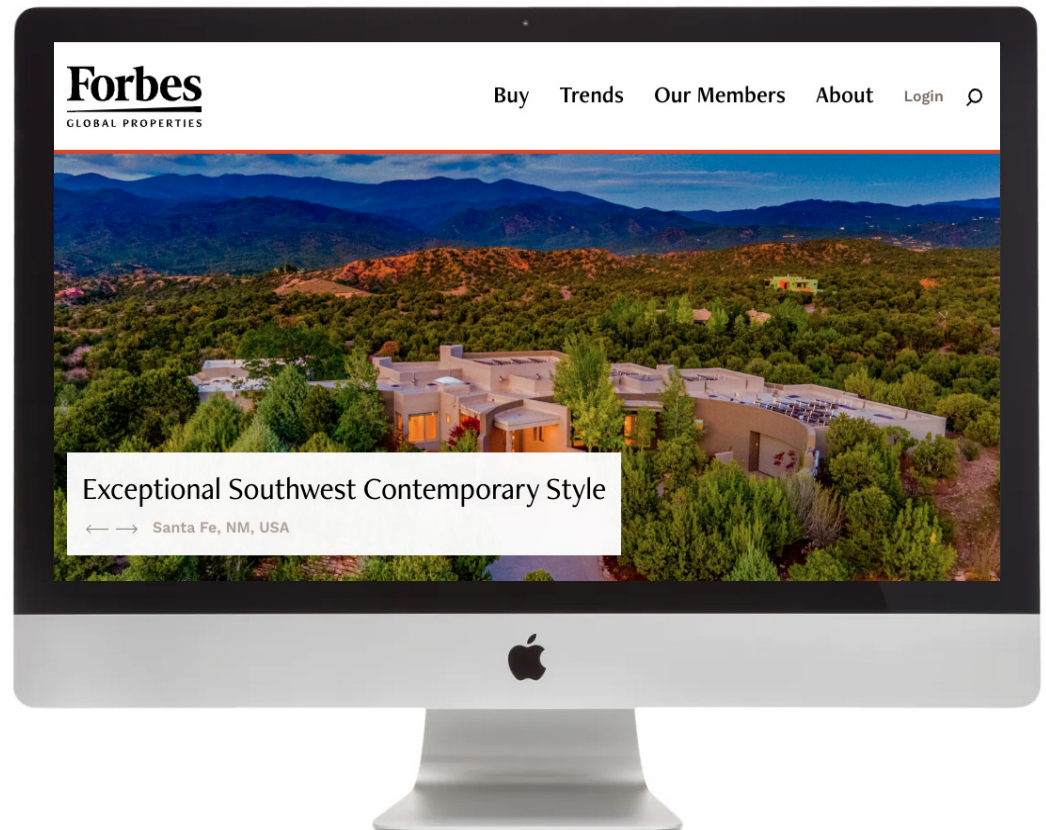
A natural extension of the time-honored Forbes brand, Forbes Global Properties is a curated consumer marketplace that connects discerning buyers directly to the world's finest homes and the elite agents that represent them.

Long & Foster exclusively represents Forbes Global Properties across our footprint and taps into the Forbes Global Properties network and services throughout its operations across the Mid-Atlantic and Northeast.

The exclusive worldwide residential real estate partner of Forbes, Forbes Global Properties provides branding and marketing services to the world's premier real estate firms and is represented by more than 11,500 real estate agents across 13 countries in approximately 345 locations.

As an exclusive member of this network, our Long & Foster agents have access to the Forbes Global Properties audience of affluent worldwide consumers to attract, engage and showcase our qualifying luxury listings on an exclusive basis within our markets.

Additionally, qualifying listings are showcased on forbesglobalproperties.com, a curated collection of high value homes for sale internationally and are presented across Forbes Global Properties print, digital and social media channels with expert commentary, timely market data, and top-tier editorial. Forbes Global Properties will also provide a personalized letter to potential sellers endorsing you as the best candidate to sell their property. This is a huge competitive advantage to Long & Foster agents.





Over 50 Years of Success

In real estate, the only constant is change. As a brokerage, 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 54-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 navigate the competitive real estate landscape.

Logos evolve, yard signs change, but people in our markets know the name Long & Foster stands for uncompromising integrity for more than 50 years. That's why Long & Foster and its family of best-in-class real estate professionals have achieved a **98% customer satisfaction rating among clients.***

*Based on survey results from January 1, 2022 to December 31, 2022

Celebrating

THE MIKE MULHOLLAND TEAM
Anthony DiGregorio, Mike Mulholland, and John Port

#34 Team by Transaction Sides

LONG & FOSTER REAL ESTATE
Forbes

Media Office, Pennsylvania

WELCOME TO LONG & FOSTER

ADEBOLA ADERETI-OGUNNUSI

Real Estate Agent
COLUMBIA, MD | 410.715.7085

LONG & FOSTER REAL ESTATE
Forbes

Top PRODUCER

JANE SMITH
Avalon, NJ Office

Agent-First Philosophy

What sets Long & Foster apart from other real estate companies? It's our culture, our values and the smart investments we make in our greatest assets: our agents. Members of the Long & Foster family have access to a number of benefits and resources that you just won't find at other brokerages. We provide you with the right combination of training, tools and support to ensure your success in the real estate industry. When you succeed, we all succeed.

