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Press Release

Source: Casa Latino Franchise Corporation

Casa Latino Moves into Florida

Tuesday May 1, 10:00 am ET

SOUTHBURY, Conn.--(BUSINESS WIRE)--Gabriel Diaz of Loxahatchee, Florida has helped make history. The 32 year old son of Cuban immigrants has acquired the first Florida base franchise of Casa Latino.

Casa Latino is America's first and only national Latino real estate brand and is rapidly expanding throughout America.

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"We found Gabe Diaz to be a very worthy, competent, and well qualified candidate to open our first Florida franchise," said Robb Heering, CEO of Casa Latino Franchise Corporation.

"Besides being a well respected local real estate and mortgage professional, Gabe comes with a wealth of experience and integrity. He served our country in the US Marine Corps, he's a well educated, well spoken, and extremely driven professional," said Heering.

Casa Latino Franchise Corporation staffers in Connecticut indicated that Mr. Diaz has not yet selected a location

for his Casa Latino Real Estate office, but the office will likely be located in or near West Palm Beach.

The two year old company, which began offering franchises only five months ago, has already awarded over a dozen franchises and now boasts offices in Connecticut, Florida, Nevada, Arizona, New Mexico, Utah, and North Carolina. Many more offices will soon be opened in Texas, Idaho, California, Colorado, New York, Illinois, Pennsylvania, and Puerto Rico.

It is anticipated that Casa Latino will continue exponential growth over the next several years.

About Casa Latino Franchise Corporation

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.

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