



## **Hispanic Real Estate Firm, Casa Latino, Executes Southeast USA Development Deal**

*Casa Latino Franchise Corporation, the world's largest network of Hispanic real estate offices, has executed its first regional development agreement with Casa Latino Global Development, LLC.*

Orlando, FL ([PRWEB](#)) September 2, 2009 -- Based in Celebration, Florida, Casa Latino Global Development, LLC, (CLGD), owned and operated by Joseph and Michael La Rosa, became a franchise owner in late 2008 and quickly expanded to become an area developer for the Central Florida region. Now, less than a year later, the company has opened more than a dozen locations in Orlando and has forged an alliance with Casa Latino Franchise Corporation, the franchisor.

Speaking from Celebration, Joe La Rosa, President of Casa Latino Global Development said, "Casa Latino Franchise Corporation has tremendous faith in our abilities to help grow the brand throughout the remainder of the state of Florida and the southeastern United States. Although we still need to continue to expand in our central Florida market, we have relationships throughout the region which will prove invaluable to our ability to grow the brand."

Robb Heering, founder and CEO of Casa Latino, stated, "Our brand is doing well in many key markets despite the current economic climate. In order to continue our unprecedented growth we need to recognize the players on our team who have helped get us to this level. Joe and Mike La Rosa and their growing team of real estate professionals in central Florida have proven to us that they have what it takes to get us on the map, not only in Florida, but in many other markets as well. The newly executed agreement provides our Florida leaders to develop the balance of the state of Florida, the entire states of Georgia, South Carolina, North Carolina, Tennessee, Mississippi, Arkansas, Louisiana, and a portion of Alabama.

Effective immediately, Casa Latino Global Development will be developing teams in the following markets to sell, open and operate new Casa Latino Real Estate offices: Houston, TX, Atlanta, GA, Nashville, TN, Memphis, TN, Baton Rouge, LA, New Orleans, LA, Little Rock, AR, Fayetteville, AR, Raleigh Durham, NC and Charlotte, NC.

For more information regarding the information contained in this press release, please contact Kristin Taylor at 321-939-1475 or visit our website at [www.casalatino.com](http://www.casalatino.com).

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 enhances 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 continues to execute an aggressive growth plan in the USA, Canada, Puerto Rico and several countries in South and Central America.

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