- Network of 9,000+ Experienced and Professional Realtors®
- Supported by a Family of Companies — Real Estate, Mortgage, Settlement, Insurance, Property Management, Vacation Rentals, Relocation, Real Estate Development Services, Moving, Inspections
- In-House Core Service Partners at Every Office
- Local Offices, Serving Communities in the Mid-Atlantic and Northeast, from South Carolina to New Jersey
- Agent Recognition Programs at the Office, Regional and Company Levels

M20 | Friday, June 11, 2021 THE WALL STREET JOURNAL

LONG & FOSTER
CONGRATULATIONS TO OUR AGENTS RANKED AMONG
REAL TRENDS **THOUSAND** TOP REAL ESTATE PROFESSIONALS NATIONWIDE

MEGA TEAMS

- Arthur Harding and Arthur Harding II
of Art Harding Team
48 Team by Transaction Sides
182 Team by Volume Sales
100 Team by Revenue
Fairfax, VA Office, Virginia
- ANDY DRIGGS
Dixie Digital Associates
142 Team by Transaction Sides
142 Team by Volume Sales
142 Team by Revenue
Falls Church, VA Office, Virginia
- LIZ KOPP
The Leslie Kopp Group
177 Team by Transaction Sides
15 Team by Volume Sales
15 Team by Revenue
Bethesda, MD Office, Maryland
- Jim Hoffman
The Hoffman Group
177 Team by Transaction Sides
15 Team by Volume Sales
15 Team by Revenue
Columbus, OH Office, Ohio
- Greg Brown
The Brown Team
168 Team by Transaction Sides
168 Team by Volume Sales
168 Team by Revenue
Atlanta, GA Office, Georgia

LARGE TEAMS

- A.J. Soren
A.J. Soren Group
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
New York, NY Office, New York
- Barbara Brinkmann and Deep Gardner
The Brinkmann and Gardner Group
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Wilmington, DE Office, Delaware
- David Day
The Day Group
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Bethesda, MD Office, Maryland
- Anthony Ogorio, Mike Mulholland,
and John Port
The Mike Mulholland Team
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Media Office, Pennsylvania

INDIVIDUALS

- Meghan O. Clarkin
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Media Office, Pennsylvania
- Charity Cox
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Media Office, Pennsylvania
- Daric Greer
145 Team by Transaction Sides
145 Team by Volume Sales
145 Team by Revenue
Bethesda, MD Office, Maryland

THE LESLIE KOPP GROUP

LIZ KAPP

Long & Foster Bethany Beach
3328 Coastal Highway
Bethany Beach, DE 19930
e: 302.534.9040
c: 302.285.0020
Liz.Kapp@longandfooster.com

Liz Kapp's successful residential real estate career began in 2000 in the Florida area, before branching into commercial and industrial real estate. In 2015, Liz relocated to the Delaware coast, earned her license in both Maryland and Delaware, and shifted her focus back to her true passion - residential real estate.

A top agent, Liz has received multiple awards including the 2020 Seven Star Award by Greater Agent Advisor and named as Top Agent Award Winner and Top 5% of all agents nationwide by HomeAdvisor. She's also a member of the prestigious Long & Foster elite team, achieving the coveted Master's Club status. Whether her client's real estate goals include relocating to the area, buying a primary or second home, or selling, Liz personally and successfully handles every facet of the transaction.

2020 AWARDED SEVEN STAR WINNER

Long & Foster Bethany Beach
3328 Coastal Highway
Bethany Beach, DE 19930
e: 302.534.9040
c: 302.285.0020
Cindy.Souza@longandfooster.com

Looking for an agent that is dedicated to helping you find the perfect DE beach getaway? Cindy Souza is located in Delaware, Maryland and Washington, DC and with her team members in DC, Maryland and is poised to assist with sales thru 9 months that she cares to count. Cindy has enjoyed working in all aspects of real estate sales - new construction, in-sale homes and flip. She has consistently ranked in the top 5% of agents nationwide in sales, but always strives to be #1 in the hearts of her clients! Cindy can help you navigate the beach resort with ease and with her expert guidance can help you find just the right purchase or 2nd home!

