

# LAFFEY REAL ESTATE UNVEILS ASSISTANT MANAGER PROGRAM

*Brokerage Elevates Corporate Development in 2017*

GREENVALE, NEW YORK, UNITED STATES, December 27, 2016 /EINPresswire.com/ -- [Laffey Real Estate](#), a leader in agent based training and career enhancement, has announced the creation of the firm's first assistant manager program. Mentored by senior staff, the goal is to transition select Licensed Real Estate Professionals into managerial roles.

The first three participants in the program are Shaheen Abadin, Licensed Real Estate Salesperson/Jackson Heights Office, Allison Platt, Licensed Associate Real Estate Broker/Great Neck Office and Sandeep Shrivistav, Licensed Associate Real Estate Broker/Little Neck Office.

The program focuses on developing sales skills, public speaking, office administration and service efficiency for this new breed of producing Assistant managers. Mentors, in the form of Branch Managers, and mentees are matched based on various factors and will be immersed into their new roles throughout the yearlong program. Mentors and mentees both benefit from the pairing and will be able to share their experiences and knowledge of the organization.

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Beginning with our new brand launch and closing out 2016 with the introduction of the AM program, this is the change and forward motion that will keep the firm at forefront of our industry.”

*Mark T. Laffey, Principal*

“Jack Welch famously said ‘Change before you have to’ and he was spot on right. This has been a year of immense change for our firm”, explained Mark T. Laffey/Principal Laffey Real Estate. “Beginning with our new brand launch and closing out 2016 with the introduction of the AM program, this is the change and forward motion that will keep the firm at forefront of our industry.”



Shaheen Abadin/Laffey Real Estate

Shaheen Abadin, Licensed Real Estate Salesperson, began her real estate career twelve years ago. She is with the Jackson Heights Office and will work closely with Manager, Julian Armas, who just completed the Maestro leadership program with [Leading Real Estate Companies of the World](#).

Allison Platt, Licensed Associate Real Estate Broker, a graduate of George Washington University School of Government with a concentration in marketing, has been in residential real estate just over two decades. Her expertise in condo and co-op sales earned her many accolades as well as the respect of her peers and brokers.

Sandeep Shrivastav, Licensed Associate Real Estate Broker, began his career in 2002. He is multi-lingual and utilizes these skills to navigate the multicultural landscape of buyers and sellers across the Queens market.

The program is facilitated through real time activities focused on leadership skills, driving sales and profit, presentation standards and branch operations. Their mentors serve as coach, training coordinator and supervisor, providing ongoing guidance the program.



Sandeep Shrivastav/Laffey Real Estate

Ultimately, an Assistant Manager will be able to individualize agent and staff strengths to maximize performance. They will also possess the ability to leverage external data and the firm's statistical research to provide comprehensive understanding of a diverse and wide ranging customer network. By the nature of the program, this construct will strengthen the collaborative nature of manager and agent with innovative thinking and strategic planning.

An experienced and career motivated Laffey Realtor can work with leads, make appointments with buyer and sellers, generate market analytics, negotiate deals and market within their professional networks. This program is designed to develop future leaders in the firm and not just independently successful real estate agents.

The executive management team welcomes all three of these seasoned professionals and looks forward to working closely together in 2017.

#### About Laffey Real Estate

Laffey Real Estate is one of the largest privately held independent family-owned residential real estate firms on Long Island with a network of over 400 agents in 13 offices throughout Nassau, Western Suffolk and Queens Counties. Their global partnership with Leading Real Estate Companies of the World and [Luxury Portfolio](#), extends their reach to more than 50 countries worldwide. The firm is a full-service provider offering expertise in sales, rentals, relocation, mortgage, developments and title insurance to the marketplace. The cutting-edge technology supporting field agents, premium brand identity and industry-leading tools embody best in class standards. Consumers trust in the Laffey Real Estate name to provide tools and resources that help navigate the process of buying and selling residential real estate in any economic environment. Consistently ranked in the top 10% of the brokers locally and as a Top 500 Broker in the US based on the 2015 Real Trends reports, Laffey

Real Estate has an exceptional

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