



FOR IMMEDIATE RELEASE

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Spanish-Speaking Agent Maribel Ayala Joins Heartland Real Estate Corp.

SEBRING, Fla. (Dec. 15, 2008) – Maribel Ayala recently joined the residential real estate division at Heartland Real Estate Corporation (HREC). She is the agency’s first Spanish-speaking agent and brings four years of real estate sales experience to the company.

“With HREC’s primary residential clientele in Highlands and Hardee counties and the growing population of Spanish-speaking home buyers and sellers, it was important to HREC to meet the needs of our customers by bringing someone of Maribel’s capabilities and experience to our team,” said James M. Wohl, owner/broker of HREC.

Recent statistics show that Hardee and Highlands counties Spanish-speaking population on the rise with nearly 25% of Hardee County’s population being Hispanic/Latino and more than 12% Hispanic/Latino in Highlands County.

Ayala is originally from Honduras and lived in Miami for 14 years. In 2003, she moved to Sebring. She loves living in Highlands County and wants to share this wonderful area with others. Ayala is married and has one six-year-old son.

Heartland Real Estate Corporation (HREC) is a real estate brokerage and development firm located in Sebring, Florida for more than 20 years. With extensive knowledge in all areas of real estate investment, HREC specializes in development, agricultural, commercial and residential properties. For more information, visit www.heartlandre.net or call (863) 382-3887.