CINDY SOUZA

LONG & FOSTER REAL ESTATE
Forbes

“DON'T JUST TAKE OUR WORD FOR IT

Listen to What Our Agents Have to Say

We listen to our agents and value what they have to say. Each year, we conduct an extensive agent survey that allows our agents to voice their opinions. It's important to us that we understand how they feel and what their needs are in order to provide them with the best tools and support for their success.



“Long & Foster provides an excellent comprehensive system for agents to have the tools that they need, the support that they need and the marketing they need. So, if you need something, you want to go with a company like Long & Foster that has it all and isn't trying to invent it.”

— Eric Stewart

“I do happen to think that Long & Foster does create a culture of wanting to assist their agents and putting us ahead.”

— Wendy Banner



“The relationships I’ve created here are priceless. I don’t think there is anything that could take me away from this company. The feeling of confidence is what you get by having a company that is there for you.”

— Barak Sky



“A note of encouragement to agents — I have been with Long & Foster my entire real estate career, and it’s been a wonderful, wonderful ride.”

— Kimberly Cestari

“If you listen to the great training and you execute regularly, it’s gonna pay off for you.”

— Greg Scott



“I chose Long & Foster because it felt like home to me. This company is designed to help agents thrive and build business together.”

— Michelle Kim

“I feel that the company cares. I feel that a lot of the other companies are all about recruiting, all about numbers.”

— Brian Reed





Long Standing Relationships

The Long & Foster Companies followed a path to growth that included adding services to which you can entrust the care of your clients when it comes to any real estate need, such as Real Estate, Mortgage, Settlement, Insurance, Property Management, Vacation Rentals, Relocation, Real Estate Development Services, Moving, Inspections, and more. Our strong relationships with our partners in the industry allow us to provide a seamless solution for our clients and their families.



