

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.



LA ROSA HOLDINGS SNAPSHOT

- La Rosa Holdings (Nasdaq:LRHC) is a holding company for six agent-centric, technology-integrated, multi-service real estate segments:
 - La Rosa Realty (Established in FL in 2004)
 - La Rosa Franchising
 - La Rosa Property Management
 - La Rosa CRE
 - La Rosa Coaching
 - > Title Agency
- Multiple revenue streams, generates revenue from every aspect of a real estate transaction
- Proprietary Software-as-a-Service (SaaS) technology agents are charged a monthly or annual fee to access La Rosa's suite of tech tools
- **Disrupting the real estate industry** by offering agents a revenue share model or an annual fee-based model with 100% agent commissions
- Agent-centric model by offering providing unparalleled support, technology, and education to real estate agents
- Aggressively expanding through M&A, clear growth trajectory to reach 4000 agents and a revenue run rate of \$100 million by the end of 2024









DISRUPTING THE MARKET



Traditional Real Estate Model

- High fixed costs
- High brokerage split, with limited revenue share or equity
- Limited support
- Outdated commission structures

La Rosa Model



Agent-centric 100% commission model with multiple revenue streams



Provides proprietary technology, training, and ongoing coaching support



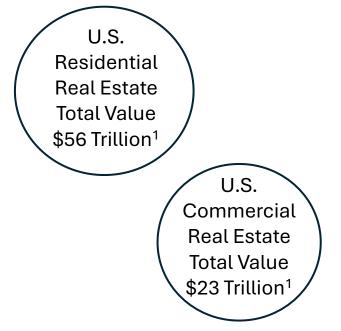
Offers ancillary services, e.g. mortgage, insurance and title services



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



MARKET OPPORTUNITY







1.5 million licensed realtors in the USA, as of February 2024²



La Rosa is well-positioned to capture a significant share of the real estate market through its disruptive business model, technology, and acquisition strategy

DIVERSIFIED REVENUE STREAMS

Title Agency

Premiums paid by homebuyers and lenders for title insurance policies. Creates opportunities to establish strategic joint ventures in other states where La Rosa currently operates

La Rosa Realty

Percentage fees paid on agentgenerated residential real estate transactions. Other revenues earned upon occurrence (annual and monthly dues charged to our agents)

LA ROSA HOLDINGS CORP.

La Rosa Franchising

One-time fee payable upon signing of the franchise agreement. Other revenues earned upon occurrence (annual membership, technology, interest, late fees, renewal, transfer, successor, audit, and other related fees). Per agent per closed transaction; payable monthly

La Rosa CRE

10% of every real estate commission earned by the sales agent

La Rosa Property Management

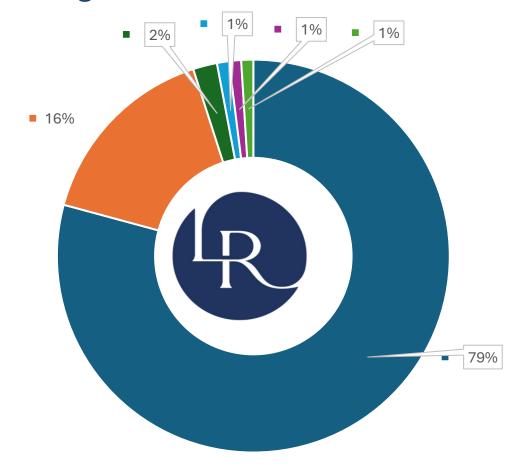
Management fees are paid by the sales agents from fees earned from property owners, rental fees, and rents

La Rosa Coaching

Based on real estate commissions earned by the sales agent. Event fees and break-out sessions



La Rosa Holdings Revenue Breakdown First Half of 2024



■ Property Management
■ Franchising
■ CRE
■ Coaching
■ Title *Acquisition closed in August 21, 2024

