



## Casa Latino Enters Central Florida

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Greater Orlando will soon be home to several Casa Latino Real Estate offices. The national leader in the Hispanic real estate market has awarded a large multi-unit area development franchise to real estate brokers Dr. Carmen D. Ortiz of Palm Coast, FL and Joe La Rosa of Celebration, Florida.

Speaking from his Connecticut headquarters, Casa Latino CEO Robb Heering stated that "Orlando is a very deserving and desirable market. We reviewed applications from several potential franchise owners in the Greater Orlando region. The group we selected is comprised of a team of tremendously qualified and committed real estate professionals. We know that they will make Casa Latino the dominant brand in central Florida.

Casa Latino of Orlando, LLC, the first franchise in Central Florida, will be established in the city of Orlando with additional offices dispersed throughout Osceola, Orange, Lake, and Seminole Counties.

The new Casa Latino Orlando leadership team includes Dr. Carmen Delia Ortiz, Joe La Rosa, Michael La Rosa, Heidie Velez, Judith Lopez, Ricardo Serrano, Rosely Torres, Jose Roman, Javier Garcia, Maribel Cardona, Iris Piovanetti, and Raul Piovanetti. These brokers and agents have recently left Exit Realty, ReMax, Keller Williams, and independent brands to join together in their mission to become the brand of choice in central Florida. Most of the leadership team are dual licensed in Florida and Puerto Rico.

Heering further stated that "the Casa Latino Orlando team is also leading the charge to bring the Casa Latino brand into Puerto Rico, with the first office opening in San Juan late this year. Part of the reason for selecting this group to own the brand in central Florida is their documented experience and reputation throughout Puerto Rico. This is a very exciting time for Casa Latino and for the markets we serve. Real estate customers in Orlando and Puerto Rico will finally be able to experience the Casa Latino difference!"

The Casa Latino Orlando team will exhibit at Telemundo's Feria de la Familia in Orlando and at the Feria Bienes Raices at Plaza Las Americas in San Juan, PR., between the 15<sup>th</sup> and 21<sup>st</sup> of September.

### 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.