



You...powered by



A BERKSHIRE HATHAWAY AFFILIATE

The Power of Long Realty

**You CAN
have it all.**





A BERKSHIRE HATHAWAY AFFILIATE

REALTY
MORTGAGE
TITLE &
INSURANCE

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LongRealty.com

Thank you for taking the time to review this brochure. Hopefully it will introduce you to parts of Long Realty you weren't aware of.

Imagine what it might be like to have the power of Long Realty behind your real estate career.

Imagine working in a collaborative environment of contagious professionalism. One where the education, coaching, marketing, technology, support and our agents and offices are of the highest caliber. Where people work together striving for excellence yet feeling like family. You want to provide the best possible experience for your clients. We want to be there with you.

Now your client can have the best of both worlds... you and an Arizona market leader.

Do yourself and us a favor. Imagine yourself, powered by Long Realty.

I'm imagining Long Realty powered by you!

I look forward to meeting you.



Sincerely,

Rosey Koberlein, CRB
CEO, Long Companies

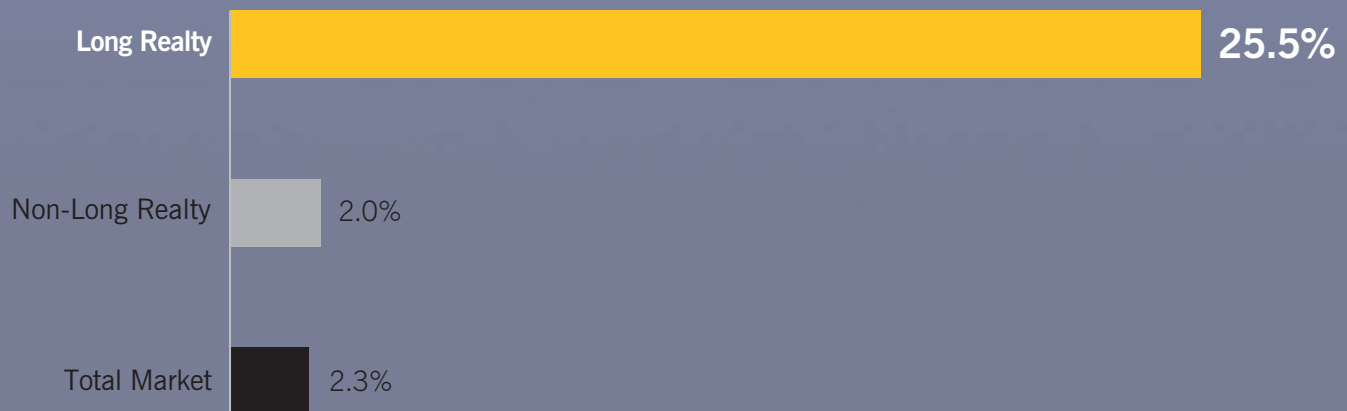
The Brand

Long Realty Outperforms

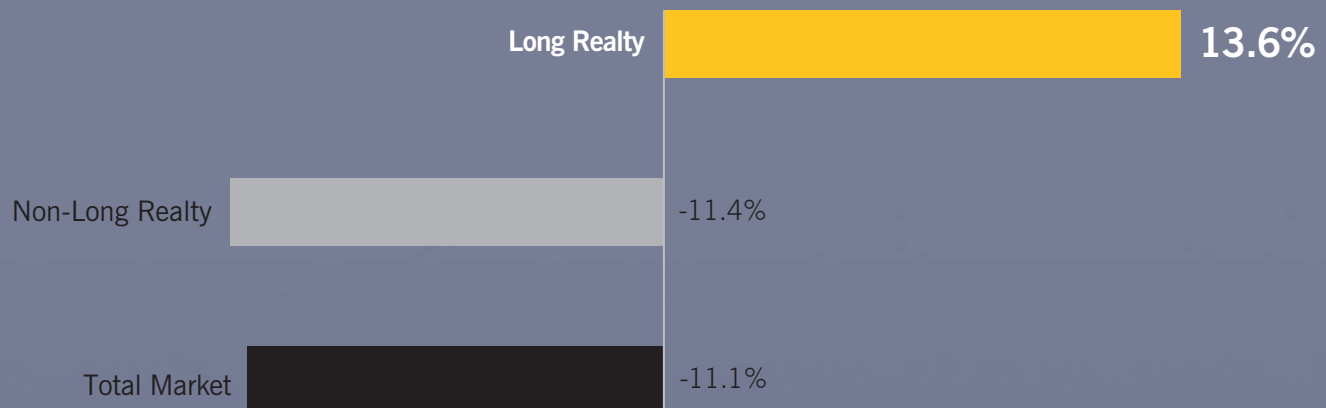
Phoenix Market

June 2013 - May 2014 compared to June 2012 - May 2013

YTD \$ Volume % difference



YTD Units % difference



More sellers and buyers choose Long Realty.

Customers recognize the Long Realty logo and they know it stands for stability, integrity and permanence. Imagine having that type of reputation from the moment you introduce yourself.

Long Realty has been successfully helping Arizonans with their real estate needs since 1926 and our track record speaks for itself.



“Being part of Long Realty, a Berkshire Hathaway affiliate, has always assured our clients that they are working with quality agents and brokers who are intelligent and capable business people.”

