



LA ROSA HOLDINGS CORP.

FAMILY. PASSION. GROWTH.

Nasdaq: LRHC

Investor Presentation May 2024

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.



**FAMILY.
PASSION.
GROWTH.**



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



LA ROSA HOLDINGS CORP.

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 on-going coaching support



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





BY THE NUMBERS

2,470

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*
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.



Publicly listed on October 2023



2023



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



Top Office (Buyer Transactions by Volume)



2018



LA ROSA HOLDINGS CORP.

100%



Acquisitions



PUBLIC REAL ESTATE BROKERAGE COMPARISON

	DISRUPTOR	TRADITIONAL	TRADITIONAL	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

DIVERSIFIED REVENUE STREAMS

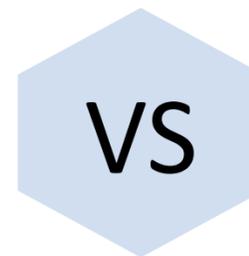


LA ROSA REALTY AGENTS EARN MORE



Traditional Brokerage

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



\$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.

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

LA ROSA'S UTIMATE PLAN

YOUR ORGANIZATION (DOWNLINE)

Build Unlimited Direct Agents (Tier 1)
Max Downline is 4 Levels

	You	PAYOUT % PER TIER	MAX PAYOUT PER TIER / PER CAPPED AGENT*
Tier 1 is always Direct to You (Unlimited)	Tier 1	55%	\$2750
Tier 2 is always Direct to Tier 1	Tier 2	20%	\$1000
Tier 3 is always Direct to Tier 2	Tier 3	15%	\$750
Tier 4 is always Direct to Tier 3	Tier 4	10%	\$500

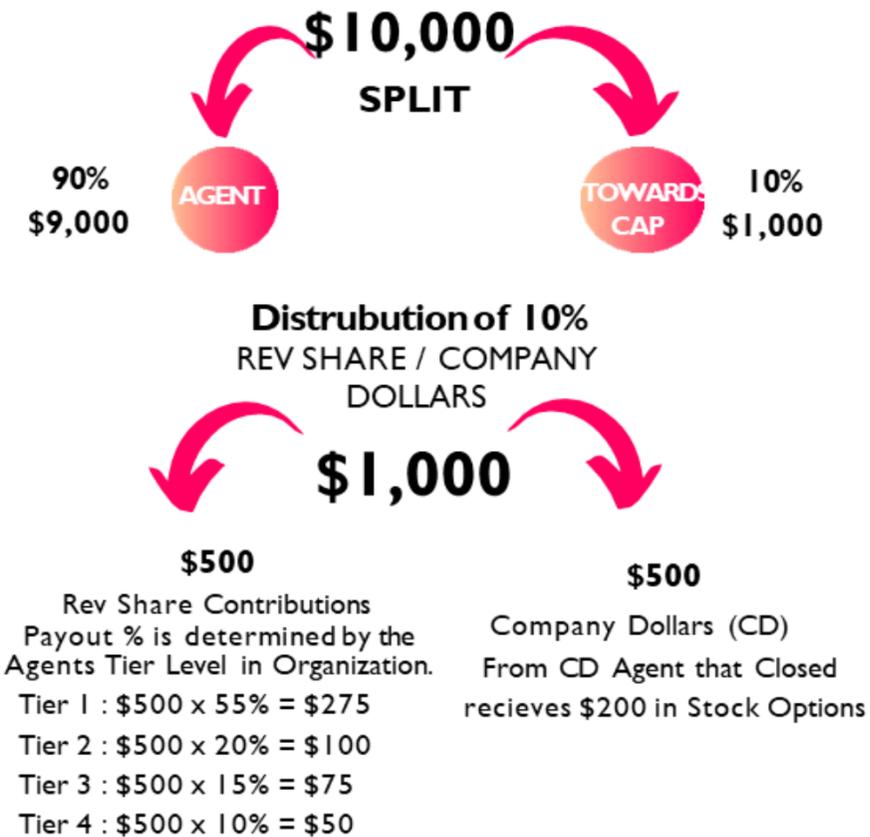
Recruiting Incentives

Recruiting Agent receives \$200 in Stock Grants for any agent that Joins La Rosa Realty regardless if agent chooses the Ultimate Plan.

**When Agent recruits the 10th Agent in a Rolling Calendar Year recruiting agent will receive a bonus of \$8,200 in Stock Grants.

AGENT CLOSING EXAMPLE

Purchased Price: \$400,000 / Commission %: 2.5% / Total Commission: \$10,000



Husband and Wife team only require a combined cap of \$10k for both to achieve Capped Status.

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

🏠
🎓
📅
✂️
❓
🛡️

💬
👥
🔔

joe@larosarealtycorp.com

📊 Reports

System reports available to you:

Users Activity Report

User Languages Report

Tickets Report

Revenue Share Report

Revenue Share Downline Report

Onboarding Weekly Report

Onboarding MTD Report

Onboarding Monthly Report per Office

Onboarding Monthly Report

Onboarding Full Report

Offices Activity Report

NAC Active Members

Download the app today:

👤 Recruit. Leaderboard

Recruitment leaderboard metrics per office:

	Name	Net ↓	Onboard	Offboard
	Prestige (Lakeland) Office	4	5	1
	Georgia Office	3	3	0
	Kendall Office	2	2	0
	Kissimmee Office	2	5	3
	Premier (Waterford Lakes) Office	1	1	0
	Orlando Office	1	1	0

Following
Explore

Realtor.com News

🕒 04/10/24 02:00 PM

Inflation Keeps Rising: Why That's Bad News for Homebuyers This Year

Those anticipating that mortgage rates will come down may be disappointed. The Fed may be reluctant to cut interest rates as inflation rises.

