

C O R P O R A T E F A C T S H E E T

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 **\$1.2 Billion** worth of real estate annually. Our newest INLINE initiative includes

Listingbook.com; the complete online real estate resource for **Sellers, Buyers & their Laffey Home Specialists**. Over **115,000 active participants** to date! 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 whether across many different mediums: *websites, newsletters, direct mail, print and social networking*. In **2009**, total **Luxury Home Sales** exceeded **\$163 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 CARTUSSM. 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. For the period ending **12/31/2009**, the Division actively closed over **\$40.3 million** of Residential Real Estate

Laffey.com – real estate web portal



continues to be the industry innovator in 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. Year ending **2009** saw an **87% increase** in the number of visitors viewing Open Houses on

Laffey.com, averaging **38+ virtual customers at each Open House**. **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 quarter ending **12/31/2009**, Internet Home Sales (*where the lead came directly from the Laffey.com website*) exceeded **\$61.7 Million**, an 18% increase of **over the 4th quarter 2008** for a combined total of over **\$137.5 million in Internet Sales transactions for 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**. Visit us at 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. During 2009, **over 130,000 inquiries** have been 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** inquiries. 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 Mortgage](#)



An Affiliate Of Wells Fargo 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.

Home Buyers are pre-qualified and pre-approved in writing for their mortgages. First Allied Home Mortgage is licensed in 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 three of the largest title underwriters: Chicago Title, Stewart Title, Commonwealth Title, United General Title. Quality underwriting, quick turnaround and smooth closings has earned eRealty the loyalty and trust of their clients in the corporate marketplace. Visit their new website at www.erealtytitle.com for Orders, Forms as well as 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 34 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:

Buyers

- 84% of home buyers used the internet to search for homes.
- 79% of buyers purchased a home through a Real Estate Agent or Broker
- 43% found their agent through referrals from friends and family members

Sellers

- 85% of home sellers were assisted by a Real Estate Agent when selling their home
- 88% of home sellers reported that their home was listed or advertised on the internet

Web based advertising

- 84% of buyers ranked photographs as very useful
- 82% ranked detailed property descriptions as extremely useful.
- 60% ranked virtual property tours as a useful tool to search for properties

Buyer Representation

- 43% of All Buyers had a written representation agreement with their real estate agent.

*Statistics: NAR 2007 Profile of Home Buyers & Sellers
Rev date: 01/27/2010*

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. Including the 2009 donations, the firm has contributed in excess of \$130,000 to the Easter Seals NY organization. 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

Kiwanis Club

Save Long Island Sound

NAACP

Bellerose YMCA

Lions Club

American Cancer Society

AHRC – Brookville

AHA – Kids w/Autism

Big Brothers/Big Sisters

Police Athletic League

Greenpeace

Nassau County ASPCA

UNICEF

Operation Shoebox

Make-A-Wish Foundation

Fresh Air Fund

Hellenic Woman’s Club

Cancer Care

Port Youth Activities

Habitat for Humanity

Toys for Tots

Island Harvest Soup Kitchen

World Society for the Protection of Animals

Great Neck Chapter of the Hadassah