



LA ROSA HOLDINGS CORP.

**FAMILY. PASSION. GROWTH.**

**Nasdaq: LRHC**

# Safe Harbor Statement

This presentation includes or incorporates by reference statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements include, but are not limited to, information or assumptions about expenses, capital and other expenditures, financing plans, capital structure, cash flow, liquidity, management's plans, goals and objectives for future operations and growth. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could cause actual performance or results to differ materially from those expressed in or suggested by forward-looking statements. These statements are based on the current expectations or beliefs of the Company's management and are subject to various known and unknown risks that could cause actual results to differ materially from those described in the forward-looking statements, including, but not limited to, product demand, pricing, market acceptance, changing economic conditions, risks in product and technology development, the effect of the Company's accounting policies, increasing competition, the Company's ability to integrate companies and businesses acquired by it and certain other risk factors, including those that are set forth from time to time in the Company's filings with the United States Securities and Exchange Commission, which may cause the actual results, performance and achievements of the Company to be materially different from any future results, performance and achievements implied by such forward-looking statements.

**Our agent-centric platform is the beating heart of our mission.**



# HOME BUYER CHALLENGES



**01**

**Complexity of the Buying Process**

**02**

**Limited Inventory, Competitive Bidding, and Multiple Offers**

**03**

**Emotional Stress and Decision-Making**

# AGENT CHALLENGES



**01**

**Demanding client expectations**



**02**

**Evolving Technologies**



**03**

**Intense Competition**



LA ROSA HOLDINGS CORP.

# OUR SOLUTION



**Agent-centric commission model**



**Offer ancillary services, e.g. mortgage, insurance and title services**



**Provide proprietary technology, training, and on-going coaching support**



**Encourage agents to pursue commercial real estate (CRE) transactions and provide CRE services**





# BY THE NUMBERS\*

2,410

AGENT COUNT

\$2.7B

TOTAL TRANSACTION VOLUME

7,500

TOTAL TRANSACTION COUNT\*

37

OFFICES

7

STATES & UNINCORPORATED TERRITORY



# OFFICE LOCATIONS

## CALIFORNIA

Hayward\*\*  
Los Angeles\*\*

## GEORGIA

Alpharetta\*  
Gainesville\*

## NEW YORK

Valley Stream\*\*  
Hauppauge\*\*

## SOUTH CAROLINA

Greenville\*

## Texas

Houston

## PUERTO RICO

Bayamon\*  
Carolina\*

## FLORIDA

Apopka\*  
Celebration  
Clermont\*  
Davenport\*  
Downtown Orlando\*  
Fort Lauderdale\*  
Homestead  
Jacksonville\*  
Kendall\*  
Kissimmee  
Lake Nona  
Lakeland\*  
Lake Worth\*  
Longwood  
Miami Lakes  
North Florida

Orlando  
Reunion\*  
Sarasota  
St. Cloud  
St. Augustine\*  
St. Petersburg\*  
Tampa  
Venice\*  
Waterford Lakes  
Wesley Chapel\*  
Winter Garden\*

\*Franchised location  
\*\*Affiliated offices that pay fees to the company



# AWARDS & RECOGNITION



All awards and recognition are presented to La Rosa Realty, LLC.



No. 1 in the large-business category in the 2022 Orlando Sentinel Top Workplaces program



2022



Top 75 Residential Real Estate Firms in the United States



2020, 2019, 2018 & 2017

Orlando Business Journal

Top Office (Buyer Transactions by Volume)



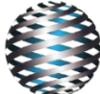
2018



# LA ROSA HOLDINGS CORP.

100%



 LA ROSA REALTY
  LA ROSA COACHING
 
 LA ROSA PROPERTY MANAGEMENT
  LA ROSA FRANCHISING

## ACQUISITIONS



 LA ROSA REALTY KISSIMMEE
  NONA LEGACY POWERED BY LA ROSA REALTY
  LA ROSA REALTY ORLANDO
  LA ROSA REALTY PREMIER
  LA ROSA REALTY CW PROPERTIES
  LA ROSA REALTY NORTH FLORIDA
  LA ROSA REALTY Texas

51%

51%

51%

51%

100%

100%

90%

# PUBLIC REAL ESTATE BROKERAGE COMPARISON

	DISRUPTOR	TRADITIONAL		
				
BROKERAGE MODEL	DISRUPTIVE / HIGHER COMMISSIONS	TRADITIONAL SPLITS TO AGENTS	TRADITIONAL SPLITS TO AGENTS	TRADITIONAL SPLITS TO AGENTS
AGENT COMMISSION	100% - AGENTS EARN THE MOST PER SALE	30% OF COMMISSION TO BROKER + TRANSACTION FEES	20% OF COMMISSION TO BROKER	20-40% OF COMMISSION TO BROKER
EDUCATION	FREE EDUCATION	PAID EDUCATION	FREE EDUCATION	MINIMAL IN-HOUSE EDUCATION
TECHNOLOGY	PROPRIETARY TRAINING PLATFORM	PROPRIETARY TECHNOLOGIES- KELLER CLOUD	PROPRIETARY TRAINING & SUPPORT PLATFORM	MINIMAL PROPRIETARY TECHNOLOGY

