

Since 1986

Bob Latigona

*Your Trusted South Jersey
Real Estate Expert*

BROKER ASSOCIATE • BRANCH MANAGER • SJ REGIONAL TRAINER



A Personal Guide to My
Real Estate Services for
Sellers, Buyers & Agents

“Serving South Jersey with
experience, strategy,
leadership, and
genuine care.”



Call/Text: 609-876-7689



Office: 856-429-7700



Email: boblatigona@icloud.com



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Century 21 Alliance | 2101 Marlton Pike East,
Cherry Hill, NJ 08003



CENTURY 21.
Alliance

How to Use This Book

This is not meant to sit on a coffee table. It is meant to help you make a smart decision — and then take action.

This book was created for one purpose: to give you a clear picture of who Bob Latigona is, what he brings to the table, and why so many South Jersey clients, families, and agents rely on his guidance when real estate decisions matter.

Real estate is rarely just about property. It is about equity, timing, family, opportunity, stress, dreams, risk, negotiation, and life transitions. The right advisor should help you understand the market, protect your interests, and make confident decisions from the first conversation to the final signature — and long after the closing.

Whether you are thinking about selling, preparing to buy, considering an investment, relocating, or exploring a career in real estate, use this book as a starting point. Then use the contact information and Linktree throughout these pages to take the next step.



Scan the QR code or visit the Linktree to choose your next step: home value, buyer consultation, seller strategy session, career conversation, music, social links, and more.

Start Here: linktr.ee/latigona

Inside This Book

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Meet Bob Latigona

BROKER ASSOCIATE

BRANCH MANAGER

SOUTH JERSEY REGIONAL TRAINER

Bob Latigona has spent his professional life helping people move forward. Since earning his real estate license in 1986, Bob has guided South Jersey buyers, sellers, investors, relocating families, and real estate agents through markets that have changed dramatically, but the fundamentals of great service have not changed at all.

Bob is a Broker Associate, Branch Manager, and South Jersey Regional Trainer with Century 21 Alliance. Those titles matter because they reflect three different layers of value. As a Broker Associate, he brings advanced professional experience to the table. As a Branch Manager, he understands leadership, accountability, standards, and problem solving. As a Regional Trainer, he teaches agents how to serve clients better, communicate more clearly, prospect more consistently, and build stronger real estate careers.

Clients know Bob for his direct communication, practical guidance, and ability to make complicated decisions easier to understand. Agents know him as a coach, mentor, teacher, and motivator. Bob believes the best real estate professional is not just the person who opens doors or puts a sign in the yard. The best advisor helps people understand their options, weigh risk, negotiate effectively, and make decisions that fit their goals.

Real estate has always been personal to Bob. Homes carry memories. Moves come with stress. Buyers need confidence. Sellers need clarity. Agents need leadership. Bob brings experience, patience, humor, strategy, and straight answers to each conversation.



Since 1986

Meet Bob

Experience. Integrity. Leadership.

Bob Latigona has been proudly serving South Jersey real estate clients since 1986. As a Broker Associate, Branch Manager, and South Jersey Regional Trainer with Century 21 Alliance, Bob brings nearly four decades of experience, leadership, and market insight to every transaction.

Known for his deep local knowledge, trusted guidance, clear communication, and genuine care, Bob is committed to creating exceptional experiences and lasting relationships with every client.

PROFESSIONAL HIGHLIGHTS

- ✓ Licensed since 1986
- ✓ Broker Associate
- ✓ Branch Manager
- ✓ South Jersey Regional Trainer
- ✓ ABR® (Accredited Buyer Representative)
- ✓ GRI® (Graduate, REALTOR® Institute)
- ✓ NJAR Million Dollar Club®



WHY CLIENTS TRUST BOB

- ✓ Straightforward advice
- ✓ Local market expertise
- ✓ Skilled negotiation
- ✓ Long-term relationships



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Linktree
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Professional Credentials & Experience

Licensed Since 1986

New Jersey real estate license held for nearly four decades of continuous practice.

Broker Associate

Advanced professional designation with Century 21 Alliance.

Branch Manager

Responsible for leadership, accountability, standards, and problem solving.

Regional Trainer

South Jersey Regional Trainer developing agents across the region.

ABR

Accredited Buyer Representative — specialized buyer advocacy training.

GRI

Graduate, REALTOR Institute — advanced real estate education.

Million Dollar Club

NJAR Million Dollar Club recognition for production excellence.

Deep Local Roots

Cherry Hill, Marlton, Voorhees, Mount Laurel, Moorestown, Haddonfield, Medford, and surrounding communities.

Why Experience Still Matters

Technology can deliver information. Experience helps you interpret it.

Today, consumers can find listings, estimates, photos, mortgage calculators, and market headlines in seconds. That information is useful, but it is not the same thing as wisdom. In real estate, the real question is not simply, "What does the data say?" The better question is, "What does this data mean for your decision right now?"

Bob has worked through rising markets, falling markets, high-interest-rate environments, low-inventory markets, multiple negotiation climates, distressed-property cycles, relocation transactions, first-time buyer challenges, and sellers who needed to maximize every dollar of equity. That type of experience cannot be downloaded. It is earned transaction by transaction, conversation by conversation, and market cycle by market cycle.

