

# CORPORATE FACT SHEET

## Corporate Overview

Established in 1974, Laffey Associates is Long Island's largest independently-owned family real estate company with offices in Nassau & Queens Counties. Headquartered in Greenvale New York, Laffey Associates and its wholly-owned subsidiaries provide all of the tools and resources that buyers and sellers of residential real estate need to experience a smooth and timely closing.

## Laffey Associates – Real Estate Services



With a network of **14** offices and more than **550** expertly trained Laffey Home Specialists, Laffey Associates provides the highest level of service and finest selection of homes and estates on the market. The firm closes over **\$1.0 Billion** worth of real estate annually. Our most recent **INLINE** initiative is

**Listingbook.com**; the complete online real estate resource for **Sellers, Buyers & their Laffey Home Specialists**. Ask Your Laffey Agent how you can become part of the fastest growing online resource for everything real estate, today! When it comes to buying or selling a home on Long Island or Queens.....*think Laffey Associates. "It's Who We Are, and Where You Want to Be™!"*

## Luxury Homes International



A global division and exclusive network of professionals dedicated to exceeding the needs of the most discriminating buyers and sellers of Luxury Properties. Certified Luxury Home Marketing Specialists work closely with homeowners in the design of unique customized marketing plans to maximize the exposure and sale of fine homes and estates priced from \$2,000,000. Both traditional and innovative marketing strategies promote these exceptional homes, finding buyers across many different mediums: *websites, newsletters, direct mail, print and social networking*. For the period ending 6/30/2010, total **Luxury Home Sales** exceeded **\$84.7 Million**. Since July 1997, sales of properties **\$1.0 Million** and greater, exceeds **\$2.1 Billion**.



## Laffey Corporate Services (LCS) – New York's #1 Relocation Company

Laffey Corporate Services Professionals are supported worldwide through a global network of Real Estate professionals. Traditional programs support management and employee transfers with cost-effective, customized programs. **Destination services** (*incoming transferees*) include area orientation, home tours, local school reports, community information, detailed employee relocation packages and much more. The **Departure Services** (*outgoing transferees*) receive home marketing assistance, property management services, broker price opinions and inventory property administration. Both types of services are structured to take the frustration and worry out of moving a short distance or around the world.

## Laffey.com – real estate web portal



continues to be the industry innovator bringing state-of-the-art technology to enhance the visitor experience. Laffey.com **Virtual Open Houses** continue to receive extensive exposure from our online audience. The **Open House Weekend Banner continues to generate significant activity with over 213,500 virtual home tours during the first 6 months of 2010**. **Sellers** benefit from this combination of innovative marketing, extensive listing exposure and a well-priced home. **Buyers** benefit as they can readily view photographs, virtual tours and other important information making it easy to **schedule in-person showings**. Leveraging the power of the web, Laffey.com Internet-based transactions are a significant source of activity for the firm. For the period ending **06/30/2010** Internet Home Sales (*where the lead came directly from the Laffey.com website*) exceeded **\$70.5 Million**. This represents a **113%** increase in online sales when compared to the first 6 months 2009.

## The Laffey Training Academy



*A Reflection of Excellence*; The Laffey Training Academy is the firm's elite real estate training program Experience the **New State-of-the-Art In-House Laffey Training Center** at Corporate Headquarters. It is a dynamic educational curriculum designed to improve and refine the skills of Laffey Home Specialists. The goals of the course are to: increase awareness and skill levels; enhance market knowledge, maintain peak levels of personal performance and boost sales results. The Academy also serves to engage experienced Home Specialists further by hosting Seminars and workshops throughout the year. Our Academy graduates have completed successful transactions in **Nassau, Suffolk and Queens**. Through the first 6 months of 2010, **more than 70 Home Specialists** have joined the Laffey family of companies, with the majority bringing extensive local residential market expertise. Visit us at [www.laffey.com/careers](http://www.laffey.com/careers).

## The Laffey Call Center



The Laffey Call Center ensures that buyer & seller inquiries from Internet, TV and traditional telephone inquiries are personally handled 24-hours a day, 7-days a week. On average, **over 130,000 inquiries** are handled by our Call Center Specialists. This does not include the active marketing campaigns and traffic generated by **walk-ins, open houses, signs** or agent direct **cell phone** inquires. Representatives handle all visitors quickly efficiently, associating each customer to the appropriate **Laffey Home Specialist**.

