



LA ROSA FRANCHISING

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FOR IMMEDIATE RELEASE

FIRST OFFICE IN PINELLAS COUNTY FOR LA ROSA REALTY

CELEBRATION, FL and ST. PETERSBURG, FL (OCTOBER 1, 2019) - La Rosa Franchising, a unique real estate franchise with the tools and support to empower agents to deliver unparalleled service to clients, announced that they are opening a new La Rosa Realty office at 440 2nd St N. in St. Petersburg, Florida.

Plans to develop operations in St. Petersburg were initiated by La Rosa Realty founder, Joe La Rosa, and the broker owners, Whitney Roberts & Edward DiMotta. As franchise owners, Whitney and Edward will lead the growth of the **La Rosa Realty St Petersburg LLC** office. This new location will allow La Rosa Franchising to bring the La Rosa brand to an emerging real estate market with a “vibrant, inclusive community with a tremendous focus on the arts and education”.

“We were already part of the La Rosa Family and we were planning to move somewhere where there wasn't a La Rosa office yet. We didn't want to leave La Rosa Realty to join another brokerage, so it just made sense for us to open our own franchise and be the first La Rosa Realty in Pinellas County! Second, La Rosa Franchising is passionate about putting the agents first, not just through 100% commission, but also through offering their agents the best training and technology available in the market. Lastly we saw the potential for unlimited growth by partnering with La Rosa Franchising. We soon hope to be one of the top brokerages in Pinellas County thanks to the support and training provided by La Rosa Franchising.” said broker owners, Whitney Roberts & Edward DiMotta.

If you would like to contact the **La Rosa Realty St Petersburg LLC** office directly please call Whitney Roberts & Edward DiMotta at 727-289-1366 or email at info@larosarealtystpete.com.

About La Rosa Franchising

La Rosa Franchising offers two international brands, Better Homes Realty and La Rosa Realty. Better Homes Realty was founded in 1964 and is based in California. La Rosa Realty was founded in 2004 as a traditional real estate company serving the Florida market. In 2011 La Rosa Realty shifted to an Agent-Centric model of real estate, offering more tools and value to agents, while also offering a 100% commission split. In 2019 La Rosa Realty began franchising and converted several of its largest offices in Florida to franchises.

Our turn-key, flexible franchise solutions are suited to a 300+ agent virtual office or a traditional 10 agent office on Main Street. Our solutions offer state of the art technology, systems, support, and services delivered to our owners, agents, and consumers.

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