



# Casa Chapulina

## Casa Chapulina Launches to Empower Hispanic Families in Real Estate.



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FOR IMMEDIATE RELEASE

**Casa Chapulina** today announced the official launch of its a nonprofit initiative dedicated to bridging the Hispanic homeownership gap through bilingual financial literacy, real estate education, and community support.

With over 8 million Hispanics under 45 mortgage-ready and Latinos projected to represent 70% of first-time homebuyers over the next two decades, **Casa Chapulina** enters the market at a critical time. The platform addresses barriers that many Hispanic families face, language gaps, lack of financial literacy, and limited access to trusted real estate professionals.

**Casa Chapulina** courses are priced at \$79, making them among the most affordable in the market, 20% less than the leading e-course provider. This ensures families can access culturally relevant, high-quality education without financial strain.

**"We believe that owning a home shouldn't be out of reach simply because of language barriers, financial confusion, or lack of access to trusted professionals"** said Diana Vasquez, President of **Casa Chapulina**. **"We want to help every Hispanic family to have the tools and confidence to own their piece of the American dream."**

### What **Casa Chapulina** Offers:



- » **Engaging Bilingual Courses:** Clear, animated lessons in English and Spanish covering buying, selling, and investing.
- » **Translated Real Estate Resources:** Making contracts and financial documents accessible.
- » **Professional Network:** A vetted, bilingual team of real estate agents, lenders, advisors, and more.

**Casa Chapulina** not only provides education but also creates community connections and hosts events, workshops, and live webinars to ensure families are supported every step of the way

#### Why It Matters:

- » Hispanics represent nearly 20% of the U.S. population and are the fastest-growing segment of homebuyers.
- » Despite demand, many remain underserved by traditional real estate education and resources.
- » **Casa Chapulina** is designed to change that, one family, one course, one connection at a time.

### About **Casa Chapulina**

**Casa Chapulina** is a nonprofit organization dedicated to closing the Hispanic homeownership gap through financial literacy, bilingual education, and professional networks. With decades of combined experience, the team understands both the cultural and financial challenges families face on the path to ownership.

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