

Laffey Real Estate Launches New Corporate Identity

The evolution of Laffey Real Estate and vision for the future

GREENVALE, NEW YORK, UNITED STATES, September 7, 2016 /EINPresswire.com/ -- [Laffey Real Estate](#), a leading residential real estate firm today introduced the company's new corporate brand and logo. The rebranding reflects the evolution of the company and its vision for the future. In 1974, Tom Laffey opened the first branch of Laffey Realty in Bellerose, following a path of growth and expansion as market opportunities and technology solutions came to market, helping connect buyers and sellers of residential real estate.



Today, Principals Philip C. and Mark T. Laffey, launched the new corporate identity of Laffey Real Estate, a progressive cutting-edge industry leader of property marketing and sales with fourteen locations throughout Nassau, Queens and Western Suffolk Counties. In conjunction, the international partnership with [Leading Real Estate Companies of the World](#) provides the platform for the firm to actively compete in all 50 US States and over 50 countries worldwide.

“

This is a new day! The unveiling is a turning point for us and we are really proud of the results. It is fresh and original and has such meaning. We know it will resonate with everyone.”

Philip C. Laffey

Laffey Real Estate's rebranding represents a successful transition to a company well beyond its humble beginnings and heritage. Today the firm maintains a competitive edge with its wide use of technology-based platforms including mobile apps, interactive website, and social media and corporate marketing. In addition, the firm manages specialized divisions for training, relocation, title and mortgage services, all focused on assisting buyers and sellers in the marketplace.

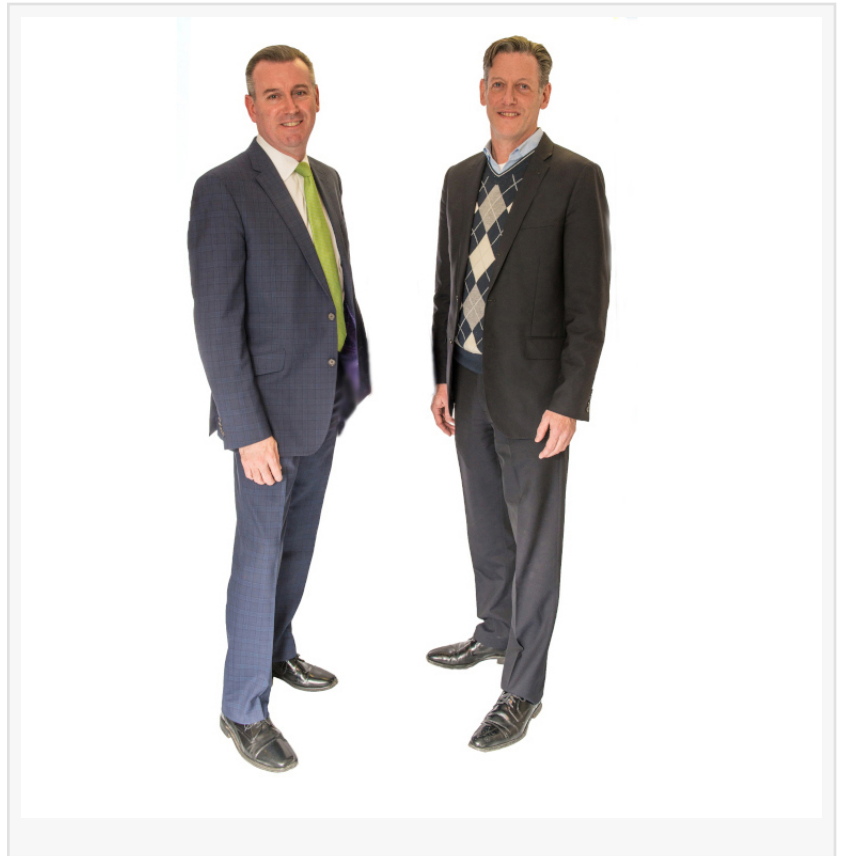
The new Laffey Real Estate brand evokes sophistication, a sense of community and personal focus on the consumer with a subtle nod to the partner's Celtic heritage. The significance of the corporate rebranding is evident in the origins of the design.

First is the quartet of homes as illustrated by the peaked images pointing outward into the world but also simultaneously interlaced to represent – luxury, first time home buyer, upwardly mobile, and downsizer, the heart of our business.

Concurrently, the iconic Celtic Knot, a modernized and sophisticated version, is a symbolic representation the interconnectedness between the Laffey Agent and consumers in the communities we serve.

The marriage of these two messages signifies the importance we place on our clients, customers and our community.

“Our goal was to create a brand that was recognizable and memorable. One that did not mimic or blend into the sea of sameness. I know we achieved that goal. The team we put together worked like a well-oiled machine from the designs to the unveiling. Philip and I are really proud of the results,” explained Mark T. Laffey, Principal, Laffey Real Estate.



The burnt orange palette is a striking change from the sea of blue hues dominating the market today. This color is associated with enthusiasm, creativity and happiness, a sensation of heat, likened to energy and power. In marketing terms, the color orange is used to symbolize a friendly and confident brand. It is known to generate a call to action message that encourages buying and selling. The cool grey/silver is a sign of modern sophistication. A calming and uplifting color tone with a degree of conservative style. The combination of color palettes achieved the desired objectives, creating a memorable message of approachable confidence and dependable influence.

While the new brand and logo symbolize the company today, Laffey Real Estate’s mission is unchanged – the amalgamation of key technologies, strong leadership, extraordinary customer engagement and extensive industry expertise remains unique, enabling our employees and agents to build long-lasting and highly rewarding customer relationships.

About Laffey Real Estate

Laffey Real Estate 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, a global real estate network of over 600 of the best-known real estate firms, Laffey is also a member of [Luxury Portfolio](http://www.LuxuryPortfolio.com) International®.

Media Contact: Cathy M. Poturny Laffey Real Estate 516.626.1500 x390 cpoturny@laffeyre.com

Cathy M Poturny
Laffey Real Estate
5166261500
[email us here](#)

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