



Tino Díaz Joins Casa Latino Real Estate

Hispanic Real Estate Industry leader, Tino Diaz, becomes a part of the Casa Latino Franchise Corporation bringing additional expertise and leadership to the fastest growing real estate brand in the US.

Celebration, Florida ([PRWEB](#)) April 1, 2009-- Casa Latino Franchise Corporation, the undisputed national leader in the Hispanic real estate market, has hired Tino Diaz of CharisPros USA, Inc. of Miami, FL to provide strategic planning expertise to support the company's rampant system growth both in the US and Latin America.

During his long career, Mr. Diaz has held a number of key roles in the financial services industry and his experience is wide-ranging. He has worked with community and multinational banks as well as thrifts and insurance companies. He has provided leadership in various financial services businesses and institutions.

Mr. Diaz is also the current Chairman of the National Association of Hispanic Real Estate Professionals (NAHREP) and was the primary author and the lead proponent of the trade organization's Code of Trust known as "En Confianza".

Throughout his career Mr. Diaz has also served in an advisory capacity and coach to executive management and boards of directors of banks, insurance companies and other financial services intermediaries and trade associations.

In addition to his consulting role at Casa Latino, Mr. Diaz has acquired franchise development rights in Metro Chicago and is expected to acquire franchise development rights in several other key Hispanic and multi-cultural markets.

"We are extremely pleased that Tino has agreed to provide us with consulting services and to have him become a member of our franchise ownership family," said Robb Heering, CEO. "His knowledge, background and values make him a key addition to our organization. His experience in the industry will be of great value to us in our pursuit to become the global leader in the Hispanic and multicultural real estate market."

Mr. Diaz, who makes his home in Miami, Florida, has his Bachelor of Science degree in Marketing from the University of Illinois, and a Master of Science in Strategic Management from Purdue University.

For additional information on Tino Diaz or Casa Latino Franchise Corporation please contact Kristin Taylor or visit 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 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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