



Laffey Fine Homes launches new developments division; McCray to lead team

May 21, 2012 - Long Island

According to Laffey Fine Homes, it has launched Laffey New Developments Division dedicated to and focused on servicing builders, developers and their projects.

Whether single family homes, condominiums, cooperatives, conversions, apartment complexes, 55+ housing or other projects, builders and developers are committed to identifying innovative methods to spur new developments

Inspired by the challenges many developers face in bringing a project to market, Laffey New Developments Division is committed to supporting the industry in Queens, Nassau and Suffolk Counties with a dedicated team of professionals led by industry veteran, Natalie McCray.

"Natalie's accomplished financial background working in Beverly Hills, London, Hong Kong, Geneva and Zurich and her experience working on large developer projects in Queens and on Long Island, together with a proven track record of success in local real estate sales, combine to make her the perfect person to lead this new and exciting initiative" said Emmett Laffey, CEO, Laffey Fine Homes. From 7 units to 700 or more, residential and mixed-use builders and developers in cooperation with Laffey New Developments Division benefit from the firm's unique approach to big projects which includes collectively managing the process through any and all stages: pre-development planning, market research, architectural consultation, design and review, marketing, sales and closing.

"So much of our success or failure depends on the process we, as developers, face from the beginning of a project to end. Bringing an understanding of these complexities, Laffey New Developments Division adds value to every project" said George Michelis, Managing Principal, Douglaston Realty Management Corp.

The Laffey family of companies has been serving the residential real estate communities of Long Island and Queens for more than 37 years. "We recognize the demand builders and developers have for immediate and future representation and look forward to leveraging our expertise from concept through completion." said Natalie McCray, Vice President, Laffey New Developments Division.

Drawing from an unprecedented talent pool, the Laffey New Developments Division team includes accomplished members of the firm's senior leadership team including executive management, legal, financing, title, department heads from branding and creative, marketing and communications and digital media, as well as a dedicated support staff.

Applying cooperative project management together with a comprehensive and integrated branding, marketing and public relations approach, successfully completed and current projects include managing and closing 400 or more units for some of Queens and Long Island's most prestigious

properties including Mariners Walk @ Historic Oyster Bay, The Preserve @ Woodbury, Northern Lights in Flushing, The Devon on Greenwich, The Links at North Hills, Sterling Plaza at Great Neck, Landing Court in Glenwood Landing and more.

For more information, visit <http://www.laffeynewdevelopments.com/> or contact Deirdre Hannett at 516.626.1500 x 390 or by email at dhannett@laffey.com.

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About Laffey Fine Homes

Laffey Fine Homes has Offices in Nassau and Queens, over 500 agents and transacts more than one billion dollars in annual real estate sales. Through their affiliation with Leading Real Estate Companies of the World® (www.LeadingRE.com), a global real estate network of over 600 of the best-known real estate firms, Laffey is also a member of Luxury Portfolio International®. Laffey Fine Homes is a member of the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. With nearly 5,000 offices and 150,000 sales associates in the United States and more than 30 countries abroad, LeadingRE affiliates sell \$250 billion in home sales, representing nearly one million transactions annually. Search Long Island and Queens for homes, rentals, and land for sale on Laffey.com. Find agents and offices. Go to www.laffey.com.

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