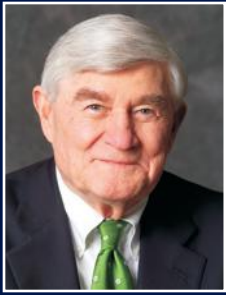


# 2010: The Total Homeownership Experience



“At Long & Foster,  
it’s about more than buying and selling homes—  
it’s about the total homeownership experience.”



**P. Wesley Foster, Jr.**  
Chairman and CEO

“For more than 40 years, Long & Foster has grown through an unwavering commitment to our customers, our sales associates and our employees. As a family-owned company, we believe in long-lasting relationships, and we invest the time and energy to build them.”



**Jeffrey S. Detwiler**  
President and COO

“With unmatched financial strength and optimism about the future of the real estate market, we accomplished a tremendous amount in 2010. Real estate is getting more complex, but our goal is to create an ease of doing business that you won’t find at other real estate firms.

Our family of companies is coordinated and covers the total homeownership experience, and we strive to simplify our agents’ lives so they can offer consumers the highest level of customer service available.”



**The Long & Foster® Companies, Inc.**

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## The Total Homeownership Experience

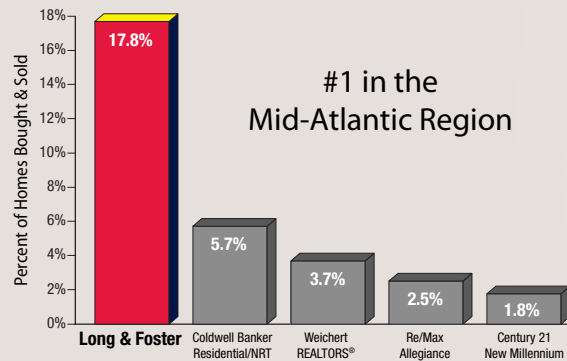
When you do business with Long & Foster, you not only get our commitment to integrity, innovation, honesty and world-class customer service, but you’re also offered everything you need as it relates to buying, selling or owning real estate—all from one source. At Long & Foster, it’s about more than buying and selling homes—it’s about the total homeownership experience.

### By the Numbers

As the largest independently-owned residential real estate company in the United States, Long & Foster is backed by financial security and stability like no other.

**Sales figures for 2010**  
(total sales volume and equivalents)

<b>All of The Long &amp; Foster Companies:</b>	<b>\$47.2 billion</b>
Long & Foster Real Estate, Inc.:	\$24.0 billion
Prosperity Mortgage Company:	\$5.1 billion
Long & Foster Insurance Agency, Inc.:	\$5.5 billion
Long & Foster Settlement Services:	\$11.5 billion
Walker Jackson Mortgage Corporation:	\$1.6 billion



Source: Information included in this report is based on data supplied by MRIS and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace, January 1, 2010 – December 31, 2010. 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.  
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## Home Search

With more than 12,000 sales associates serving seven states and the District of Columbia, Long & Foster is the largest independently-held real estate company in the United States. With an extensive branch network of nearly 180 offices, Long & Foster helped more than 72,000 people buy and sell homes in 2010. At LongandFoster.com, users conducted more than 80 million property searches in 2010, making it one of the most popular real estate destinations on the web.

## Financing

For more than 15 years, Prosperity Mortgage has partnered with Wells Fargo to bring Long & Foster customers purchase financing and refinancing solutions. In 2010, Prosperity assisted nearly 19,000 customers, which represents \$5.1 billion in mortgage applications. Prosperity’s customer satisfaction scores outpace the industry with more than 90 percent indicating they would refer family and friends to the company’s expert loan officers.

Also part of The Long & Foster Companies, Walker Jackson Mortgage Corporation is a full-service mortgage lender focused on providing residential mortgage services in 18 states throughout the Mid-Atlantic, Northeast and Southeast regions of the United States. With an industry-leading level of customer service, Walker Jackson wrote more than \$1.6 billion in new mortgages in 2010. Walker Jackson partners with some of the top brokers in the industry, and continues to expand its direct lending retail capabilities through organic growth and acquisition activities.

