



DELTA
MEDIA GROUP

DO MORE USING TECHNOLOGY

“No matter what website platform you are currently using it is worth taking a look at the Delta Media Group system.”

Cathy Poturny
SVP of Marketing and Media Relations
Laffey Real Estate

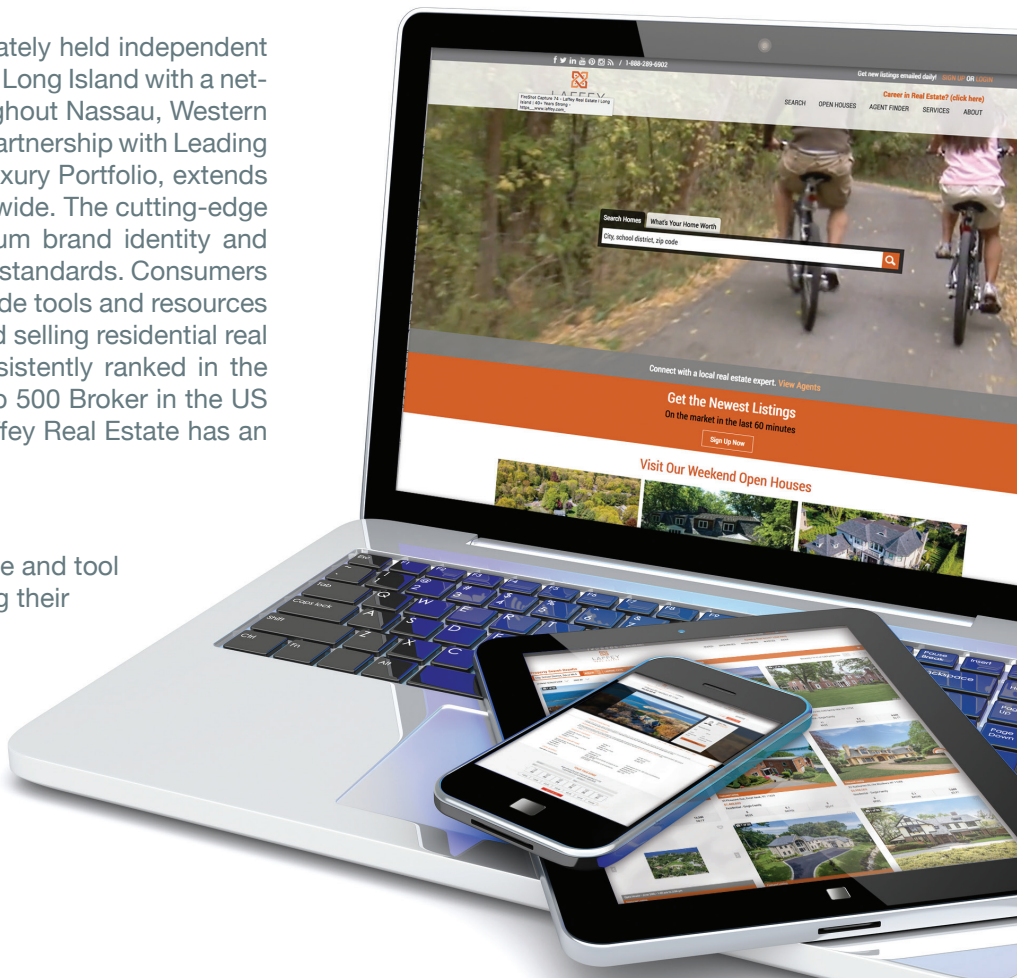
Background

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 500 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 65 countries worldwide. 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 2017 Real Trends reports, Laffey Real Estate has an exceptional track record of success.

Challenge

For Laffey, transitioning their online presence and tool set was the obvious next step in maintaining their competitive edge.

“We knew we needed to come up with a different more modern online presence with a true technology partner,” says Cathy M. Poturny, from Laffey. “We needed a partner and solution that will grow with us over the next 5 to 10 years as technology advances, Delta Media Group will do that with us.”



How do you measure success

- ✓ 50% Agent adoption within 12 months
- ✓ Adoption of marketing campaigns and CRM
- ✓ Positive feedback from Top Producers

Crawl before you walk, walk before you run, run before fly!

The Laffey team was committed to making the online transition and knew they would need a partner to help them support and train the agents on the new site, CRM and lead management. The real question was which platform to select.

A technology committee was created within Laffey to work on the selection process of their new partner. Having gone through this process twice, most recently 2 years ago, it was decided that a robust and comprehensive selection process would be required. When looking at a platform that acts as the brain of the company it is extremely important to look ahead and plan for 3, 5 and 10 years out. "Pick a partner that can grow with you and keep you on the cutting edge of new trends and technology."

Solution

The Delta Media Group team and platform was the perfect fit for our company and goals for the future. With our new platform we had a few requirements that were met and exceeded by the Delta team. The website needed to be malleable and easy to update, provide a central hub for upcoming event announcements, seasonality or new opportunities. Most critical was a robust lead management system that could be easily used by all agents, offer real time reports and integrate with our outside network partners and internal systems.

Delta Media Group has provided Laffey with something less tangible but extremely valuable: support and training. Without it, we could not have such lofty adoption goals.

Implementation

The DeltaNet is the backend intranet environment which has been branded internally as the Laffey Connect Dashboard. We invited the Delta team onsite for group and 1on1 trainings prior to launch. When training on a new platform as in depth as this we decided to implement a top down approach.

First to receive training were our admins, managers, TC's and support staff. From there we expanded to top producers and our technology forward agents. Lastly we trained those that are not as familiar or comfortable with technology changes to ensure they would have additional support from those in the office that were trained earlier.

We know that these transitions should be considered an evolution not a revolution. As a team, Laffey Real Estate has committed to providing best in class training. Over the next 52 weeks there will be dedicated training sessions so agents can get familiar with specific features. Examples of upcoming session topics are AVM's, market reports, lead management, database uploads and much more.

A video library inside of The Laffey Connect dashboard will house all previous training sessions for agents to refer to at any time. Not only is this a great resource but we can also use these educational videos in our recruiting and retainment of agents.

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