Franchise owner and designated Broker Lloyd Fox

The Power
Instant credibility.



The Culture

**Successful agents
surround themselves
with success.**



The top agents are at Long Realty because we have a
proven business model. A dynamic environment.
A culture of collaboration.

We're the place where business happens.

More top agents.

More listings.

More communication.

More energy.

More business.

The Power
Contagious professionalism.



The Support

Our Franchise Leaders.



Kindar Ashford
Casa Grande



Lori Bain
White Mountains



Elizabeth Carpenter
Yuma



Susan Christensen
Gilbert/Mesa



Dave Dix
Camelback



Carol Ford
Sonoita/Patagonia



Lloyd Fox
Scottsdale



Angelica Garcia
Douglas



Kurt Geisler
Rocky Point



Mahlon J Mackenzie
Benson



Steve Marino
Tubac/Nogales/Rio Rico



Jean Miller
Sonoita/Patagonia



Gordon Nichols
West Valley



Jerry Pickles
West Valley Surprise



Tim Smallwood
West Valley Sun City West



Diane Williams
Gila Valley

“Now what do I do?”

Your manager has the knowledge and experience to get you through any transaction. They are your coach, your mentor, your contract expert, your safety net and your biggest fan.

- Contract negotiations
- Understanding market trends
- Profit planning
- Business strategies
- Market expertise
- Transactional support
- In-office training
- Moral support

The Power
We've got your back.



The Education

**It's not only what
we have...
It's how we teach
you to use it.**



We're there with you until you get it...and beyond.

WHO

- Experienced trainers
 - Marketing professionals
 - Technology experts
 - Research department
- PLUS a Designated Broker and CEO who answer their phones.**

WHAT

- Marketing strategies
- Website design
- Business planning
- Lead generation
- Technology
- Contact management
- Prospecting
- Market intelligence

HOW

- Online tutorials
- Workshops
- Classroom
- Technology help line
- New agent academy



The Power
Personalized support.



An hourglass with blue sand falling from the top bulb into the bottom bulb. The background is black.

Generating Business

**We create what
you would...
if you had the time
to do it!**

We get you in front of clients.... and we make it easy!

Long Realty offers a suite of highly integrated marketing and technology tools, helping you stay top of mind with your clients & get new ones!

AUTOMATIC DIGITAL MARKETING SUITE

- Virtual Home Finder system
- Full featured agent website
- Mobile website & mobile app
- Integrated contact management system

PERSONALIZED COMMUNICATION TO KEEP IN TOUCH

- Email campaigns
- Direct mail program
- Long Advantage program
- Personalized presentations
- Personalized property flyers

MARKET & PROPERTY INTEL

- Monthly Housing Reports
- Semi-annual State of the Market reports
- Area specific Market Trend reports

The Power
Saving you time & money.



The Exposure

More open houses open more doors.



Last year, we took 8,810 listings and Long Realty agents held them open.

More listings mean more open houses and more opportunities for you to meet more buyers, close more business and make more money.



The Power
More doors open to you.



The Locations

**For those times
when the kitchen
table just isn't
big enough.**



Locations all around.

You go where the business is. With office locations across Arizona, you'll always have an office away from home with friendly agents and staff willing to help.

MAKE YOURSELF AT HOME

- Color copiers
- State of the art phone system
- Conference rooms
- Computers
- Forms
- And coffee in the kitchen

We have 38 offices statewide and into Mexico!

Including: Tucson area (11 offices), Benson, Casa Grande, Douglas, Green Valley, Nogales/Rio Rico, Patagonia, Phoenix area (7 offices), Rocky Point, Safford, Sahuarita, Sierra Vista, Sonoita, Tubac, White Mountains & Yuma.

The Power
Convenience for you & your clients.





The Network

**Bigger than your
backyard.**

A local brand. A global company.

Since 1926, Long Realty and our sales associates have built, lived, and engineered a brand that has helped hundreds of thousands of Arizonans.

- 1,200 Long Realty sales associates in over 38 offices across Arizona and into Mexico.
- Our referral network includes agents from around the world through our affiliations with:
 - HomeServices of America, A Berkshire Hathaway Affiliate – nearly 70,000 agents
 - Leading Real Estate Companies of the World – over 120,000 agents
 - Luxury Portfolio International – over 85,000 agents

The Long Realty Mission Statement:

“To create an exceptional real estate services experience that builds long lasting relationships.”

The Power
A global reach that better matches
buyers with sellers.



The Community

**Company values
matter just as much
as property values.**



**Integrity
Excellence
Compassion
Leadership
Teamwork**

**Since 2002, we've raised
over \$2 million for local
organizations.**

We live, work and thrive in the communities we serve.
We believe it's important to give back to those same
communities. That's why we founded the
Long Realty Cares Foundation.

The Long Realty Cares Foundation offers the promise of hope to those who need shelter, sustenance and comfort and are committed to serve the needs of the communities in which we work and live.



The Power
Deeply rooted in our community.



Experience why the power of Long Realty is right for you & your clients.

Proven systems.

Better support.

More innovation.

The power to run your business.

You...powered by



A BERKSHIRE HATHAWAY AFFILIATE

Join Us.



A BERKSHIRE HATHAWAY AFFILIATE

**Turn your
business on.**

