



LA ROSA HOLDINGS CORP.

FAMILY. PASSION. GROWTH.

Issuer Free Writing Prospectus  
Filed Pursuant to Rule 433  
Registration Number: 333-264372  
September 2023

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The Company has filed a registration statement on Form S-1 with the Securities and Exchange Commission, File No. 333-264372, relating to the proposed public offering of its securities in the United States, but the registration statement has not yet become effective. The proposed offering of the Company’s securities to be made in the United States will be made solely on the basis of the prospectus included in such registration statement, as and when declared effective by the Securities and Exchange Commission. Any decision to purchase the Company’s securities in the proposed offering should be made solely on the basis of the information contained in the prospectus.

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# OFFERING SUMMARY

<b>Issuer</b>	<b>La Rosa Holdings Corp.</b>
Exchange	Nasdaq Capital Market
Ticker	LRHC
Offering Type	Initial Public Offering
Security	Common Stock
Expected Offering Size	1,000,000 Shares
Expected Offering Amount	\$5,000,000
Over-Allotment Option	15% (100% Primary)
Offering Price	\$5.00
Settlement	T+2
Sole Bookrunner	Alexander Capital, L.P.
Anticipated Pricing	Week of September 25 <sup>th</sup>



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

# 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

2,450

AGENT COUNT

\$26.2M

TOP LINE VALUE\*

8,300

TRANSACTIONS  
COUNT IN TOTAL\*

35

OFFICES

6

STATES &  
UNINCORPORATED  
TERRITORY





# OFFICE LOCATIONS

## CALIFORNIA

Hayward\*\*  
Los Angeles\*\*

## GEORGIA

Alpharetta\*  
Gainesville\*

## NEW YORK

Valley Stream\*\*  
Hauppauge\*\*

## SOUTH CAROLINA

Greenville\*

## PUERTO RICO

Bayamon\*  
Carolina\*

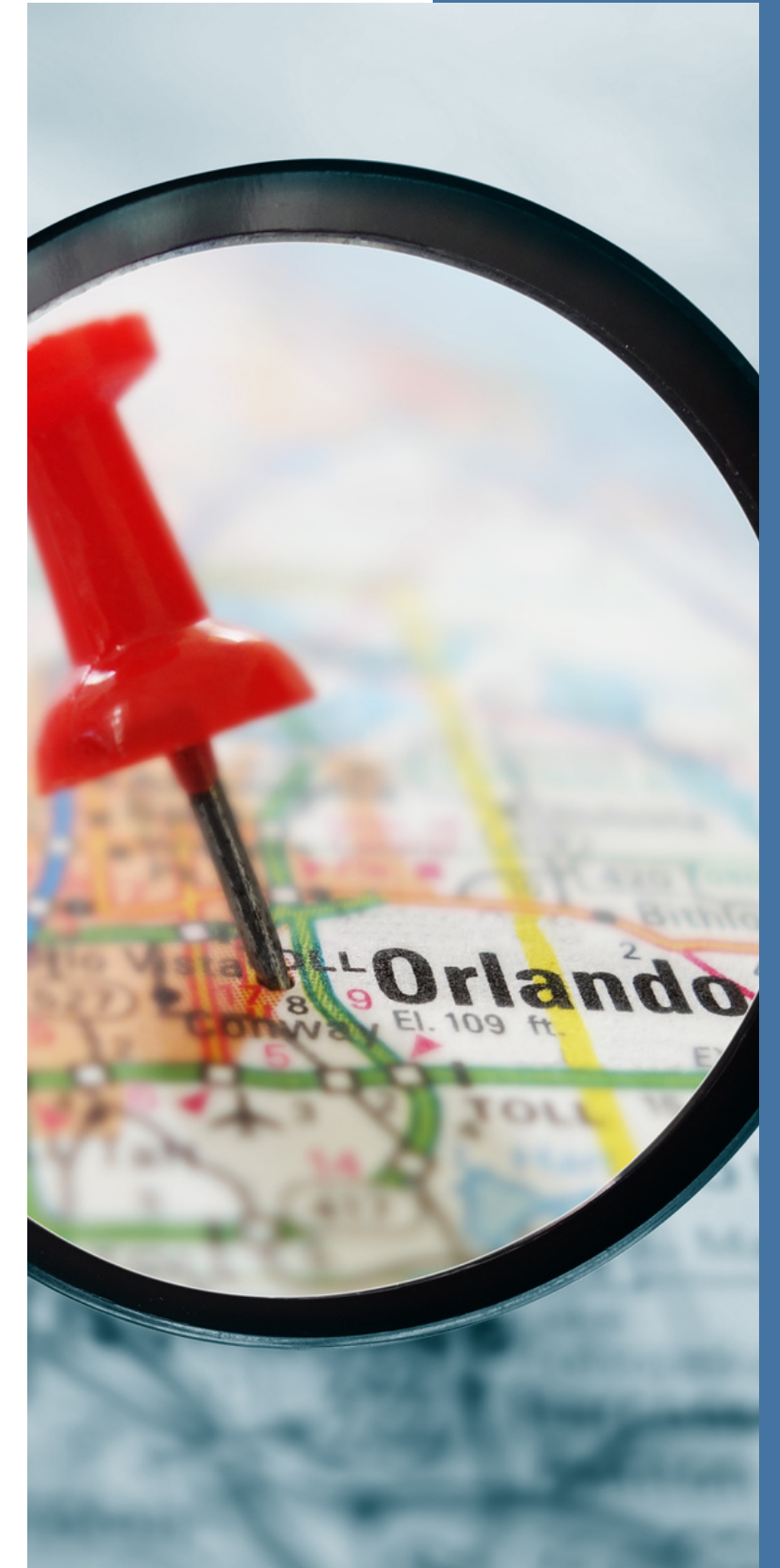
## FLORIDA

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.



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%



51%



# 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

<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