MULTIPLE REVENUE **STREAMS**



GROWTH STRATEGY

Acquisitions

- Reacquiring franchisees, acquired 12 franchisees since IPO in October 2023
- Acquiring external brokerages, recently announced LOI for a brokerage with over 900 agents and more than \$19.0 million in revenue for 2023

Agent Recruitment

- Leveraging its agentcentric model and innovative multi-level, revenue-share commission plan to attract and retain agents
- Benefiting from recent NAR settlement. Increased interest from agents looking for more lucrative and sustainable income streams
- Since June 2024, La Rosa has onboarded over 400 agents

Ancillary Service Expansion

 Expanding its services in title insurance, property management, and other real estate-related sectors to capture more revenue per transaction

Long-Term Financial Targets: \$100M revenue run rate by the end of 2024 and expected profitability by 2025

PROPRIETARY SaaS TECHNOLOGY

Proprietary cloud-based platform, streamlining operations and enhancing agent productivity

Agents are charged a monthly or annual fee to access La Rosa's suite of tech tools



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

Al integrated CRM software*. Each franchise and agent is given their own personalized website*

*Third-party software



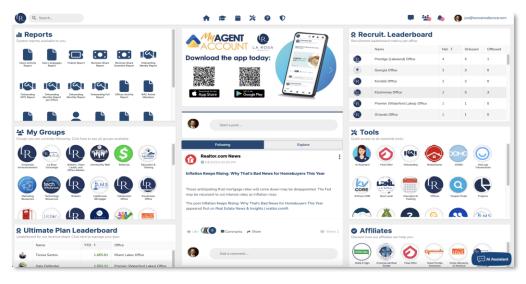
Proprietary company intranet called My Agent Account.

Internal Referral Network, ticket support system, streamlined onboarding system



OPPORTUNITIES

White-label current tech. Create new proprietary technologies to expand offerings. Opportunistic acquisitions of technology we believe will fuel growth





RECENT MILESTONES



Restructured existing debt in October 2024; conversion rights halted, and principal & interest payments deferred until February 2025



Announced LOI in September 2024 to acquire real estate brokerage firm with over 950 agents and more than \$19.0 million in revenue for 2023



Completed Acquisition of Nona Title Agency DBA Red Door Title in August 2024



Onboarded a record 400 plus agents since June 2024



Acquired twelve real estate brokerage franchises since going public in October 2023





BY THE NUMBERS

2,470

\$32 M

AGENT COUNT

TOTAL REVENUE*

7,602

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

Greensville**

TEXAS

Houston

PUERTO RICO

Carolina

FLORIDA

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

Lake Worth*

North Florida

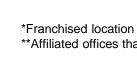
Longwood Miami Lakes

Orlando Reunion* Sarasota St. Cloud St. Petersburg Tampa Venice* Waterford Lakes Winter Garden Winter Haven



ROSA HOLDINGS CORP.