The post Inflation Keeps Rising: Why That's Bad News for Homebuyers This Year appeared first on Real Estate News & Insights | realtor.com®.

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👁 Views 2

👤 My Groups

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Corporate Announcements

La Rosa Concierge

Brokers, Team Leads, and Office Admins

Community Wall

Referrals

La Rosa Education

Marketing Resources

Technology Resources

Brokers

Lighthouse Mortgage

Celebration Office

Kissimmee Office

LRPA

LA ROSA

HWA

🏆 Ultimate Plan Leaderboard

Leaderboard for our revenue share. Click here to manage your plan.

	Name	YTD ↓	Office
	Teresa Santos	1,665.81	Miami Lakes Office
	Hala Dafterdar	1,553.21	Premier (Waterford Lakes) Office

🛠 Tools

Quick access to all essential tools:

AI Assistant

Final Offer

Onboarding

BrokerSumo

DOMO

DotLoop Transactions

KVCore CRM

Next Level

Education & Training

Offices

People Finder

Projects

Build A Sign

Commercial Real Estate

Final Offer

Great Florida Insurance

Home Warranty of America

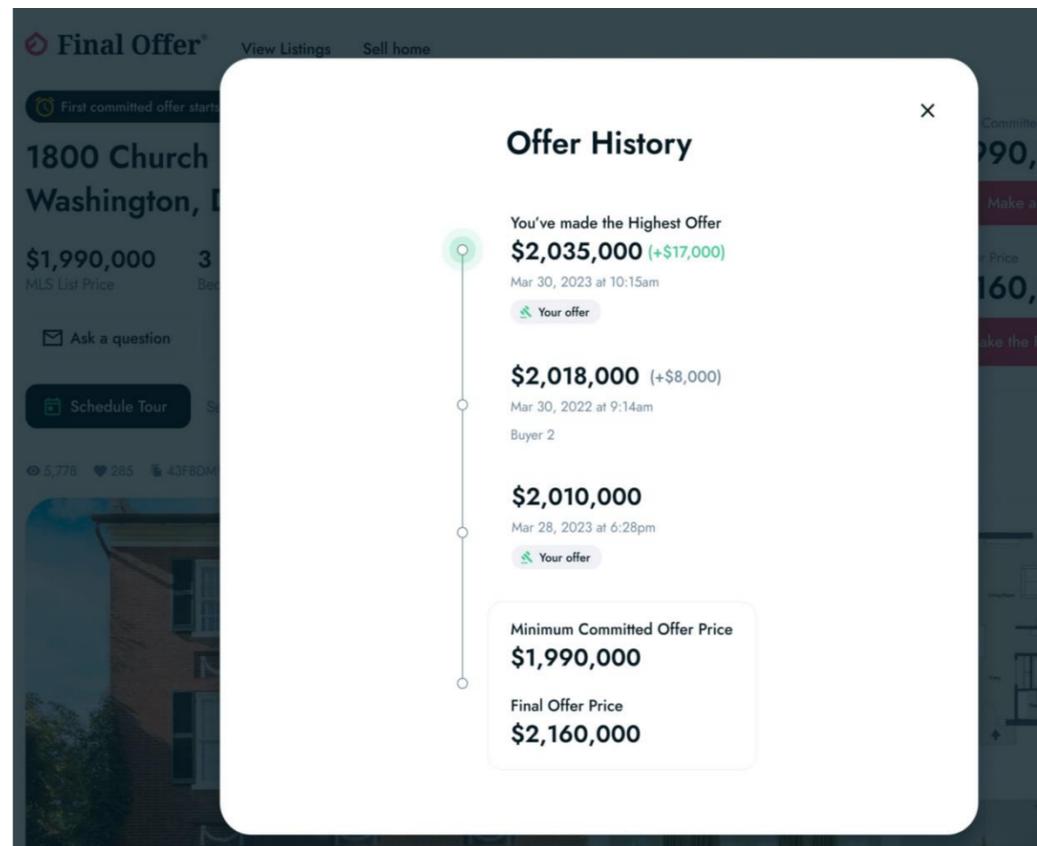
AI Assistant

👤 Affiliates

Discover how our affiliates can help you:

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



- ✓ Transparency in real-time
- ✓ A consumer-facing offer and negotiation platform driven by agents
- ✓ Apples-to-apples comparisons
- ✓ Consumer-demanded transparency



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JAEME AI

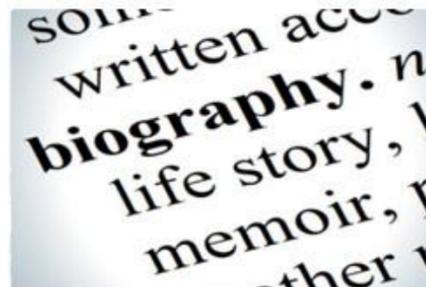
Real Estate Artificial Intelligence Tools Exclusive to La Rosa Agents



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



Tiffany Polite, Director of Coaching



Pedro Aguilar, Director of Education



Rey, Director of Sales



Meghan Melissinos, Director of Marketing

KEY INVESTMENT HIGHLIGHTS

1

BROAD REACH

2,470 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 expenses



KEY STATISTICS

**Nasdaq:
LRHC**

\$1.33
Share Price (05/10/24)

14.3 M
Shares Out (04/16/24)

54%
Insider Ownership

\$19.0 M
Market Cap (05/10/24)



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