

FIRST HOME

A NEW PROGRAM

by LONG & FOSTER®

2021

FIRST HOME

THE NEW WAY TO BUY YOUR FIRST HOME

ONE GUIDE. ONE TEAM. ONE COMPANY

First Home by Long & Foster simplifies the process by providing all the services you need in one place - brokerage, mortgage, title, insurance, and even moving. A fluid, seamless process for the first-time homebuyer.

TAKE IT EASY

From unfamiliar terms to pages of documents to sign, buying a home can be complex and confusing. That's why we created First Home—think of us as your personal guide to you through challenges, offer advice, and give support.



1-888-462-9111

longandfoster.com/first-home

FIRST HOME

WHAT YOU GET WITH FIRST HOME

DESIGNED JUST FOR YOU

When you use First Home, you get a program made specifically for first-time buyers, complete with savings, guarantees, and additional benefits.

A PERSONAL GUIDE

First Home will assign you a personal guide to act as your point person - they'll be your go-to contact who can coordinate and connect you to your team at the right times, so you'll never miss a deadline or a document to sign.

A DEDICATED TEAM

From interest rate questions to insurance options, First Home provides you a team of experts to explain the process and help you make the right decisions.

START-TO-FINISH

We'll be with you every step of the way, beginning with how much you can afford and finding your dream home to guaranteeing your close date and even moving you in.

ONE COMPANY FOR ALL

No more searching for individual services. No more wondering who you can trust. First Home offers the advantage of simplicity with expertise, experience, and professionalism. One company with one team, all working together with one purpose - to realize your dream of owning a home.



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HOW THE PROCESS BEGINS

CONVERSATION STARTER

Since buying a home is different for everyone, there is no one-size-fits-all solution. When you call us, you'll be matched with your guide to help you understand the the buying process and manage every task and to-do along the way.

YOUR DREAM TEAM

No more searching for individual services. No more wondering who you can trust. First Home offers the advantage of simplicity with expertise, experience, and professionalism. One company with one team, all working together with one purpose - to realize your dream of owning a home.

Real Estate

Mortgage

Insurance

Settlement

Moving

**DEDICATED
TEAM
MEMBERS**

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FIRST HOME

HOW THE PROCESS BEGINS

HOW MUCH CAN YOU AFFORD

First things first - before you even start looking for that dream home, your guide will connect you with your mortgage consultant. They'll help you determine how much of a mortgage you can afford. Getting pre-approved for a loan strengthens your bargaining position with sellers and gives you a head start.

CLOSE THE DEAL

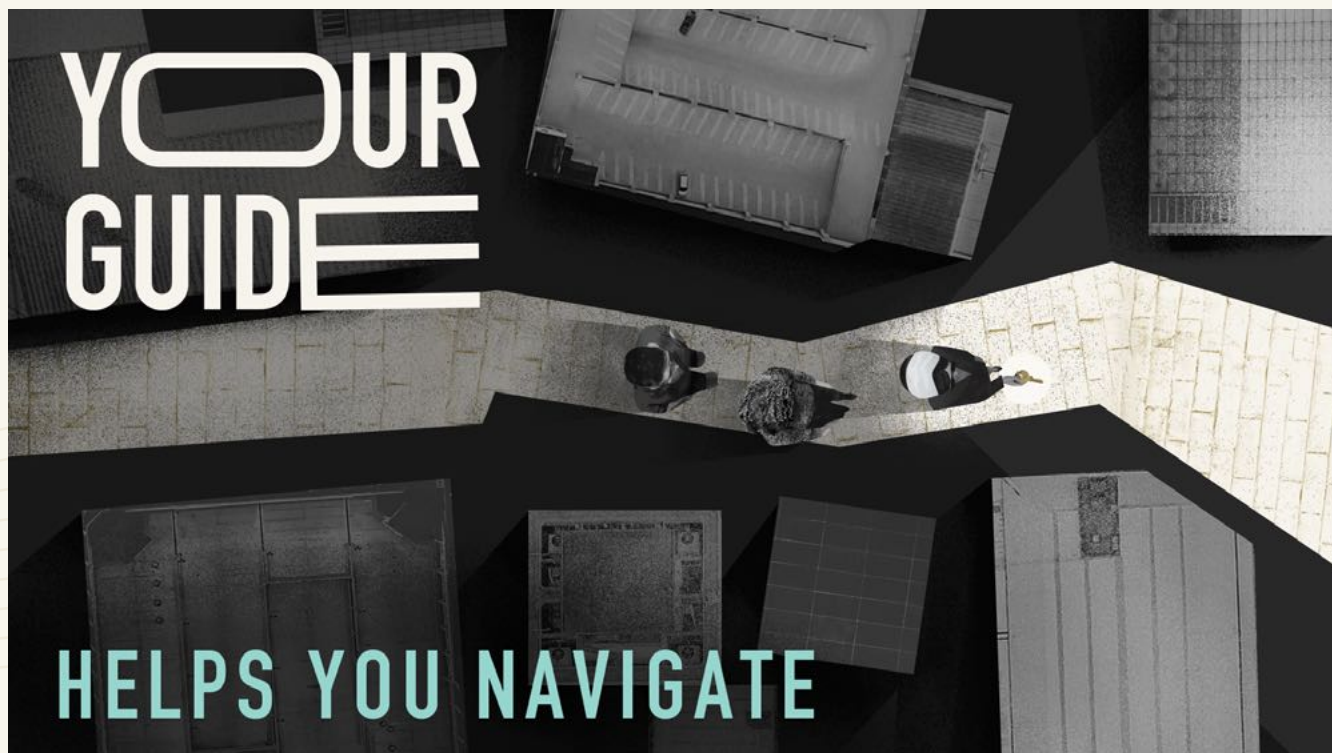
Your offer gets accepted! This is the exciting part - and also the complicated part, but that's why First Home is here to make it easy. Your guide will coordinate you with multiple members of your team to finalize the mortgage, that meets your needs, and also shop insurance underwriters to find the best coverage. Behind the scenes, we'll be busy preparing settlement documentation so you can close on time and secure the title to your first home.

