



Bespoke Home Fragrance  
by Long & Foster

1<sup>st</sup>

Long & Foster is the first  
company to introduce scent in  
marketing residential real estate

'68

LF68 honors the tradition of  
innovation and leadership that  
began in 1968 when Long & Foster  
was founded



### Scent vs. Visual Recall

65 percent accuracy even a year  
after contact, only 50 percent for  
visual indicators like signs  
and logos

50+

Over fifty years of leadership in  
the real estate industry by  
Long & Foster

## A SCENTED STATEMENT

### Innovative Marketing: Olfactive Brand Expression

In today's competitive world, loyalty and recall represent the most important characteristics of defining a brand. Long & Foster's innovative approach to brand expression, pioneering scent marketing in residential real estate, was developed to enhance the connection between agents and clients. It goes beyond the ordinary and obvious; it is redefining the marketing palette traditionally seen in the real estate industry. LF68, Long & Foster's bespoke home fragrance, harnesses the power of scent recall to form memorable experiences.

### Strategic by Design: Market Leaders Push Boundaries

As the No. 1 brokerage in the nation\*, Long & Foster recognizes the need to differentiate in this sought-after market. Launching a signature home scent adds an emotional element to the real estate experience never seen before. It also provides the talented network of agents at Long & Foster with a new tool to give them a competitive edge. LF68 offers a new dimension to home staging and showcasing a property uniquely, and it builds a platform for agents to stay connected to their clients. LF68 is sophisticated and refined, well matched with the superior portfolio of listings Long & Foster represents, seamless technologies and services, top-class agents and a "je ne sais quoi" of personal connections with its clients and partners. It is a nuanced and revolutionary approach to brand expression.



**JEFF DETWILER**  
President & CEO of  
The Long & Foster  
Companies

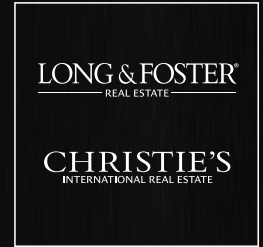
This is entirely unique in the real estate space and our team has been developing this product with great passion and enthusiasm. Launching a signature scent to advance the homebuying and selling process is another example of Long & Foster's innovative approach to transforming the industry. Our aim has always been to provide incredible service and deliver on our customers' expectations. A bespoke home fragrance allows us to tap into those emotions and help our customers experience their perfect home and create lasting memories.



**ELENA SOLOVYOV**  
Director of Corporate  
and Luxury Marketing

No leading hospitality or retail brand story today is complete without an olfactive element. LF68 showcases our commitment to pushing the boundaries of creative marketing in the residential real estate space through unique and strategic avenues. It's sophisticated and elegant, reflective of our brand, and an incredibly modern form of experiential marketing that no one in the residential marketplace is doing.

\*As part of HomeServices, according to the REAL Trends 500 by transaction sides



Learn more at  
[longandfoster.com/homescents](http://longandfoster.com/homescents)