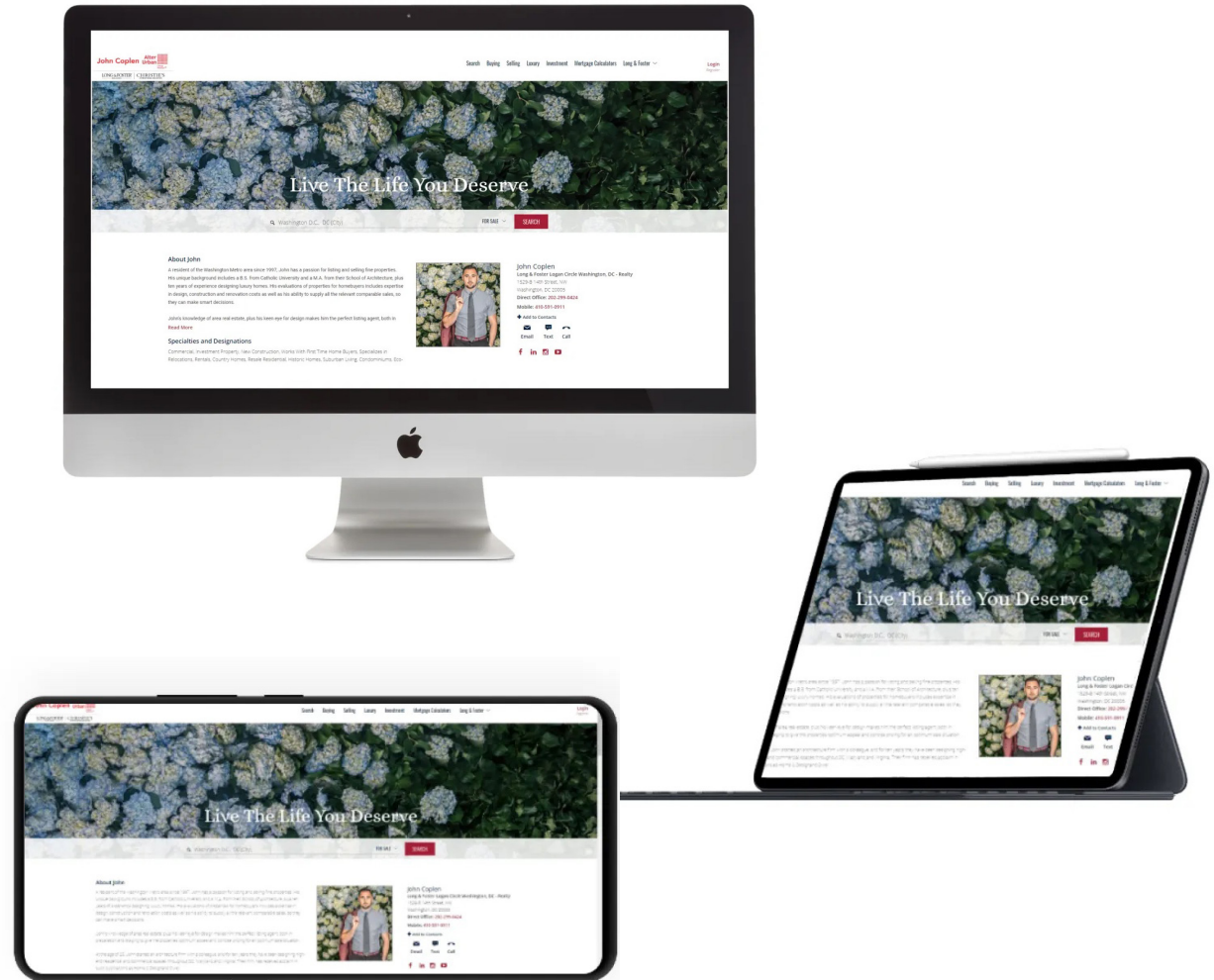


Focused on Your Success

- MoxiEngage, revolutionary productivity tool and CRM
- MoxiPresent, customizable presentation platform with interactive CMAs
- RealScout, agent-branded collaborative search platform and listing alert system
- Comprehensive suite of marketing programs from print to social media
- My Marketing Matters, online marketing materials, mailing and printing services
- State-of-the-art company web presence
- Complimentary personalized agent and property websites
- Proprietary mobile app
- RREINAgent, newsletter and content delivery platform
- ListHub Pro, robust reports of online listing exposure
- AdWerx, digital brand and property advertising
- DocuSign, Authentisign, Xcelerate electronic signature and online forms
- Microsoft OneDrive cloud storage and Office 365 Suite
- Neighborhood and regional market reports
- Public relations and media information center
- Information Technology support, Help Desk and field technicians
- Discounts on technology equipment, software and mobile services

Customized Agent Websites

Both teams and individual agents will get a professionally designed, fully customizable website, optimized for Internet search. The responsive website, which is provided to you at no charge, is full of valuable content that you can personalize to add your own voice and to showcase your real estate expertise. It's a solution that gives you an advantage over the competition, featuring testimonials from your clients and an automatic live feed of all your active, pending and sold listings.





MoxiEngage

An industry-leading productivity platform is available at no charge to all Long & Foster sales associates. MoxiEngage integrates the tools and sales processes that agents use every day to stay in touch with clients and reach out to prospective ones. In doing so, it helps you build your business, and in fact, Long & Foster agents who actively used MoxiEngage were shown to increase their sales by 19%.

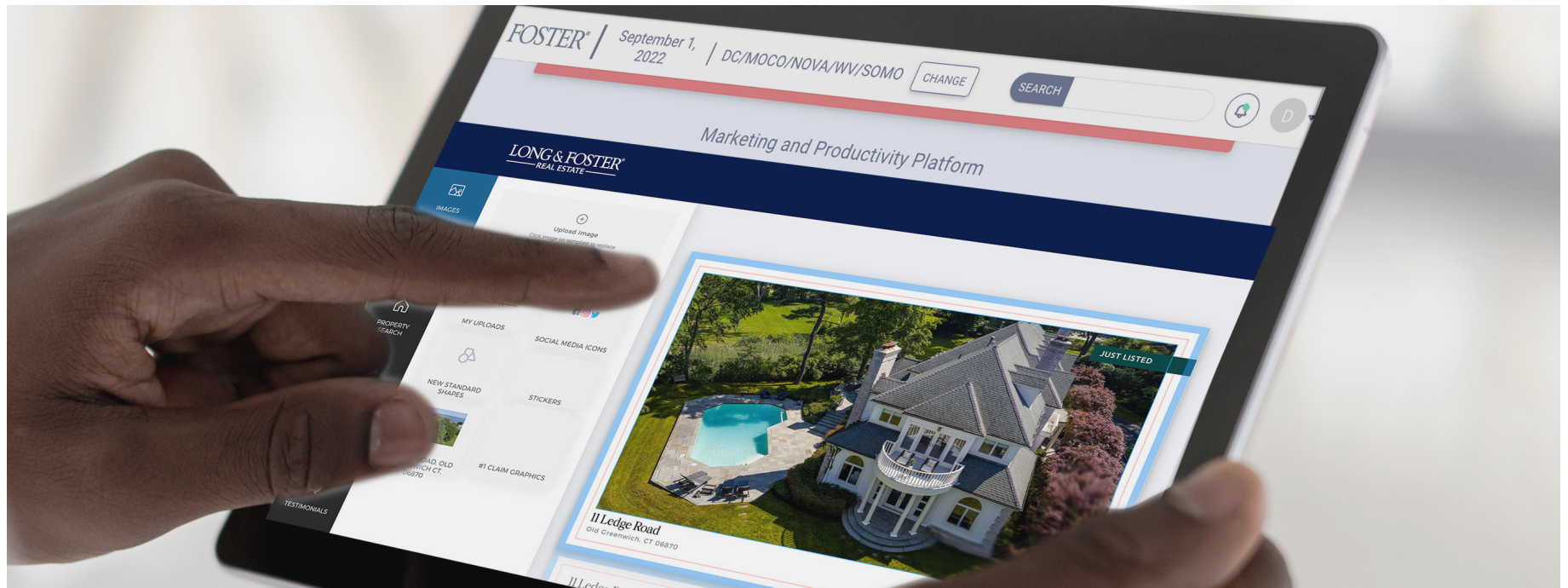
Agents who use the MoxiEngage
CRM on average outperform
other agents in their market by