### [Laffey Online Communication System \(LOCS\)](#)

This is a first generation in-house communications protocol that is equipped to automatically generate an email request to every agent who has shown a home requesting comments. All buyer feedback, whether from a private showing or as the result of an open house is emailed directly to the home seller for personal review. This is just one of many innovative features that Laffey Home Specialists bring to the residential real estate table.

## Wholly-owned Affiliates

### [First Allied Home Mortgage](#)



First Allied Home Mortgage is a full service mortgage company co-owned in a joint venture with Wells Fargo Home Mortgage, a division of Wells Fargo Bank, N.A. The joint venture offers customers of First Allied Home Mortgage a wide range of home financing products and services through Wells Fargo Home Mortgage, one of the nation's leading providers of residential financing. Ask about the innovative *Purchase & Renovate*<sup>SM</sup> home loan, best used when purchasing a home that needs work, gives you extra financing to improve on a newly constructed or purchased property. Unique in the fact that unlike first mortgages with a home equity loan to fund renovations, the amount of money you are permitted to borrow with the *Purchase & Renovate* loan is based on the home's value after improvements are made.

Home Buyers are pre-qualified and pre-approved in writing for their mortgages. First Allied Home Mortgage is licensed in ten states including NY, NJ, FL and CT with two regional offices in Jericho, NY and Ridgefield, NJ.

### [eRealty Title Agency Corporation](#)



Established in 1997, eRealty quickly became a respected player on the title insurance field; representing one of the largest title underwriters in the industry, Chicago Title. Quality underwriting, quick turnaround and smooth closings has earned eRealty the loyalty and trust of their clients in the corporate marketplace. eRealty Title can execute numerous insured and uninsured searches including *Co-op*, *Short Sale* and *Judgment and Lien Searches*. There are many more specialty searches that can be delivered. Visit their website at [www.erealtytitle.com](http://www.erealtytitle.com) to place an order, to access commonly-used Real Estate and Title Forms as well as to browse a complete list of Services and areas of expertise.

## Corporate Marketing & Sales Summary

It is our objective to implement a customized online and offline promotional strategy to advertise homes using the latest in cutting-edge technology and resources available on the market today. Among many of the tools and resources, a Laffey Home Specialist will provide: (a) a Market Analysis through the comprehensive Competitive Market Analysis (CMA), (b) an aggressive pricing strategy designed to sell your home, (c) design optimization of Collateral Materials, (d) targeted home marketing programs utilizing internet, direct mail, broadcast and print media to capture local, national & international buyers, (e) ListingBook's valuable seller & buyer services (f) Internet strength: Laffey.com, Trulia.com & NYTimes.com in addition to 40 of the top search engines and internet sites; (g) International home exposure through our Century 21 Partners worldwide and finally, (h) the services of the professionals at First Allied Home Mortgage and eRealty Title.

We offer a variety of market statistics to support our use of multiple advertising distribution channels, of which the Internet has continued to be an increasingly results-oriented medium. Some important statistics are below:

- § Statistics show that a property **priced AT market value is 60% more likely to attract buyers** and a **listing priced -15% below market value is 90% more likely to attract a pool of interested buyers** (Realtor.com 2010)
- § Today, **90% of consumers use the internet to search** for their home. This service reaches the widest audience of potential buyers. And, more buyers provide a greater opportunity to find the right terms, price and closing date.
- § **94.3% of recent movers said that the Internet was becoming more important** than print. That means only 4.7% of the population disagreed.
- § **36% of buyers found a home via the internet; up from 8% in 2001.** 36% of those polled went directly to their Realtor...
- § In 2002, **internet surpassed print ads**; in 2004, **more buyers found their home on the internet than from signs**; in 2009, **the internet was THREE TIMES as powerful as signs.**
- § Social Networking has **FAST** become the most non-intrusive application used by Realtors to keep clients & customers **AWARE** of market activity and listings. This includes sites such as: **Facebook, LinkedIn, Twitter, etc.**

## Charitable Endeavors

The philanthropic efforts within the Laffey Family of Companies is far reaching. Corporately, the Laffey Organization supports Easter Seals, Making Strides Against Breast Cancer and Ronald McDonald House.

