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Casa Latino Real Estate Eyes Illinois

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(PRLEAP.COM) Casa Latino Franchise Corporation, the nation's fastest growing Latino real estate brand, has completed its franchise registration in the State of Illinois.



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The company will immediately begin to seek qualified single and multi-unit franchisees throughout the state of Illinois.

Casa Latino has awarded an average of one franchise every week since they rolled out their franchise system in November, 2006.

Contacted at the company's Connecticut base, Founder and CEO Robb Heering stated that "Illinois and specifically Greater Chicago is extremely attractive for us. Last year the Chicago Association of Realtors, one of the oldest and most admired state Realtor associations, elected its first ever Latino President. Greater Chicago boasts many successful, professional, and dedicated Latino real estate agents. Casa Latino is excited to be bringing its proprietary, culturally significant model to the windy city."

In addition Heering stated "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".

A review of the company's website revealed the following Mission Statement: "To achieve dominant market presence among the Hispanic community nationwide by providing exemplary quality service to home buyers and home sellers with particular emphasis on educating and equipping the Hispanic community to achieve the dream of home ownership".

When questioned about the often used "we'll help you achieve the American dream" tagline Heering responded "Simply accomplishing the purchase of a home does not equal attainment of the American Dream, in fact, buying a home the wrong way, at the wrong price, with the wrong financing, with the wrong people rarely results in the realization of a dream. It more often can become the beginning of the American nightmare. Casa Latino is here to change all of that."

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.

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

About This Release

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