FIND THE RIGHT HOME

Your guide will then match you to a specific Long & Foster real estate agent who specializes in first-time homebuyers. They'll get to know what you're looking for in a house (huge backyard?), assess your needs and wants (chef's kitchen?), and begin the search in the right neighborhoods for that perfect home.

MOVE-IN DAY

First Home doesn't stop until your belongings are inside that new front door. Your guide will connect you to your moving team member to receive a guaranteed, flat-rate quote (no unexpected fees or charges). Whether you need storage, packing, or moving services, you'll get the benefits only Tailored Move - Long & Foster's own moving company - can offer.



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FIRST HOME

HOME BUYING WITH BENEFITS

Not only will you receive a team to guide you through the entire process, you'll also get incentives and guarantees to help you save money - and have peace of mind - every step of the way.



FREE HOME APPRAISAL



FIRST YEAR FREE HOME WARRANTY



CLOSING COST \$ CREDITS



GUARANTEED CLOSING DATE



GUARANTEED MOVE IN DATE



REALIZE
YOUR
DREAM

1-888-462-9111

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First Home by Long & Foster makes the home buying process simple and smart. By providing all the services you need in one place - brokerage, mortgage, title, insurance, and even moving - we've created a fluid, seamless process for the first-time homebuyer. See the advantages of First Home.

WITH FIRST HOME		WITHOUT FIRST HOME
<p>First Home starts with a personal guide and dedicated team of experts to help with every step.</p>	 GETTING STARTED	<p>The traditional process is complex and challenges the first-time home buyer to figure everything out on their own.</p>
<p>Complete a simple questionnaire online and get a \$ pre-approval letter, plus free a home appraisal certificate and a \$10K closing guarantee certificate.</p>	 PRE-APPROVAL	<p>Search for a mortgage company, go through a pre-approval process, get a \$ pre-approval letter.</p>
<p>Assigns a real estate agent who specializes in first-time home buyers to help you find the right neighborhood and home.</p>	 FIND HOME	<p>Find a real estate brokerage and agent to help you find the right neighborhood and home.</p>
<p>From finding the right mortgage and title search to getting the best insurance and a free home appraisal, your dedicated team will guide you through the entire process.</p>	 FROM CONTRACT TO CLOSING	<p>Look for a settlement company and insurance company and coordinate them working with your mortgage company; pay for a home appraisal.</p>
<p>Your dedicated team coordinates your close backed by a \$10K guarantee to close on time.</p>	 CLOSING DAY	<p>Make sure you have all the correct closing information from each company and hope for a smooth closing.</p>
<p>A guaranteed flat-rate quote and move-in date, plus trustworthy crews with the Long & Foster moving company.</p>	 MOVE-IN	<p>Find a trustworthy moving company and hope that the estimate and crews are what was promised.</p>
<p>Get a no-fee Home Warranty for year one that covers repair and replacement for your home's most important systems and appliances.</p>	 HOMEOWNER YEAR 1	<p>Pay for a home warranty or pay if anything goes wrong with home systems and appliances.</p>

START FIRST HOME TODAY

Call us and find out how much you can afford with our easy pre-approval process that also earns you a free home appraisal certificate and \$10K closing guarantee.

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HOME BUYING WITH BENEFITS

BENEFITS, INCENTIVES & GUARANTEES



PRE-APPROVAL



FIND HOME



CLOSING DAY



MOVE-IN

BENEFITS

Determine how much you can afford.

Go home shopping with a real estate agent who specializes in first-time home buyers.

A dedicated team working to coordinate mortgage, title and insurance for a smooth, successful closing.

Guaranteed, flat-rate quote.

Secure \$ Pre-Approval Letter (so you can put an offer on a home).

Find the right neighborhood and home with an agent from the #1 brokerage in the Mid-Atlantic region with 97% satisfaction rate.

We are ranked as one of the best mortgage companies in the nation by *Mortgage Executive Magazine* for six years in a row.

\$20K merchandise replacement coverage included at no additional cost.

2 months free storage program.

INCENTIVES

Secure Free Home Appraisal Certificate.

Use Free Home Appraisal Certificate (value of \$300-\$450).

Use \$250 Settlement closing cost certificate (value of \$250).

Secure First-Year No-Cost Free Home Warranty for repair and replacement coverage for your home's most important systems and appliances. (value of \$548).

GUARANTEES

Secure \$10K Close on Time Guarantee Certificate.

Close on Time Guarantee.

Move-in Date Guarantee.