



LA ROSA FRANCHISING

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FOR IMMEDIATE RELEASE

500 La Rosa Realty Agents Have Received Their La Rosa Certified Agent Designation

CELEBRATION, FL (May 25, 2021) - La Rosa University, the education division of La Rosa Franchising, has announced that 500 La Rosa Realty Agents have received their La Rosa Certified Agent designation since the program began in August of 2020.

The La Rosa Certified Agent (LRCA) designation consists of ten exclusive courses that teach the core competencies of residential real estate. The courses cover important topics to the success of real estate professionals, from the “Anatomy of a Real Estate Transaction” to “Winning Listing Presentations.” Each course aims to assist newer real estate agents who feel lost when they first join a brokerage. These on-demand courses are part of the La Rosa Realty benefits, at no extra cost. Each Agent earns their LRCA designation after completing the courses and subsequent quizzes; giving them the confidence they need to succeed in the real estate marketplace. This core curriculum is also implemented in La Rosa’s exclusive Coaching Program.

“Congratulations to the first 500 Agents that completed the training and coursework to become La Rosa Certified Agents. We are proud of your accomplishments and your commitment to better yourselves, your businesses, and the [real estate] industry,” said Mark Gracy, Vice President of Operations, La Rosa Franchising.

The LRCA program was created by Mark Gracy and Veronica Malolos, CCIM, CRB, CIPS, Vice President of Professional Advancement, and is now being led by Charles Gracy, Director of Education and Training, who continues to grow and build the program.

About La Rosa Franchising

La Rosa Franchising offers two international brands La Rosa Realty and Better Homes Realty. 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 offering a 100% commission split. In 2019 La Rosa Realty began franchising and converted several of its largest offices in Florida to franchises. Better Homes Realty was founded in 1964 and is based in California with offices throughout the United States.

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

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