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FOR IMMEDIATE RELEASE

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William Arce Joins Casa Latino Real Estate Team

Casa Latino Franchise Corporation, the nation's leading Latino real estate brand has announced that William Arce has been named Vice President and Manager of New Business Development.

William Arce, a veteran real estate professional with agent and broker experience in New York and Connecticut, who also served as a HOGAR Fellow at the Congressional Hispanic Caucus in Washington, DC will bring his talent to Casa Latino.

An extremely active and sought after Hispanic real estate professional, Arce currently serves as a housing finance specialist in the office of the director of the City of Jacksonville housing department and is also the founder of RealEstateLatino.com, a leading Hispanic real estate portal site. He currently serves as the President of the Jacksonville, FL chapter of the National Association of Hispanic Real Estate Professionals (NAHREP).

Arce will oversee and support the establishment of Casa Latino Real Estate franchise offices throughout Florida and other key markets.

About Casa Latino

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. 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 several states and is executing an aggressive growth plan in the USA and many other countries.

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