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## **Casa Latino Real Estate Opens in Alabama**

Sitting in his new office in Pelham, Alabama just outside of Birmingham, Freddy Guerra is a long way from where he used to call home ...the Republic of Panama.

Educated in the USA, Guerra had a promising technology career with Fujitsu USA in the northeastern US, he later joined LJS Signs, a large regional real estate sign company based in Maryland. His role in the real estate sign business brought him to Alabama where he became a real estate agent.

But Guerra wasn't content with just being a Realtor. He built a local reputation as a well respected, top producing bilingual real estate broker in the greater Birmingham market. Formerly co-owner and top producing agent at Showcase Realty in Birmingham, Guerra helped build that agency and its market share.

While speaking the native language of your clients is valuable, understanding the culture is equally, if not more, important. It was clear to Freddy Guerra that Alabama needed a "true Hispanic real estate company ". Just as he was thinking about the future of real estate in a market where the Latino population has been steadily growing, Guerra noticed the hype surrounding the growth of America's first national Hispanic real estate company, Casa Latino.

Casa Latino Franchise Corporation, based in the unlikely state of Connecticut, had been expanding its franchise system across the country, with offices in obvious locations like Long Beach, CA, San Antonio, TX, and West Palm Beach, FL and in less obvious places like Danbury, Connecticut. Freddy Guerra took notice and made the call.

A few weeks later Freddy Guerra became the first real estate broker in Alabama to bring Casa Latino Real Estate to his deserving clientele.

Robb Heering, Casa Latino's founder and CEO said of Guerra "Freddy is the total package; he has exactly what Casa Latino needs to service Alabama's real estate community. Freddy is an energetic, knowledgeable, straight shooting real estate professional. He is passionate about serving his community....all of it. While Casa Latino has focused upon building a brand and a system which welcomes those of Latino heritage, the reality is that we serve everyone, regardless of country of origin, race, color, creed, or native language. Freddy understands the value of team building, and he has begun to put a winning team together at Alabama's first Casa Latino office. The first move he made after signing a franchise agreement was hiring a broker to head up the office. But

Freddy didn't hire just any broker. He welcomed Randy Boswell, a broker with nearly 40 years of experience. Randy's son, Randy III, a US military veteran just back from serving in Iraq also quickly joined his Dad at Casa Latino. Martin Ramos, an exceptionally skilled and well known bilingual Realtor also joined Alabama's first Casa Latino office before the doors even opened. Needless to say, Casa Latino corporate is very excited to welcome our newest members of the franchise family."

Casa Latino Alabama is now open at 2154-A Pelham Parkway, Pelham, AL, just south of the city. Grand Opening festivities including food and music begin at 9am on Saturday, March 1, 2008 with a ribbon cutting ceremony scheduled for 11:30am. The entire community is welcome to attend this event. For information and directions please call Casa Latino Alabama at (205) 682-6888.

### **About Casa Latino**

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. 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 several states and is executing an aggressive growth plan in the USA and many other countries.

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