## Insurance

Representing many of the nation's top rated insurance companies, Long & Foster Insurance aims to help customers find the highest quality insurance protection at the best possible price. With more than \$5.5 billion in sales volume equivalents in 2010, Long & Foster Insurance focuses on personal and commercial insurance solutions for Long & Foster customers, employees and Realtors. As one of the largest real estate insurance agencies in the region, customers benefit from the very best insurance carriers and products that mirror Long & Foster's core values of excellence in customer service and product strength. In 2010, Long & Foster Insurance added new leadership and doubled the size of its field sales team to bring even more service and value to residential real estate customers.

## Settlement Services

As the industry has changed in the last couple of years, Long & Foster Settlement Services has remained nimble and forward-thinking, ensuring that its title and settlement professionals are equipped to offer Long & Foster agents and their clients speed and efficiency during a critical part of the home buying and selling process. In addition to aligning its operations more closely with the needs and locations of Long & Foster sales offices, Long & Foster Settlement Services also finished in 2010 the deployment of RamQuest, a software rolled-out companywide to streamline the settlement process. Long & Foster's families of settlement companies assisted more than 28,000 buyers and sellers get to the settlement table in 2010.

## Short Sales

As the market continues to work through the inventory of distressed properties, Long & Foster launched in 2010 the Platinum Group Services program to assist agents and consumers navigating the complex and time-consuming short sale process. With dedicated short sale experts at the ready to manage Long & Foster cases, Platinum helped bring hundreds of cases to the closing table in 2010. By using Platinum to handle negotiations with banks, ensure deadlines are met and manage other cumbersome details of a short sale, Long & Foster sales associates are freed up to pursue additional business opportunities, and buyers can rest easy knowing their case is being handled as efficiently as possible with a better chance of reaching settlement.



## Home Service Connections

At Long & Foster, we know that homeownership goes far beyond the sale. Through its extensive network of high-quality vendors, Home Service Connections puts agents and their clients in touch with everything from home inspection companies to home improvement companies via HomeServiceConnections.com. With hundreds of licensed and insured vendors, Home Service Connections makes the process of buying, selling and owning a home less stressful. A highlight in 2010 was Home Service Connections' premier partnership with Terminix, the nation's largest pest control company, to offer to all Long & Foster buyers a complimentary pest report that is necessary for closing residential purchases. With long-standing relationships and value-added offers, Home Service Connections covers the entire homeownership experience.

## Property Management

As one of the largest single-family property management and rental service divisions in the country, Long & Foster's team managed nearly 4,000 homes for investors and owners in 2010. Dedicated to offering a full suite of services to landlords, the Property Management and Rental Services Division handles the details of marketing, tenant screening, maintenance oversight, and accounting, helping owners maximize their return on investment. Working in partnership with Long & Foster sales associates, the division participated in more than 14,500 transactions in 2010. The property management team also referred more than \$26 million in listings back to our sales agents to help property owners when they decided it was the right time for them to sell their investment properties. With a portfolio of more than \$1 billion in homes currently under management, the division's leadership looks forward to continued growth and expansion of its services in 2011.

## Commercial Real Estate

Having recruited a number of industry-leading agents in 2010, Long & Foster's Commercial Division posted one of its best years ever. The group handled a number of significant lease transactions in the booming Tyson's Corner area of Virginia with 35 full-time agents dedicated to the commercial market. Vice President Ken Ulsaker was elected to the board of The Commercial Network (TCN) Worldwide, an international independent real estate consortium, and continues to be recognized for his leadership in industry venues.

