



Laffey Association rolls out property listings direct to handheld devices

December 28, 2007 - Long Island

Laffey Associates, the Long Island innovator of technology in real estate and one of the largest family owned residential real estate companies on Long Island, has introduced new mobile property listing details from its growing array of real estate services toolbox. Online viewers are now able to send and receive complete details of property listings to hand-held mobile devices. The send to icon feature is active on Laffey.com, as well as the [newyorktimes.com/real estate](http://www.nytimes.com/real-estate) sites.

"A growing number of home buyers continue to use the Internet for home searches; we are taking that technology on the road making mobile tools the next wave of advancements at Century 21 Laffey Associates," said Emmett Laffey, principal.

The web to mobile functionality is uncomplicated. Users can send property listings from either www.laffey.com or www.nytimes.com/realestate to any mobile device. Since activating this service, traffic has increased almost 10% over the short term. Preliminary indications are strong that this will continue to develop into a primary research tool for consumers.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540