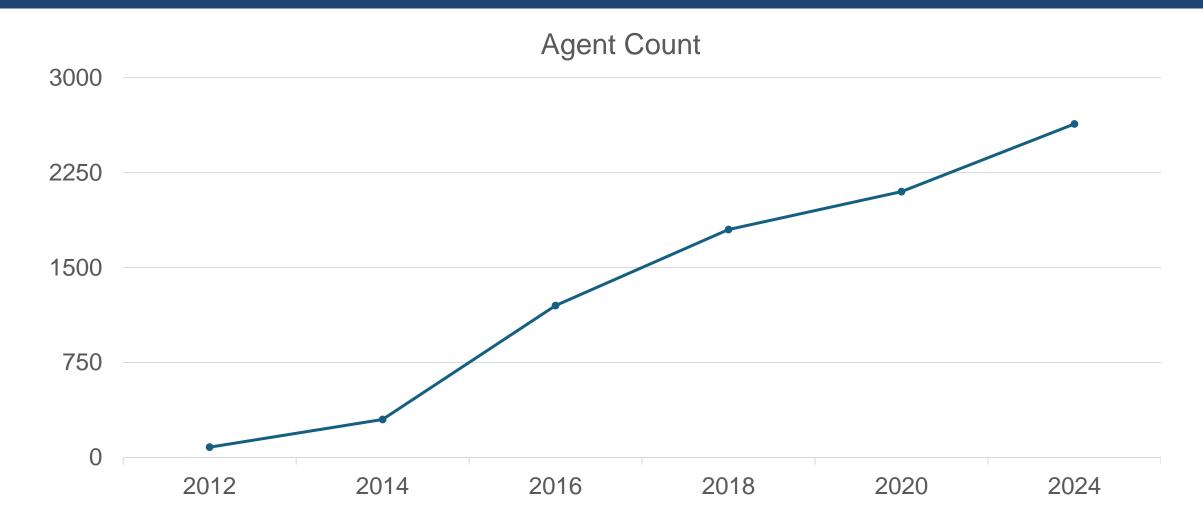
Bayamon*





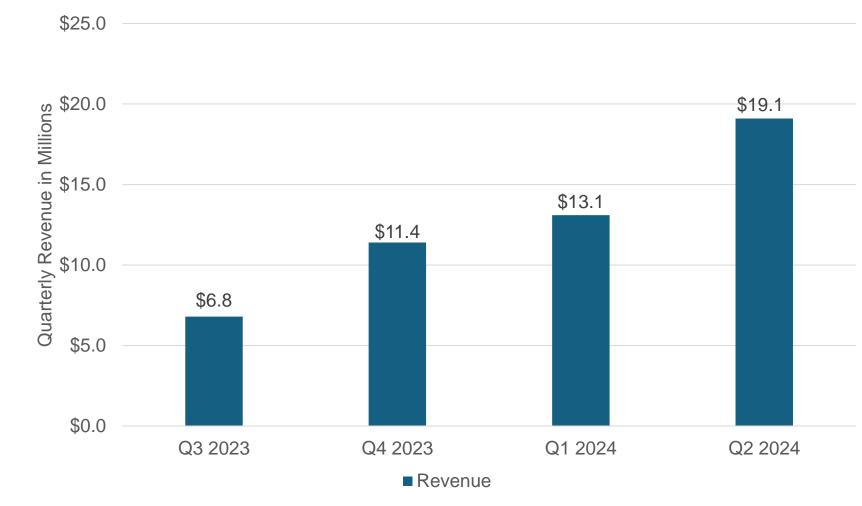
^{**}Affiliated offices that pay fees to the company

GROWTH STATISTICS





REVENUE GROWTH





100%













LAROSA

CW

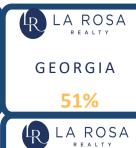
Franchisee Acquisitions











BF Prime

100%









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



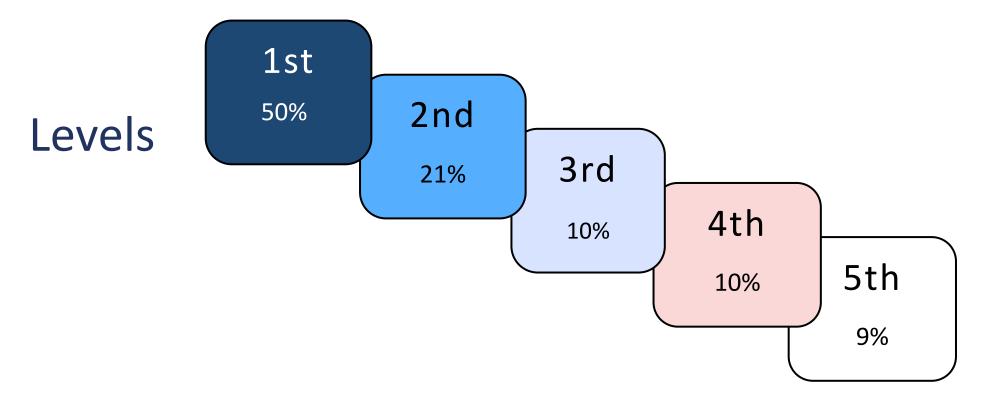
Transparent and Easy-to-Understand Revenue Model



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

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.