## Traditional Brokerage

<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

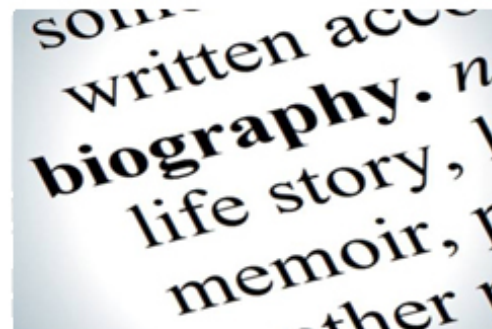
Real Estate Artificial Intelligence Tools Exclusive to La Rosa Agents



### 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...

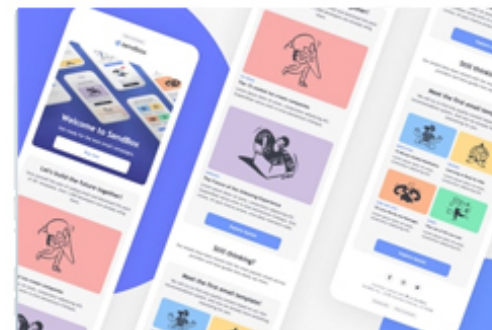
Type your message...



### 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...





# FINANCIAL SUMMARY

	FY2022	FY2021	FY2020
<b>Total Gross Sales Revenue</b>	26,203,921	28,797,531	24,127,871
<b>Total Cost of Sales</b>	<u>23,678,819</u>	<u>25,283,775</u>	<u>21,051,729</u>
<b>Gross Profit</b>	2,525,102	3,513,756	3,076,142
<b>Gross Margin</b>	9.6%	12.2%	12.7%
<b>Sales and marketing</b>	415,770	254,453	258,953
<b>General and administrative</b>	<u>4,114,520</u>	<u>3,196,379</u>	<u>2,689,535</u>
<b>Total Operating Expenses</b>	4,530,290	3,450,832	2,948,488
<b>Non-cash stock based compensation</b>	230,664	-	-
<b>Non-GAAP EBITDA</b>	<u>(1,774,524)</u>	<u>62,924</u>	<u>127,654</u>

- Gross profit decline in FY22 was primarily attributable to excess demand in 2021 coming out of the pandemic, which had a temporary cooling effect in FY22
- General and administrative expenses increased in FY22 primarily due to indirect costs associated with the Company's IPO process

# 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**



**Laverne Grajales, Managing Broker**



**Tiffany Polite, Director of Coaching**



**Pedro Aguilar, Director of Education**



**Lissette Ortolani, Director of Recruiting**



**Brian Kirkwood, Director of Marketing**

# KEY INVESTMENT HIGHLIGHTS

1

## BROAD REACH

2,450 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<sup>19</sup>

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



# IPO USE OF PROCEEDS

- ✓ Acquiring more agents
- ✓ Developing new services
- ✓ Acquisitions of controlling interest in a number of our franchisees
- ✓ Acquisitions of other independent real estate brokerages, title insurance agencies, mortgage brokerages and other complementary businesses
- ✓ General operating expenses
- ✓ Repayment of debt
- ✓ Purchase and acquisition of proprietary technology





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