



## **Casa Latino Real Estate Names New President**

**Orlando, FL (PRWEB) 2, December 2009** – Joe LaRosa of Celebration, Florida has been named President of Casa Latino Franchise Corporation.

Mr. La Rosa joined Casa Latino as a franchise owner with a multi-unit franchise plan for greater Orlando in 2008. Company founder and CEO, Robb Heering commented; "I always knew the time would come for me to delegate key tasks and decisions regarding the company I created. Our system growth of over 100% annually since our inception in 2006 has created an immense executive level workload. It was imperative to find a strong leader to assist with the work involved in developing that amount of growth. Joe La Rosa is much more than a real estate broker, much more than a franchise owner and much more than a developer. His success in the Orlando market combined with his experience as a decision maker and leader, and his ability to cut through the hype and focus on bottom line growth, made him the obvious choice."

Mr. La Rosa's role as a corporate officer officially begins on January 1, 2010 but he has already taken the reigns. In addition to having primary responsibility for franchise system growth, Mr. La Rosa's position will eventually evolve into that of Chief Operating Officer.

Heering further stated, "I will personally continue to work tirelessly to grow our brand into a dominant global force. Casa Latino is the fastest growing real estate franchise system in the world and we anticipate that with Joe's leadership this trend will continue. I have said this many times before.....the world is conspiring in our favor."

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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