37%

MoxiPresent

MoxiPresent is an invaluable tool you'll have access to as well, when you need to put together a presentation to showcase your expertise for a prospective buyer or seller. Build a competitive market analysis, featuring up-to-the-minute MLS data to show clients current real estate market conditions while also showcasing the value of working with you and Long & Foster with pre-built templates ideal for presenting to both luxury and traditional clients.





FOSTER on the Hub

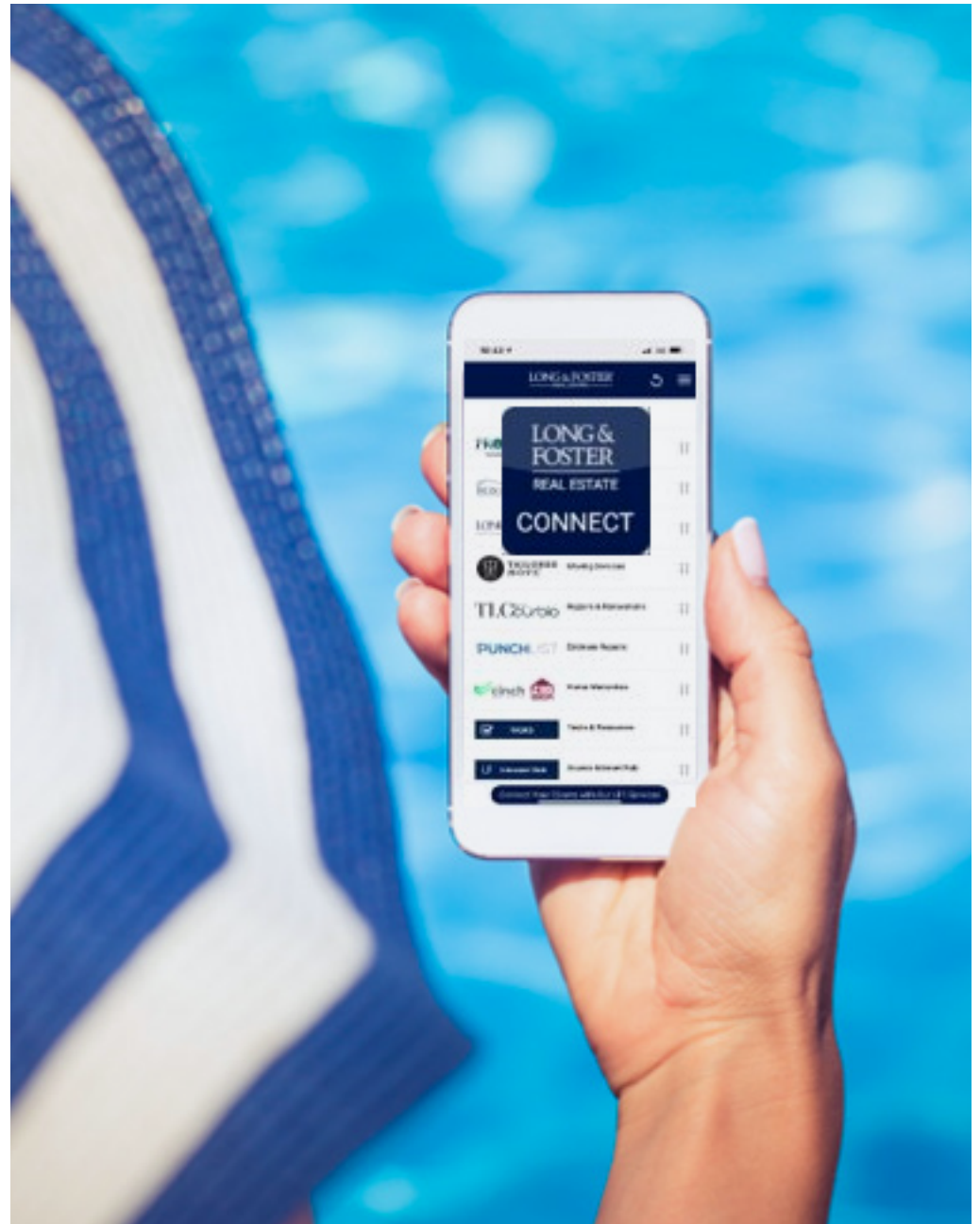
At Long & Foster, we respect that our agents are professionals who need to operate a profitable business and market their services. We believe it is our role to help you facilitate your career and achieve your goals without telling you how to run your business. Some brokers provide a platform that requires their agents to follow a specific process and utilize certain marketing tools and services, making it a challenge for their agents to stand out from their colleagues. FOSTER was designed for you to select your own custom suite of productivity and marketing tools so you can work on your own terms. Not only will you simplify your workflow using FOSTER, but you can choose to market your services in a way that is unique to you. It is entirely your decision about how you use the platform to foster your business.

