

## FOR IMMEDIATE RELEASE:

### New York Real Estate Power Players Join Casa Latino Real Estate

*Southbury, CT - December 09, 2008.* The Metro New York market will soon be home to dozens of Casa Latino Real Estate offices. The national leader in the Hispanic and multi-cultural real estate market has awarded a large multi-unit area development franchise to one of New York's preeminent power players.

Speaking from his Connecticut headquarters, Casa Latino CEO Robb Heering announced that a team led by Kevin McClarnon has acquired exclusive rights to open, operate, and broker the sale of Casa Latino real estate offices throughout metropolitan New York.

"Kevin McClarnon was one of the founders of Long Island's National Homefinders Signature Properties, which was acquired in 2003 by NRT, Incorporated to operate under the Coldwell Banker banner. Kevin is a highly respected real estate professional who continues to influence the greater New York real estate market. We have been searching for a quality, competent, and professional team to lead our New York operations since our company began in 2005. Kevin and his growing team will give our national brand tremendous credibility and reach in the Metro New York market."

McClarnon and his team have executed an exclusive territorial rights and area development agreement for, Kings, Bronx, New York, Richmond, Queens, Nassau, Suffolk Westchester and Rockland Counties.

#### About Casa Latino Franchise Corporation

Casa Latino was created in 2005 based upon the premise that Hispanic home buyers and sellers have unique needs based upon cultural differences and

lifestyles, bolstered by the fact that those needs are not being effectively served by any other national brand. While the company serves everyone, regardless of heritage, the company's model is designed to provide superior service to a multicultural market. The company offers franchisees unprecedented culturally specific and significant back office support, training, marketing tools, advertising, coaching, and much more to ensure their success. The franchise model encourages a variety of agent compensation programs which dramatically enhance a broker's ability to recruit agents. The low franchise fee and an exceptionally low transaction based royalty structure make Casa Latino an extremely attractive opportunity. Casa Latino has awarded franchises in 14 states and is executing an aggressive growth plan in the USA and several other countries.

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