



## Ultimate Diversity - Bay Area Player Grabs Casa Latino Real Estate

May 12, 2008 - What do superstar actor Will Smith, Miami's Latino scene, The San Francisco Bay Area, Mortgages, Real Estate, Salsa Dancing, and Healthy Latino Cooking have in common?

Armando Tam.

At 32, Armando "Mando" Tam, of Concord, California has achieved much in his young business life. Originally from Rivas, Nicaragua, the son of Chinese and Nicaraguan parents, Mando arrived in America at age 3.

A few years ago, after spending several years in retail management and a few more in telecom and insurance, Armando Tam started teaching Salsa dancing and began singing with a Latino band. His dancing skills landed him a job with Will Smith in the Welcome to Miami Summer hit video. His lyrical skills got him his own record deal. More recently, he competed in a reality TV cooking show with a healthy Latino cooking cuisine.

He found time to become a mortgage broker and later founded his own mortgage brokerage, A.T. Funding, with offices in California and Florida. Mortgages naturally led him to real estate brokerage. He opened and still operates a successful real estate agency, A.T. Realty.

Perhaps the most well rounded and most versatile member of the Casa Latino franchise owner's society, Mando is humbled by the opportunities before him.

He is the key operator and an equal equity partner of the entity which owns the area development rights to Casa Latino Real Estate in the Bay Area. His partners include two non-disclosed Hispanic business power players.

Tam's first Casa Latino office will open next month in Oakland. He'll open additional offices throughout Contra Costa and Alameda County and will likely open offices in other states, including Florida. Tam stated "I am very excited to be a part of the Casa Latino family. My partners and I will expand the brand throughout the Bay Area with at least 3 office locations within the next 6 months and we'll partner with others for locations outside of our market area."

Robb Heering, Casa Latino's founder and CEO stated that "the professionalism and experience Mando and his team possess will result in a raising of the bar at Casa Latino. As our brand has grown we've begun to attract very well qualified and experienced real estate professionals. We expect this team to grow a sizeable portfolio of Casa Latino Real Estate offices throughout several key markets. They have the experience, knowledge, and ability to dominate Latino market share in several communities and we look forward to working with them and supporting their efforts"

### About Casa Latino

Launched in 2005 in Connecticut, Casa Latino offers franchisees unprecedented culturally specific and significant back office support, training, marketing tools, advertising, coaching, and much more to ensure their success. The franchise royalty 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.