This marketing and productivity platform is everything you need to run your business from everywhere! FOSTER will help you operate your day-to-day business, promote your services, and nurture your relationships with a more efficient workflow and easy access to best-in-class programs.

Connect App

Created by Long & Foster exclusively for its agents, Connect App allows you to access and accomplish your tasks from anywhere, all in the palm of your hand. Connect to the people and places you need to conduct business while showing properties, hosting an open house, meeting with clients, enjoying some down time, or any time you need to quickly respond from your mobile device.

Stay updated with important company announcements and news. Take a class or watch a video tutorial at your convenience. Share files, reports and contracts with your clients and our service partners. Access all the Office 365 programs and files. Create net sheets, calculate mortgage payments and closing costs. Add a contact to our MoxiEngage CRM and then sign them up for our Neighborhood News report or the monthly newsletter. Create social media campaigns with iDesign, Agent Icon or MoxiPromote. Request a testimonial from Testimonial Tree to go out to your clients. When the client is ready to list their property, you can do all the tasks necessary to accomplish that, order the sign, submit paperwork to the office, order the home warranty, and HOA documents all from the Connect App from anywhere, anytime.





Turnkey Listing Concierge (TLC)

Long & Foster's TLC program is a *true concierge* service that not only fronts the costs for all repairs, renovations and staging, but also handles all the details from proposal to punch list, quickly transforming homes into the move-in condition buyers want and maximizing the value for your sellers.

Some competitor programs provide interest-free loans, but agents and sellers have to do all the work to get the home prepped. This is a turnkey program that gets your listings in move-in condition with hassle-free process.

Our partner, Curbio, works exclusively with real estate agents and provides high quality pre-listing improvements with expertise based upon extensive research and proven results. The seamless process is guided every step of the way by professional Project Managers and Home Improvement Consultants (many of them former agents themselves), plus an efficient app that provides you and your homeowners with real-time updates and photos of the work in progress.

**No interest charges, no credit check, hidden fees, time to sell requirements or other restrictions.*

*** Project launches within 3 days of homeowner approval and signed contract.*

**** Net equity = list price after renovations, less money owed.*



BUYERS WANT turnkey homes



TLC DELIVERS turnkey homes



And a turnkey **HASSLE-FREE PROCESS!**



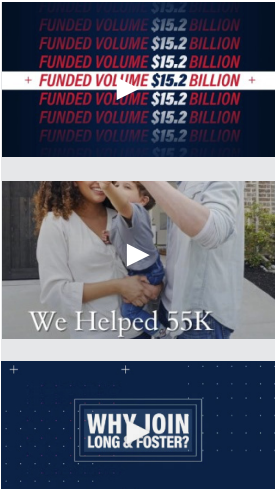
Marketing

Branded Industry Content

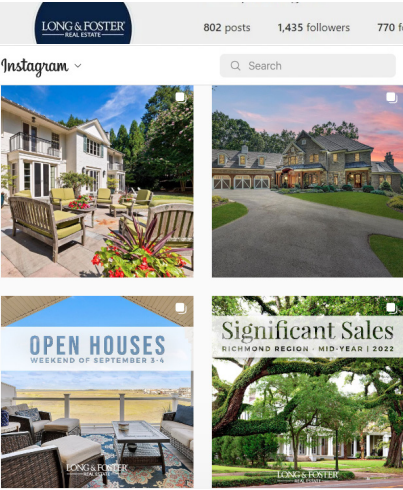
Building out your presence as a real estate expert gets easier when you have a steady stream of high-quality content you can deliver to your contacts and the public. With Long & Foster, you'll gain access to real estate-related videos and articles you can use on your website and social media. Access consumer-friendly monthly email newsletters that can be sent automatically to all your clients and prospects and access content from award-winning blogs with hundreds of valuable articles you can share online.



