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New York Approves Casa Latino Real Estate Franchise

CHICAGO, ILLINOIS February 06, 2007 Real Estate News

(PRLEAP.COM) Casa Latino Franchise Corporation, a Connecticut based real estate franchise system with new locations in Charlotte, NC, Las Vegas, NV, St. George, UT, and Phoenix, AZ has received approval of its franchise system in New York.



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The company will immediately seek qualified single and multi-unit franchisees throughout the state of New York.

The company began operations two years ago as a single location real estate agency in Connecticut. By early 2006 the company decided to expand the brand and proprietary system through franchising.

Casa Latino has awarded one franchise every 10 days since they started franchising in November, 2006.

Casa Latino offers franchisees unprecedented culturally specific and significant back office support, training, marketing tools, advertising, coaching, and "mucho mas" to ensure their success. The franchise royalty model encourages a variety of agent compensation programs which enhances a broker's ability to recruit agents. The low entry fee and an exceptionally low royalty fee structure make Casa Latino an extremely attractive opportunity.

Company CEO Robb Heering said that "With few exceptions, the existing national real estate brands have failed miserably to adequately service the Latino community in their quest to attain the dream of home ownership. In my twenty one years working in the real estate industry I can tell you that America's Latino population has been both ignored by some and preyed upon by many, this is true in both the real estate and mortgage industries. It's a sad fact that can't be debated. One of our long term goals is to increase the size of the Latino middle class by leveling the playing field, educating Latino's relative to home ownership and mortgage financing, and working hard with our Latino neighbors to turn their dreams into realities. Our entry into the New York market is certainly warranted."

Casa Latino Franchise Corporation can be found on the web at www.CasaLatino.com or by calling toll free nationwide at (866) 611-2272.

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