## Relocation

The Long & Foster Corporate Real Estate Services Division, also known as Relocation, actively participates in industry-leading networks and organizations to bring corporate customers service and reach that extends worldwide. The Relocation team is focused on making relocation and corporate transitions as hassle-free as possible, reducing stress for transferees. Leading Real Estate Companies of the World®, a global network of 600 premier real estate firms, recognized Long & Foster with its coveted Diamond Award—honoring Long & Foster as the top-performing real estate firm in its extensive membership based on a well-rounded set of criteria. Division head Panda Richie was also recognized by another global mobility organization, the Worldwide Employee Relocation Council, being inducted into its Hall of Leaders in 2010. The Relocation division continues to look beyond traditional real estate business to grow in market segments such as Real Estate Owned (REO) foreclosures, military relocations, and technology-driven consumers who shop for real estate online and with their mobile devices.



# Experts Working for You

In today's swiftly-moving marketplace, you deserve a true real estate expert to assist you in your homeownership goals. Long & Foster's sales associates are the best-trained and best-equipped in the industry, bringing buyers and sellers service and knowledge that is second to none.

## Market Information

Buying and selling real estate is a local transaction, which is why Long & Foster is dedicated to providing the most comprehensive market information that's available on a regional and local level. Empowered with current market data presented in an easy-to-read format, buyers and sellers can see the market trends in their own back yards with The Long & Foster Market Minute and Long & Foster Market Conditions reports. At Long & Foster, we believe that better market information and the most knowledgeable agents lead to better buying and selling decisions.



## Tools & Technology

Having the best-equipped agents in the marketplace comes with a commitment to staying on the cutting edge of tools and technology.

In 2010, Long & Foster continued to meet the needs of mobile consumers and agents by launching OPENLink, complimentary Wi-Fi access at all of the company's sales offices, and releasing an iPhone/iPad app for consumers searching for real estate from their mobile devices. The company also leveraged the power of video, not only for reaching consumers with important real estate-related topics, but also for educating sales associates. With a single goal to make agents' lives easier and give them more time



to spend with their clients, Long & Foster upgraded systems and processes to ensure that transactions go as smoothly as possible, and the company continues to offer an extensive in-house technology support

team to help agents stay on top of technological changes and challenges that pop up. With a robust social media community, Long & Foster maintains an active presence on Facebook, YouTube and Twitter to communicate with agents and their clients online. Every Long & Foster agent has a customizable website, allowing them to bring their clients the latest housing and property information available.



## Unsurpassed Reach

Millions of consumers are exposed to Long & Foster advertising and marketing messages each year in print, online and mobile sites. Those who list properties with Long & Foster receive broad reach and exposure, helping to ensure their homes are positioned in front of the right buyers. In addition to marketing partnerships with publications like The Washington Post, The Wall Street Journal, The Baltimore Sun, The Philadelphia Inquirer, Richmond Times and more, Long & Foster also leverages its exclusive affiliations with organizations like The Leading Real Estate Companies of the World, Luxury Portfolio and Christie's International Real Estate, providing global exposure and reach for our clients.

— Worldwide Connections —



In 2010, the Long & Foster brand was showcased in many new and innovative ways, aligning the company's marketing efforts with how consumers gather information today. In addition to print advertising, Long & Foster enhanced its presence, to reach millions of consumers via online campaigns, video, mobile sites, interactive online chats with executives, and through extensive growth in social media.

Long & Foster is the #1 seller of luxury properties in the Mid-Atlantic, and 2010 was a year of unprecedented



enhancements to the Extraordinary Properties brand and the Long & Foster Extraordinary Properties magazine. These improvements included a new distribution partnership with The Wall Street Journal, the launch of a new electronic version of the magazine that can easily be viewed online and shared in social media, and much more.

## Education

To allow agents the most flexible and comprehensive educational program possible, Long & Foster designed and launched in 2010 the all-new Star Builders training program. With 17 stand-alone modules to appeal to agents of all production and experience levels, Long & Foster offers the Star Builders program to keep agents consistently and conveniently up-to-speed on a swiftly-evolving industry. Blending traditional classroom education with online and video formats, the Long & Foster educational platform includes more than 500 offerings. With an educational offering like no other, more than half of all real estate agents in the Mid-Atlantic region turn to Long & Foster University for their continuing education needs.

