

Hispanic Real Estate Firm Fastest Growing Real Estate Brand in US

Casa Latino opened for business in 2005 and is now the fastest growing real estate brand in the US according to Trend Report 2009. Over 15.1% (45.5 million) of the total US population is Hispanic and this group had its largest growth rate in 2007 growing by 3.3%. (Based on May 2007 Census Bureau Report)

Celebration, Florida ([PRWEB](#)) March 15, 2009 -- Casa Latino opened for business in 2005 and is now the fastest growing real estate brand in the US according to Trend Report 2009. Over 15.1% (45.5 million) of the total US population is Hispanic and this group had its largest growth rate in 2007 growing by 3.3%. (Based on May 2007 Census Bureau Report)

However, at Casa Latino it's less about the language barrier and more about the cultural barrier and one of the best examples of this thought process is best described by a member of the Casa Latino executive staff, Jorge Casas. Jorge and his family moved to the US from Venezuela and he began working in Orlando, Florida as a realtor. A few days after he began his new career, a Hispanic family came into the real estate office where he worked and asked for someone who speaks Spanish. Minutes later Jorge appeared to greet the family. He escorted them to his office and began speaking to them about their housing requirements. The head of the family stopped Jorge in the middle of the conversation and said, "Would you mind speaking in English, my Spanish is very broken." The gentleman didn't necessarily need a "Spanish speaking agent" he needed someone who understood his culture and his very specific housing needs.

Casa Latino CEO, Robb Heering, recently joined forces with Joe La Rosa, VP La Rosa Companies and brought the brand to Central Florida. After acquiring the Area Development rights to Central Florida Casa Latino Real Estate Brand, Joe La Rosa formed Casa Latino Global Development, an entity designed to help develop the Central Florida area and bring into focus the South Florida, Tampa and Puerto Rico markets.

In the past, recessions have been the birthplace of many successful businesses and our current economic recession is no different. Within six months of establishing the new Casa Latino Global Development brand, they opened four new real estate offices and are successfully conducting business. No other real estate brand has ever grown quite like Casa Latino. They are currently on track to surpass their projection of over 150 new offices by 2010. Their growth is attributed to not only attempting to close the "cultural gap" that has been realized by so many in the real estate industry but is also due, in part, to the way the company operates. For example, the brand provides state-of-the-art technology and support for each new office. They create websites, landing pages, technical support, marketing materials, operations support and much more giving this new real estate brand an edge over the competition. An additional welcomed detail to the new franchisee is the low fees required to do business as a Casa Latino Real Estate office. They are less than most brands because of the unique business model that was established in the beginning. There's also a real sense of the overwhelming social responsibility that resonates through each member of the Casa Latino team. They're dedicated to creating more than just a business; they're creating community partners. "We're a company that cares and desires for each office owner to give back to their community - this is key to everyone's success, the Franchisee, the Franchise and the community", says Joe La Rosa, President Casa Latino Global Development.



Casa Latino has grown quickly, catching the eye of many, most recently the President of the Puerto Rico Senate, Thomas Rivera Schatz. After learning of the Casa Latino Brand and participating in one of the Central Florida office opening events, Mr. Schatz invited the Casa Latino executives to speak to the members of the Senate regarding their company and their expansion into the Puerto Rican market.

If the current coast to coast excitement and positive growth surrounding the Casa Latino brand is any indication of its future success, they will undoubtedly have a solid year of growth in 2009. From their domestic development goals to the future expansion plans into Peru, Costa Rica, Panama and Columbia, the sky is the limit and they are shooting for the stars.

For more information on Casa Latino, visit their website at www.casalatino.com.

Contact: Kristin Taylor|VP-Marketing
Company: La Rosa Companies
Phone: 321-939-1475
Email: ktaylor (at) larosadev (dot) com
Website: www.casalatino.com

###

**Contact Information****Kristin Taylor**

La Rosa Companies

<http://www.casalatino.com>

321-939-1475

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)