# LA ROSA REALTY AGENTS EARN MORE



LA ROSA  
REALTY

Traditional  
Brokerage

<b>\$350,000</b>	Sale Price
<b>3%</b>	Commission %
<b>\$10,500</b>	Total Commission
<b>-\$0</b>	Split to Broker (0%)
<b>\$10,500</b>	Total to Agent

VS

<b>\$350,000</b>	Sale Price
<b>3%</b>	Commission %
<b>\$10,500</b>	Total Commission
<b>-\$3,150</b>	Split to Broker (30%)
<b>\$7,350</b>	Total to Agent

**\$3,150 more in commission to the La Rosa Realty agent.**

The above example represents an agent in the Premier and Blue plan who are no longer in La Rosa Coaching. New agents enter La Rosa Coaching at a 60/40 split for their first four transactions.



LA ROSA HOLDINGS CORP.

# DIVERSIFIED REVENUE STREAMS



# PROPRIETARY TECHNOLOGY PLATFORM



## EDUCATION

Robust, best-in-class training platform for sales agents, both new and experienced.

Daily in-person educational classes are available, plus virtual support 24/7.



## MARKETING

AI integrated CRM software\*.

Each franchise and agent is given their own personalized website.\*

\*Third-party software



## INTRANET

Proprietary company intranet called **My Agent Account**

Internal Referral Network  
Ticket Support System  
Streamlined Onboarding System



## OPPORTUNITIES

Create new proprietary technologies to expand offerings.

Opportunistic acquisitions of technology we believe will fuel growth.





# JAEME AI

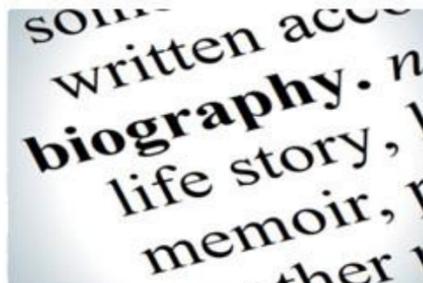
Real Estate Artificial Intelligence Tools Exclusive to La Rosa Agents



### Real Estate Quotes

What's the topic? Entrepreneur? Real Estate? Hard Work? etc...

Type your message...



### Realtor Biography

What's your name and tell me about yourself...

Type your message...



### Real Estate Blog Post

What's the headline?

Type your message...



### Image Generator

What kind of image do you need? Be descriptive.

Type your message...



### Lead Generation

What kind of leads? Buyers? Sellers? Investors?

Type your message...



### Property Description

Tell me about the property...

Type your message...



### 12-Touches Emails

Who is getting these messages? Buyers, Sellers, Investors, etc?

Type your message...



### Newsletter Campaign

Is this a quarterly, monthly, or weekly newsletter?

Type your message...



### Market Analysis

Type the address for a full market analysis

Type your message...



### Real Estate Advice

What kind of issues do you need help with?

Type your message...



# MANAGEMENT



**Joe La Rosa, *Founder, Chairman of the Board, & CEO***

- 18 years of real estate experience
- 2004 – Present: President, CEO & Chairman of the BOD since La Rosa Realty's inception
- 2008 – 2010: President of the Casa Latino group of companies, co-developed the first Latino real estate franchise in the U.S.
- Life and Business Coach and Philanthropist



**Kent Metzroth, *EVP & Chief Financial Officer***

- Over 20 years of domestic and international experience in multiple industries
- 2019 – 2022: Served in various senior-level finance roles, including Senior VP Finance, Treasury, Tax and IR at Finastra International Limited, a global leader in fintech
- 2013 – 2019: VP of Finance at Veeco Instruments Inc., a global semiconductor capital equipment manufacturer



**Alex Santos, *CTO***



**Deana La Rosa, *COO***



**Laverne Grajales, *Managing Broker***



**Pedro Aguilar, *Director of Education***



**Tiffany Polite, *Director of Coaching***



# KEY INVESTMENT HIGHLIGHTS

1

## BROAD REACH

2,410 agents\*  
37 offices

\*Agent count includes agents in  
La Rosa Holdings Corp. owned  
and franchised offices

2

## UNIQUE BUSINESS MODEL

Services include  
residential and commercial  
real estate brokerages,  
franchising, real estate  
education and coaching,  
and property management

Agent centric model

Proprietary technology for  
training and marketing

3

## FUTURE OPPORTUNITY

Offer additional services  
such as mortgage  
brokering, title,  
homeowner's insurance

Organic growth and  
expansion to further  
locations both inside and  
outside the U.S. Create or  
acquire additional  
proprietary technologies

4

## FINANCIAL STRENGTH

History of profitability,  
excluding non-recurring  
IPO expense through  
2021





LA ROSA HOLDINGS CORP.

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