

## FAMILY. PASSION. GROWTH.

Nasdaq: LRHC

**Investor Presentation June 2024** 

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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.

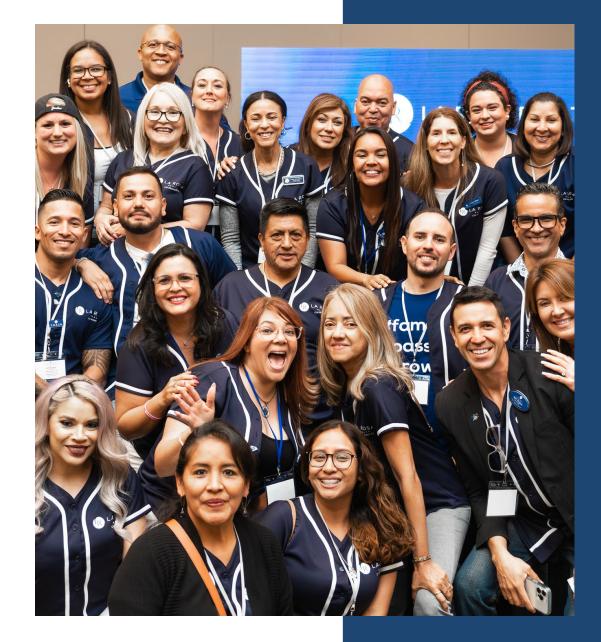


# FAMILY. PASSION. GROWTH.





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



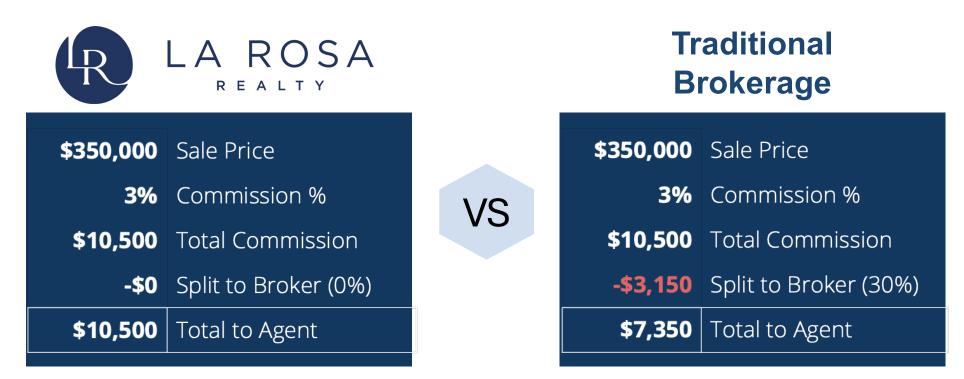


We didn't invent the 100% commission model, we disrupted it





## LA ROSA REALTY AGENTS EARN MORE



#### \$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.



## DISRUPTING THE MARKET





Agent-centric commission model with multiple revenue streams



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



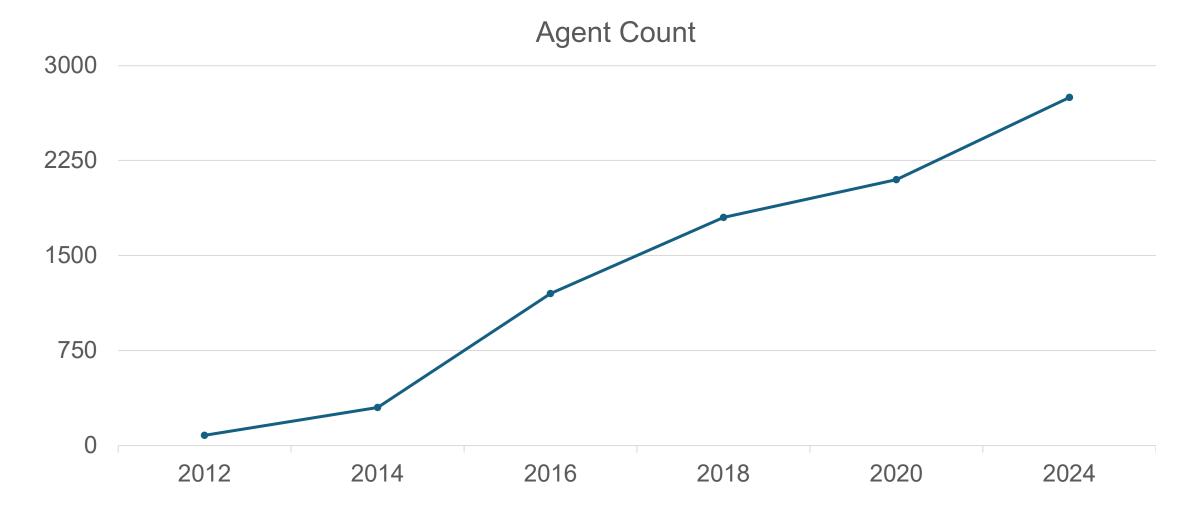
Provide proprietary technology, training, and ongoing coaching support