Regional Market Reports



Social Media and Videos



Marketing Vendor Resources

HOMEVISIT

- Photography
- Video
- Property Websites
- Print
- Floor Plans

MY MARKETING MATTERS

- Print
- Mail
- Graphic Design

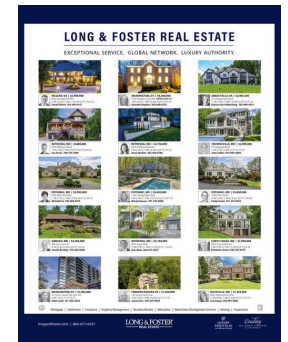
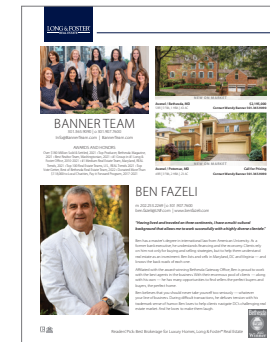
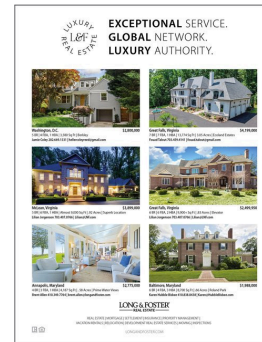
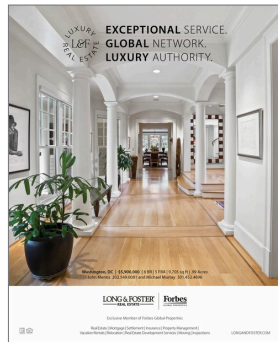
IDESIGN

- Social Media
- Print
- Video
- Graphic Design



Exclusive Multimedia Advertising

As a Long & Foster agent, you will be offered exclusive digital and print media partnerships. You'll get access to a variety of discounted advertising opportunities. From targeted online advertising to print ads in publications like The Wall Street Journal, Long & Foster agents have numerous options to promote their brand and their listings everywhere consumers are shopping for homes.



AS SEEN IN...

The Washington Post

THE WALL STREET JOURNAL

DC

WASHINGTONIAN

Bethesda
MAGAZINE

THE GEORGETOWNER

HOME&DESIGN

The Philadelphia
Inquirer

THE BALTIMORE SUN

Richmond
Times-Dispatch

THE WASHINGTON
DIPLOMAT

LUXURY
PORTFOLIO
INTERNATIONAL

AND MANY MORE...

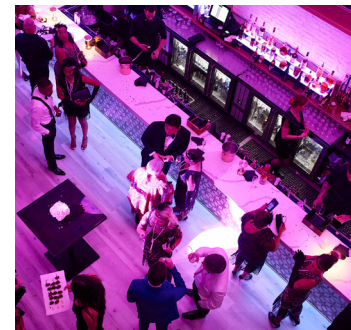
A blurred photograph of a large audience at an event, with the text "Recognizing Excellence" overlaid in the center. The audience is seen from behind, looking towards a stage where several people are standing. The background is filled with warm, bokeh lights, suggesting an indoor event space.

Recognizing Excellence

Celebrating Your Success

We value your successes and believe it's important to share them with you, your colleagues and the world — and we have a lot of fun in the process!

- Office, regional and company-wide sales leaders recognition
- Exclusive top-producer networking and mastermind events:
 - *Top 100, Gold Team and Silver Team Production Clubs*
 - *Top 100 Retreat*
 - *ReCharge – Gold Team Retreat*
 - *Gold Team Crabfeast*
 - *Silver Team Conference*
- Luxury Alliance Group
- RealTrends Top 1,000





Ranked Among the World's Top Training Companies

Training magazine, the leading publication for learning and development professionals, has named Long & Foster Real Estate to its prestigious list of the world's top training companies for 2023 — **the Training APEX Awards**. Long & Foster not only ranked among some of the business world's top companies, but also is the only residential real estate brokerage honored.

We've Got You Covered

Our programs offer the highest quality classroom and on-line training, providing everything you need no matter where you are in your real estate career. From the very first steps to get your business started to taking it as far as you want to go, we've got you covered.

Getting Your License & Keeping It Active

The Long & Foster Institute of Real Estate, Foster Real Estate School and its partners specialize in real estate education. Our programs include sales person pre-licensing, broker and salesperson continuing education, as well as professional enhancement and designation programs. We offer approved courses in Delaware, the District of Columbia, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia and boast an extensive curriculum including live classroom experiences, live seminars on-line, and self-paced on-line learning.

- Required Pre-Licensing Classes
- Course Exam Preparation
- State Exam Preparation
- Post-Licensing Classes
- Continuing Education

Get Licensed On Us

We offer tuition reimbursement for all new real estate sales associates who join Long & Foster. No matter the real estate school you attend, upon your first closing, you will be reimbursed the full tuition and book costs currently being charged by Long & Foster's affiliated schools.



The Success Path is Long & Foster's professional development curriculum. Comprised of courses for agents of all production levels, the Success Path helps agents avoid the path of trial and error by teaching a strategic plan. Long & Foster agents are highly trained, professional agents that are prepared to own and run a successful real estate practice.

LAUNCH Series - New Agent Training

In this series, LAUNCH is primarily designed for new, transfer or re-branding agents, though all agents can benefit!