LA ROSA REALTY AGENTS EARN MORE



\$350,000 Sale Price

3% Commission %

\$10,500 Total Commission

-\$0 Split to Broker (0%)

\$10,500 | Total to Agent

Traditional Brokerage

\$350,000 Sale Price

3% Commission %

\$10,500 Total Commission

-\$3,150 Split to Broker (30%)

\$7,350 | 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.



PUBLIC REAL ESTATE BROKERAGE COMPARISON

DISRUPTOR



DISRUPTIVE / HIGHER COMMISSIONS

100% - AGENTS EARN THE MOST PER SALE

FREE EDUCATION

PROPRIETARY
TRAINING PLATFORM



TRADITIONAL SPLITS
TO AGENTS

30% OF COMMISSION TO BROKER + TRANSACTION FEES

> PAID EDUCATION

PROPRIETARY
TECHNOLOGIES- KELLER
CLOUD

TRADITIONAL



TRADITIONAL SPLITS TO AGENTS

20% OF COMMISSION TO BROKER

FREE EDUCATION

PROPRIETARY
TRAINING & SUPPORT
PLATFORM

*Anywhere COMPASS



TRADITIONAL SPLITS
TO AGENTS

20-40% OF COMMISSION TO BROKER

MINIMAL IN-HOUSE EDUCATION

MINIMAL PROPRIETARY
TECHNOLOGY

LA ROSA HOLDINGS CORP.

BROKERAGE MODEL

AGENT COMMISSION

EDUCATION

TECHNOLOGY

MANAGEMENT TEAM



<u>Joe La Rosa, Founder, Chairman of the Board, CEO & Interim CFO</u>

- 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



Alex Santos, CTO



Deana La Rosa, COO



Tiffany Polite, Director of Coaching



Pedro Aguilar, Director of Education



Korey Alberts, Corporate Controller



Maria Correa, President of Division Latina



BOARD OF DIRECTORS



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Siamack Alavi, Chairperson of the Compensation Committee, Audit Committee and Nominating Committee

- Executive and entrepreneur with 40 years of experience in initiating, developing, and leading businesses across a range of sectors including health and wellness, digital marketing, franchising, and sports nutrition
- In 2012, Mr. Alavi founded Muscle Media, a global fitness and health media outlet, which he owns and operates to date.
- Since 2016, Mr. Alavi owns and operates Infinite Labs Digital, a digital marketing agency, focusing on B2B and B2C growth solutions



Michael A. La Rosa

 Michael currently serves as a Governor-appointed member of the Florida Public Service Commission which is responsible for regulating the state's telecommunications, electrical, gas, water, and transport companies



Ambassador Ned L. Siegel

 Ambassador Seigel is the President of The Siegel Group, a multi-disciplined international business management advisory firm he founded in 1997 in Boca Raton, Florida, specializing in real estate, energy, utilities, infrastructure, financial services, oil and gas and cyber & secure technology



Lourdes Felix

 Ms. Lourdes Felix is an accomplished entrepreneur and corporate finance executive with 30 years of combined experience in capital markets, public accounting and in the private sector



KEY INVESTMENT HIGHLIGHTS

1

Agent Growth

2,634 agents*
35 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 enhances scalability and reduces costs

3

FUTURE OPPORTUNITY

Aggressive acquisition strategy to fuel future growth

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 expenses

Diversfied revenue streams



KEY STATISTICS

Nasdaq: LRHC \$1.04

Share Price (10/24/24)

17.2 M

Shares Out (08/15/24)

48%

Insider Ownership

\$17.8 M

Market Cap (10/24/24)





For additional information, please contact:

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