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



### **GROWTH STATISTICS**



A ROSA HOLDINGS CORP.

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Agent Count represents all agents within the La Rosa Realty, including franchised locations

Out of the estimated 1.7 million realtors in the United States, only an estimated 10% have their license with a brokerage that offers 100% commission

We predict that 10 years from now that percentage will increase to over 50%





Settlement creates major opportunities and benefits for



## BY THE NUMBERS

**2,470** AGENT COUNT

\$32 M TOTAL REVENUE

**7,500** TOTAL TRANSACTION COUNT\*

37

OFFICES

STATES & UNINCORPORATED TERRITORY







\*FY2023

We didn't invent the revenue share model in real estate, we are disrupting it



Immediate Earning Potential: Unlike traditional commission structures, La Rosa's model is designed to allow agents to potentially start earning passive income from the very first referral they bring into the Company



Building Your Downline: Agents will have the opportunity to build their own downline by recruiting and mentoring new real estate professionals. As these recruits bring in referrals of their own, the original agent will continue to benefit from the cascading revenue share structure

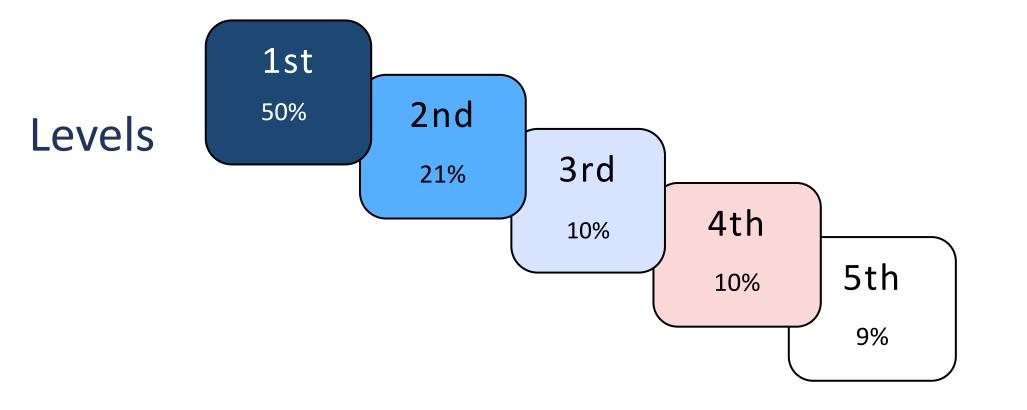


Transparent and Easy-to-Understand Revenue Model

**100% Commission Plan or Revenue Share**: What sets the Company apart is the dual offering of either a 100% commission plan or a revenue share plan for agents



Ultimate Business Builder and Ultimate 100



La Rosa's Ultimate Plan

R LA ROSA HOLDINGS CORP.

## How does our Revenue Share Compare?



La Rosa Realty Revenue Share is only 5 revenue share lines.

We have a 90/10 program with a \$10,000 cap. After you cap you will return to 100% commission. This resets each calendar year.

You do not have to close to qualify and receive revenue share.

You do not have to cap first before getting paid from your revenue Share.

When you recruit 10 agents in a calendar year you are awarded \$10,000 dollars in shares (RSU).

Lowest monthly fees in the business.

Every part of our revenue share plan is agent centric. We focus on getting the agent paid first.

#### Other Companies

Rev share is 5 to 7 lines, and you must be unlocked by recruiting a certain amount of agent per line.

You must close to qualify and so do all your downlines to get paid.

You must cap before you can get paid from the Rev share pool

When capped you will need to complete other task to collect your stock that is awarded when you cap.