### Corporate Sponsorships

#### **Easter Seals**

Since 2004, Laffey Associates has been a premier supporter of Easter Seals. Even with the current nationwide economic turmoil, the Firm was successful in its fundraising efforts. This year, the Bowl-A-Thon raised almost \$10,000 for Easter Seals bringing our cumulative donation to over \$140,000. Current programs include the *Jones Beach Walk-a-thon*, the *Change for A Change drive* – 5-gallon jugs in each office ‘capture’ the loose coins and bills, the *Laffey Bowl-a-Thon*, *Seasonal Coat & Food Drive* and the *Easter “Sealed with a Gift” Holiday Toy Drive*, our year-end event that not only raises funds by sponsoring toy boxes artfully designed by the kids but more importantly gives gifts to each child at the School.

Every holiday season, Philip Laffey/Principal, Laffey Associates, transforms into jolly old St. Nick, entertaining and singing along with the students to many wonderful holiday favorites. Each year the toy donations from our Agents, Loan Officers, Title Reps and especially Premier Business Vendors grow to overwhelming proportions. Every child gets a brand new wrapped toy from Santa and his elves!

As always, a very special thank you goes out to our Premier Vendors and Business Partners who actively supported the fundraising efforts throughout the year by sponsoring Lanes, Walkers, Change Jugs and Toy Boxes All of these funds go directly to the Easter Seals Bronx School & Learning Facility, earmarked for materials, equipment and supplies. Join the Laffey Family of Companies in their quest to help make a difference in the lives of children and adults with disabilities. For more information, please call Cathy Poturny at 516-626-1500.

#### **Making Strides Against Breast Cancer**

Making Strides Against Breast Cancer allows the American Cancer Society to continue its mission to put an end to breast cancer and to diminish suffering for those afflicted by the disease. The American Cancer Society fights breast cancer on all fronts: research, education, advocacy and patient services. The Walks range from five kilometers (3.1 miles) to five miles, and are organized from coast to coast. Individuals of all ages can participate; and the walkers raise pledges to help fund the programs. Organizations or businesses can sponsor teams of walkers, too. Nothing can describe the camaraderie of walking with those who share a passion for defeating breast cancer.

#### **Ronald McDonald House**

By creating, finding and supporting programs that directly improve the health and well-being of children, Ronald McDonald House Charities (RMHC) is working to better the lives of children and their families around the world. The three core programs are focused on helping families in need.

- Ronald McDonald House program began in 1974 based on a simple idea: Provide a "home away from home" for families of seriously ill children receiving treatment at nearby hospitals. More than 10 million families around the world have benefited from the comfort provided by a Ronald McDonald House.
- Ronald McDonald Family Room program extends the comfort of a Ronald McDonald House to a hospital setting. Typically located just steps from neonatal or pediatric intensive care units, the Family Room provides a place to escape the stress and tension of the hospital.
- Ronald McDonald Care Mobile Program, through relationships with local health care providers, brings cost-effective medical, dental and health education services directly to underserved children in both rural and urban areas around the world.

#### **Locally Sponsored Charities**

**Supporting local charities is part of the Laffey Way. Our Home Specialists, Loan Officers, Employees, and Title Sales Associates represent the heart of American Volunteerism: people coming together to help other people in their own communities. Nothing can substitute for direct involvement with a worthy charitable group. A small cross section of the local involvement is detailed below:**

Save Hempstead Harbor  
Bellerose YMCA  
AHA – Kids w/Autism  
Nassau County ASPCA  
Fresh Air Fund  
Habitat for Humanity

Kiwanis Club  
Lions Club  
Big Brothers/Big Sisters  
UNICEF  
Hellenic Woman’s Club  
Toys for Tots

World Society for the Protection of Animals

Save Long Island Sound  
American Cancer Society  
Police Athletic League  
Operation Shoebox  
Cancer Care  
Island Harvest Soup Kitchen

Great Neck Chapter of the Hadassah

NAACP  
AHRC – Brookville  
Greenpeace  
Make-A-Wish Foundation  
Port Youth Activities