

Casa Latino Real Estate Begins International Expansion

2008-01-30, Casa Latino Franchise Corporation

Casa Latino Franchise Corporation, franchisors of Casa Latino Real Estate offices throughout the US, has announced its plan to award Master and Area Development Franchises in twelve countries as the company embarks upon an aggressive international expansion.

Casa Latino is America's leading national Latino real estate franchise brand with offices in several US states. In addition to its international expansion, the company expects to continue awarding single unit, multi unit, and area development franchises throughout key US markets during 2008.

Master Franchise and Area Developer candidates are currently being sought for the following countries: Argentina, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Mexico, Nicaragua, Panama, Peru and Puerto Rico. Franchisees in additional countries will be sought beginning in 2009.

Casa Latino's business model differs from traditional real estate franchise operations as it does not charge percentage based royalties, but rather charges low transaction based fees. In addition, broker and agent support services are tailored to the specific needs of the Hispanic market.

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, 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.

Press Contact:

Robb Heering, Esq.

robb@casalatino.com

(203) 262-4185

www.CasaLatino.com