All other revenue share models are broker centric, focuses more on getting the brokerage paid first, before the agent.



## **OFFICE LOCATIONS**

#### **CALIFORNIA**

Hayward\*\* Los Angeles\*\*

#### **GEORGIA**

Alpharetta\* Gainesville\*

#### **NEW YORK**

Valley Stream\*\* Hauppauge\*\*

#### SOUTH CAROLINA

Greensville\*

#### **TEXAS** Houston

**PUERTO RICO** Bayamon\* Carolina\*

#### FLORIDA

Apopka\* Celebration Clermont\* Davenport\* Downtown Orlando\* Fort Lauderdale\* Homestead Jacksonville\* Kendall\* Kissimmee Lake Nona Lakeland\*

Lake Worth\*

North Florida

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



LA ROSA HOLDINGS CORP.

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

# AWARDS & RECOGNITION



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



Became publicly listed on October 2023



No. 1 in the largebusiness category in the 2022 Orlando Sentinel Top Workplaces program



Top 75 Residential Real Estate Firms in the United States

Orlando Business Journal

Top Office (Buyer Transactions by Volume)







2020, 2019, 2018 & 2017



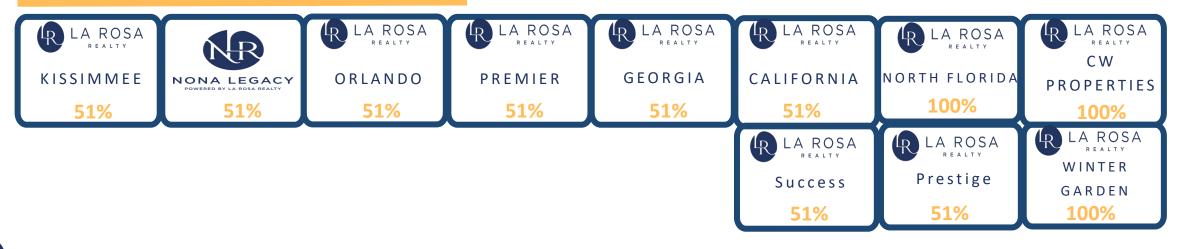




## 100%



## Acquisitions



## PUBLIC REAL ESTATE BROKERAGE COMPARISON





## 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.



#### MY AGENT ACCOUNT

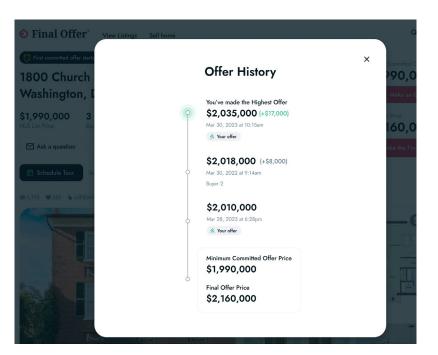
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Ultimate Plan Leaderboard aderboard for our revenue share. Click here to manage your plan.		Affilia	ates			



## STRATEGIC PARTNERSHIP WITH FINAL OFFER

- Final Offer and La Rosa are revolutionizing the real estate industry by bringing transparency to the heart of transactions
- Partnership provides La Rosa's agents with a more transparent offer and negotiation experience for their clients
- No more hidden dealing or mystery bids
- Real-time offer alerts, everyone interested as offers come in
- Bringing much-needed transparency to the industry through best-in-class technology

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 Transparency in realtime

- A consumer-facing offer and negotiation platform driven by agents
- Apples-to-apples comparisons
- Consumer-demanded transparency

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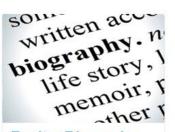
Real Estate Quotes What's the topic? Entreprenuer? Real Estate? Hard Work? etc...

Type your message...



Property Description Tell me about the property...

ype your message...



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

ype your message...



**12-Touches Emails** Who is getting these messages? Buyers, Sellers, Investors, etc?

ype your messa



Real Estate Blog Post What's the headline?

Type your message...



Newsletter Campaign Is this a quarterly, monthly, or weekly newsletter?

Type your message...



Image Generator What kind of image do you need? Be descriptive.

Type your message...



Market Analysis Type the address for a full market analysis

e your message...



Lead Generation What kind of leads? Buyers? Sellers? Investors?

Type your message...

