

# Laffey Fine Homes Hires Director Media Relations

*Cathy M. Poturny To Join Laffey Fine Homes Marketing Team*

GREENVALE, NEW YORK, UNITED STATES, August 9, 2016 /EINPresswire.com/ -- [Laffey Fine Homes](#), a leading residential real estate firm, announced the return of Cathy M. Poturny to the position of Director of Media Relations. In this capacity, Poturny will be responsible for Laffey's overall corporate communications strategy, including branding/co-branding, public/media relations, press events and interviews. She will tap into the traditional PR outlets as well as trending social media platforms to manage public relations and media campaigns for the firm.

A resident of Coram, she originally joined Laffey in August 2005 as Director of Marketing. Her role expanded over the years to incorporate press and media relations. At the time of her departure, she was instrumental in executing the firm's corporate events, charitable endeavors with Easter Seals NY, development marketing, public relations and new business strategies. In 2011, Ms. Poturny left to join C8 Consulting as SVP Marketing Director, creating traditional and online marketing campaigns for a broad range of clients in financial services, retail, insurance and the banking sectors.



Director Media Relations

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*Mark T. Laffey, Principal*

“We are excited to have Cathy back with the Laffey Team. She brought a refreshing perspective to the real estate business and was instrumental in our overall success”, said [Mark T. Laffey](#), Principal Broker/Owner at Laffey Fine Homes. “We are looking forward to that same level of professionalism this time around. Jumping back into a more specialized role will allow her to focus on the internal strategic initiatives and the emphasis of the brand’s strengths in the marketplace.”

With more than 25 years in marketing and media relations, she brings a fundamental understanding of real estate marketing, public relations, and communications strategies to the position. Poturny graduated from the NYSBA with a Certificate In Bank Marketing, attended the ABAs Bank School of Marketing and held numerous Licenses including Series 7, 63 and 65.

## About Laffey Fine Homes

Laffey Fine Homes has Offices in Nassau, Suffolk and Queens, with over 400 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](http://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®.

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