



Engel & Völkers Florida Announces its Latest Location in the Florida Keys

Bob Cardenas and Ralph Spano sign for the franchise in Monroe County

NAPLES, FL –May, 27, 2011– Engel & Völkers Florida, a global real estate firm headquartered in Naples, Florida announces the opening of its latest franchisee in Key West, Florida; Engel & Voelkers Florida Keys. With plans to expand across Monroe County, Bob Cardenas and Ralph Spano, franchisee owners for the area are making an impact in the way they do business for luxury real estate in the region.

With over 32 years of experience, Bob Cardenas started in the real estate industry in Fort Lauderdale, Florida in 1977, and became a Broker in 1978. Moving to the Orlando area in the early 80's, he quickly built an identity for his skills by earning his CCIM Designation and becoming one of the primary Commercial Brokers for Coldwell Banker in Central Florida.

It was nine years ago that Bob and his wife, Debbie, decided to make their full time transition to Key West, which had been home to their family for many years. At the time, Bob took a position as the Corporate Real Estate Broker for Ocean Properties Limited, an international hotel and resorts corporation. Among his many duties with the company, he took over the sales and marketing of a Luxury Island Resort developed by Ocean Properties Limited, called Sunset Key Island. It is considered one of the finest Luxury Home Developments in the world, and is currently the premiere high end housing development in the Florida Keys.

Today, Bob Cardenas is the president of the Key West Associate of Realtors, and is well known throughout the Florida Keys as one of the top Brokers in the Luxury Home market. He most recently has partnered with Ralph Spano, an iconic real estate figure in Orlando to open franchisees in both the Florida Keys and the Winter Park area of Central Florida. The Winter Park office opened in April 2011, and is experiencing phenomenal success. After researching competitive sales and brokerage firms, both parties agreed that Engel & Völkers was the appropriate global organization to take their careers to the next level. Engel & Völkers Florida offers its franchisees the opportunity to network amongst an international group of over 10,000 agents all working with turnkey marketing platforms within the company brand.

“Our first franchise in the Florida Keys is set to open very soon in Key West, and we are very excited given the success of the Orlando/Winter Park franchise.” says Bob Cardenas, Principal Broker/Owner of Engel & Völkers Florida Keys. “With our extensive experience working in the Luxury Home Market arena, and a long history interacting with some of the most high profile clients in the world, our goal is to continue to ensure the highest quality



customer care to the Luxury Real Estate owners and buyers in our region. We hope to expand the Florida Keys franchise to have 4 additional locations throughout the Florida Keys by the end of 2013.”

Engel & Völkers Florida currently has multiple offices in Naples, Palm Beach, Miami, Ft. Lauderdale, Tampa, Jupiter, Longboat Key, Orlando/Winter Park, Sanibel, Clearwater and more with plans to expand throughout the state of Florida with over 40 offices in 2011. For more information on Engel & Völkers Florida please visit www.engelvoelkers.com/florida. You may also follow on Twitter at @engelvoelkersFL and “like” the organization on Facebook at EngelVoelkersFl.

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About Engel & Völkers Florida:

Engel & Völkers Florida is a globally recognized real estate firm with 22 franchised locations throughout the state of Florida including Miami, Ft. Lauderdale, Orlando, Clearwater, Tampa, Key West, Naples, and Palm Beach. Launched in late 2006, the luxury real estate firm has acquired local market brokerage firms making them the largest expansion in Florida during the global market recession. Engel & Völkers Florida offers its partners a globally recognized corporate identity which has been established since 1977. Through a global network of over 3,600 agents in 38 countries, Engel & Völkers Florida is committed to offering its clients and agents customized and affective marketing tools to sell and list property.

For more information about Engel & Völkers Florida please visit www.engelvoelkers.com/us/florida. You may also follow on Twitter at @engelvoelkersFL and “like” the organization on Facebook at EngelVoelkersFl.

About The Engel & Völkers Group:

The Engel & Völkers Group was established in 1977 in Hamburg, Germany as a purely residential estate agency. Since then, The Engel & Völkers Group has achieved a leading position in the European market and global luxury real estate market. The Engel & Völkers Group provides real estate brokerage services for both buyers and sellers; focusing on upscale residential and commercial properties in top locations worldwide. Its proprietary buyer and seller system offers advanced technology that connects property shops throughout the world. Extensive training and support is provided for all franchises.

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