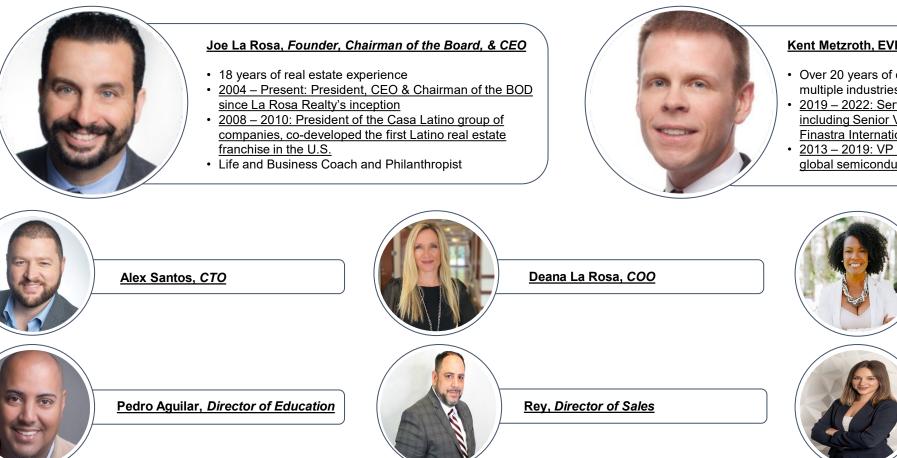


Real Estate Advice What kind of issues do you need help with?

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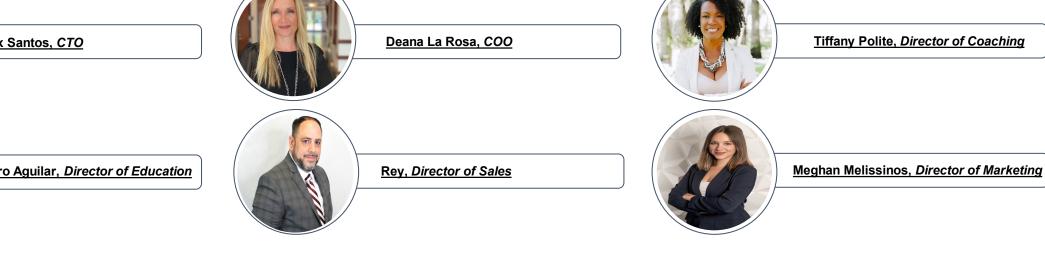


### MANAGEMENT

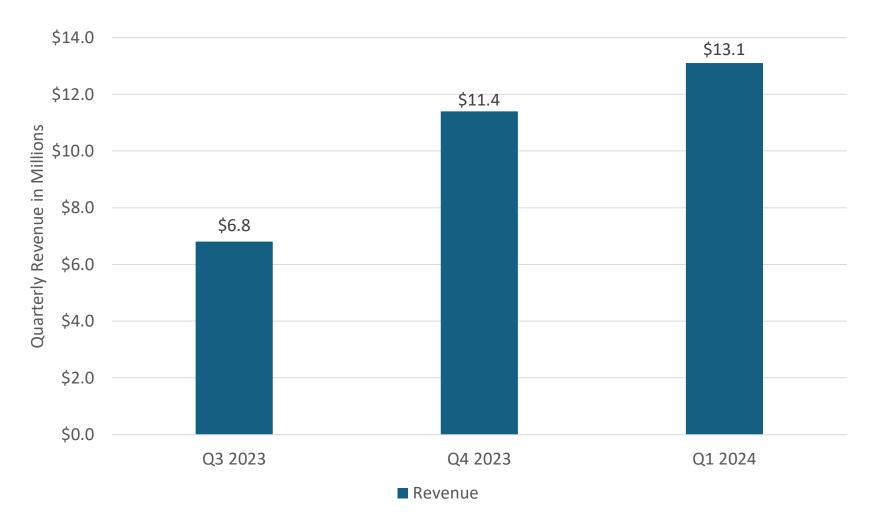


Kent Metzroth, EVP & Chief Financial Officer

- 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



#### **REVENUE GROWTH**





## **KEY INVESTMENT HIGHLIGHTS**

#### **BROAD REACH**

2,470 agents\* 37 offices

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

2

#### 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

#### 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

#### FINANCIAL STRENGTH

History of profitability, excluding non-recurring IPO expenses



#### **KEY STATISTICS**







NASDAQ: LRHC

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