

Casa Latino Real Estate Continues the Road Show

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(PRLEAP.COM) Next stop, California. Last month, Casa Latino, America's Leading Latino Real Estate Brand, exhibited its real estate franchise system at the Texas Association of Realtors Expo in Galveston, TX, the National Association of Corporate Real Estate Professionals Expo (NAHREP) in Orlando, FL, and the Illinois Association of Realtors Expo in Chicago, IL.

Next week, the year old real estate franchise system will make its first California Association of Realtors Expo appearance at the Anaheim Convention Center. In November the company will celebrate its one year anniversary and make its second appearance at the National Association of Realtors (NAR) Annual trade show in Las Vegas, NV and will end this year's trade show circuit at the Triple Play Realtors show (NY/NJ/PA) in Atlantic City, New Jersey in December.

Casa Latino's first California office opened last month in Long Beach. "Our Long Beach, CA based franchise owners are actually area developers. They will open dozens of offices in both Los Angeles and Orange Counties. We fully expect a minimum of 100 offices in California alone within the next 24 months." said Robb Heering, Casa Latino's founder and current CEO.

John Westerly, a New York based real estate analyst commented "What's amazing is that Casa Latino is growing in the worst real estate market in the history of the United States. I'm not really sure what their secret is, but I do see the value of niche marketing...especially when we are talking about the fast growing and economically powerful Hispanic space".

When reached in his Dallas, Texas franchise sales office, Heering responded "With all due respect I believe Mr. Westerly is mistaken. Our growth isn't amazing, it's expected. What alternative is there? The well established real estate brands in this country have totally missed the mark when it comes to what many call the emerging market. Hiring a few bilingual professionals and translating literature from English to Spanish isn't going to do much to impress America's Latino market. Latino's are much smarter than many believe we are. We don't patronize businesses just because they might have an ability to speak our language. Casa Latino understands the value of relationships, of caring, expert and professional real estate advice. We don't just sell houses.....we enable the American dream of sustainable home ownership. Why would a Realtor who really cares about his or her business choose another brand over Casa Latino? No other company provides as much as we do for our franchise owners and agents and none can come close to competing with our financial model. The other brands extract more fees, more royalties, and

demand more control. Our interest is in satisfying our customers, our real estate agents, and our franchise owners. The other brands interest is in satisfying their investors. Case closed.”

Heering further stated “we’re hearing from many independent real estate brokers who want to be a part of a national (soon to be international) franchise model that can help them grow without the high costs, cold structure, and fast talk of the traditional established brands. We’re also seeing many inquiries from brokers and agents who currently work for large real estate franchises because they know they can earn higher incomes and help more families achieve the dream of sustainable home ownership with our brand and system. The big box brands aren’t willing to help smaller agencies grow. In fact, many real estate franchise companies require a prospective franchise owner to have a certain minimum income base in order to qualify to purchase a franchise. Casa Latino’s criteria for awarding a franchise is less about how many houses you’ve sold in the past and more about how a prospective franchise owner treats people. Having a 50 million dollar annual producer is less valuable to us than having an ethical, knowledgeable, professional agent who treats people with respect, dignity, and fairness. Casa Latino subscribes to NAHREP’s Code of Trust, ‘En Confianza’, a set of ethical principles by which all its members are required to conduct business”. No other national real estate brand mandates adherence to the Code; that alone speaks volumes for Casa Latino.”