LAUNCH STEP 1 *Skill Development*

This course is designed for new and transfer agents, and/or for agents looking to increase their comfort level with forms and contracts as well as how to price property as well as an introduction to our core service partners.

LAUNCH STEP 2 *Business Building*

Set in a coaching environment, this course teaches mindsets of high achievers, the latest lead generation techniques, the daily routine of Income Producing Activity and offers group accountability for fastest results.

GETTING2GOLD *Mentorship Program*

Long & Foster's in-office mentorship program that pairs new agents with a mentor to assist through their onboarding and their first three transactions. G2G, along with office and regional onboarding, and our LAUNCH programs, give our agents the path to success!

Specialty Classes - Training for All Levels

Our live virtual Specialty Classes are taught by Professional Development's Master Faculty staff and Core Partners and are designed to help Long & Foster agents of all levels build and grow their business.

SALES TRAINING

These classes include Business Planning Workshop, ACT (Actions Create Transactions), Advanced Sphere of Influence Selling, DISC Sales, Lead Generation Mastermind, LIST, LIST, LIST!, Mindsets to Believe and Achieve, G.R.E.A.T. Objections, Win/Win Negotiations and Lead Generation with Social Media! Classes are added and updated regularly.

TIPS FROM THE TOP

Our very popular monthly interviews featuring Long & Foster Gold Team members. Top producers share their experience, tips, and techniques for success. These topics are seasonal and typically address the issues agents face in the current market.

AGENT TOOLS TRAINING

A series of classes that cover Long & Foster's power tools for success. This class reviews One Drive, Office 365, MOXI Engage CRM, Agent Websites, RealScout, our vast Social Media resources and Testimonial Tree, and is always updated to the most recent releases of our tools.

BOOK CLUB

Long & Foster's monthly book club featuring business and personal development books.

CORE SERVICES TRAINING

Long & Foster Core Services and business lines present their value propositions as well other valuable training topics to help our agents succeed in any market and environment.

The Ex\$ellence Experience

A Long & Foster exclusive, 4-day, fully-immersive event designed to help agents stop chasing success and start attracting it! Agents will learn the power of clarity, priority and consistency. Topics include: how to get

clients to buy into YOU, how to develop a clear vision for your business and your life, how to be a great negotiator, an effective Marketer, and a trusted advisor. Also covered is how to create authentic and memorable

experiences that differentiate YOU from other agents and how to earn more referrals on a consistent basis!

LEVERAGE Series - High-Producing Agent Training

The LEVERAGE program is designed to help high-producing agents do more and earn more through leveraging resources. Mindset will change from being an agent with a sales career to being the owner of a profitable real estate sales business.

LEVERAGE *Business Foundations*

This course teaches agents key growth concepts, systems, and succession strategies. After defining the Four Business Foundations of a successful real estate business, agents will learn the best practices for tracking and utilizing systems in each foundation.

LEVERAGE *Team Building*

This course is broken down into 3 consecutive sessions that build upon one another:

1. Team Mission, Values & Design
2. People, Planning & Financials
3. Hiring, Training & Beyond

LEVERAGE *Succession Planning*

Whether considering retiring and selling a business or interested in growing a business further with retirement in mind, Long & Foster's Succession Plan program can help. This program helps to match business buyers and sellers, valuation of businesses, negotiation of terms, creation of contracts and ongoing coaching through the process.



Commissions & Benefits

Commissions & Productivity Tracking

We offer the resources to monitor your productivity in real time and access your commissions without delay.

- Competitive Commission Plans
- Commissions Paid Daily
- Direct Deposit
- Personal Agent Account Statement
- Agent Productivity Reports

Agent Benefits

Through our partnerships with Dergalis Associates, Long & Foster Insurance and Merrill Lynch, you have access to comprehensive benefits to help manage your income, health and future.

As a Long & Foster Real Estate agent, you are entitled to certain benefits. One of those benefits is having your very own insurance agency to help you with home, health, life and other insurance coverage.

Think of Long & Foster Insurance as your personal advocate: We'll take time to listen to your needs and find you superior coverage at the right price. Other benefits to using Long & Foster Insurance include:

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



Community

Giving Back to the Communities Where We Live and Work

Long & Foster’s philosophy of giving back is integral to our corporate culture and it’s why we support so many local neighborhoods, charities and events each year.

In addition, our regional and local offices support dozens of nonprofits in our neighborhoods, sharing Long & Foster’s love of community.

Among our company-wide philanthropy efforts are:

- Annual Community Service Day
- U.S. Marine Corps Reserve Toys for Tots Program
- American Heart Association and its Heart Walks
- American Red Cross Disaster Relief Efforts
- Gold Team Annual Charity Fundraiser
- Numerous Local & Community Support Efforts



Food Drive



Community Service Day



Toys for Tots



LONG & FOSTER[®]
— REAL ESTATE —

LONGANDFOSTER.COM