Bob's value is not only in knowing what can go right. It is in knowing what can go wrong — and how to reduce the risk before it becomes expensive.

→ Better Pricing Decisions

Strategy based on market behavior, not guesswork.

→ Better Preparation

Know what to fix, what to skip, and where money returns value.

→ Better Negotiation

Conversations based on leverage, terms, timing, and risk — not emotion alone.

→ Better Problem Solving

Issues handled quickly, calmly, and strategically.

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What Bob Brings to the Table

Strategy-led guidance. Clear communication. Strong outcomes.



Market Intelligence

Bob studies local sales, pricing trends, inventory, buyer behavior, days on market, condition, competition, and neighborhood demand so clients can make decisions grounded in reality.



Valuation Skill

Pricing is not about picking the highest number. It is about positioning the property to attract attention, create urgency, and protect the client's net result.



Negotiation Experience

Every offer is a package of price, terms, contingencies, timing, financing, inspection risk, appraisal risk, and certainty. Bob helps clients see the whole picture.



Local South Jersey Knowledge

Bob understands the practical details that influence decisions: location, commute, schools, taxes, property condition, neighborhood appeal, and buyer expectations.



Communication & Availability

Clients should never feel lost. Bob believes in proactive updates, direct answers, and steady guidance throughout the transaction.



Education First

As a trainer, Bob naturally explains the process. Clients do not just get told what to do — they understand why it matters.

- Bob's work does not end at closing. He remains a long-term resource for real estate questions, referrals, market updates, and future planning.

Use Bob's Linktree as Your Real Estate Command Center



For Home Sellers

*Maximize your equity.
Minimize your stress.*

Selling your home is both a financial strategy and an emotional milestone. Bob Latigona helps sellers position their homes to attract strong offers, negotiate favorable terms, and move from listing to closing with clarity and confidence.

HOW BOB HELPS SELLERS



Strategic Pricing

Accurate pricing based on market data, competition, and buyer behavior.



Preparation & Presentation

Advice on staging, condition, curb appeal, and what improvements matter most.



Professional Marketing

Compelling listing presentation, quality visuals, online exposure, and MLS reach.



Offer Analysis & Negotiation

Comparing terms, managing concessions, and protecting your net proceeds.



Contract-to-Close Oversight

Support through inspections, appraisal, title, attorney coordination, and closing.



FREE Comparative Market Analysis

Thinking about selling?
Contact Bob for a no-obligation
home value consultation.



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linktr.ee/latigona

For Sellers: Protect Your Equity and Maximize Your Result

Maximize your equity. Minimize your stress.

Selling your home is both a financial strategy and an emotional milestone. Bob Latigona helps sellers position their homes to attract strong offers, negotiate favorable terms, and move from listing to closing with clarity and confidence.

For most homeowners, a home is one of the largest financial assets they own. That means the selling process deserves more than a quick price estimate and a sign in the yard. It deserves a strategy.

Bob's seller approach starts with understanding your goals. Why are you selling? What timeline matters? What price would make the move work? What repairs are worth doing? What should be left alone? What would a buyer value most? What could create concern? These questions matter because the right strategy can influence your sale price, negotiation leverage, timing, and stress level.



Strategic Pricing

Accurate pricing based on market data, competition, and buyer behavior to attract attention and protect your net proceeds.



Preparation & Presentation

Advice on staging, condition, curb appeal, and what improvements matter most to today's buyers.



Professional Marketing

Compelling listing presentation, quality visuals, online exposure, and full MLS reach to maximize buyer attention.



Offer Analysis & Negotiation

Comparing terms, managing concessions, and protecting your net proceeds from first offer to final agreement.



Contract-to-Close Oversight

Support through inspections, appraisal, title, attorney coordination, and every step to the closing table.

Bob's job is to help you attract the strongest buyers, evaluate the cleanest offers, protect your terms, manage the process, and get you to the closing table with clarity.

✔ **FREE Comparative Market Analysis** — Thinking about selling? Contact Bob for a no-obligation home value consultation.

[Schedule a Seller Strategy Session](#)

[Call/Text: 609-876-7689](#)

Why Bob Is a Strong Choice for Sellers

Comparable Sales Expertise

He knows how to interpret local comparable sales and explain what they mean for your home — avoiding both overpricing and underpricing.

Practical Preparation Guidance

He helps you prepare your home with practical, high-impact recommendations so buyers see value quickly.

Professional Marketing

Photography guidance, listing narrative strategy, MLS exposure, social visibility, digital tools, and the Century 21 Alliance network.

Offer Evaluation Beyond Price

He evaluates offers by financing strength, contingencies, timing, appraisal risk, inspection risk, and net proceeds — not just the number.

Contract-to-Close Management

He helps manage inspections, appraisal issues, contract deadlines, communication, and closing coordination from start to finish.

- ☐ Thinking about selling in the next 30 days, 6 months, or 2 years? Bob can help you understand your home's market position, likely buyer appeal, and possible equity strategy.

Start Here: linktr.ee/latigona

Call/Text: 609-876-7689

Bob's Seller Marketing & Positioning Plan

Exposure matters. Strategy matters more. The right plan uses both.

Marketing a home is not simply about visibility. Visibility without strategy can create activity without results. Strategy without visibility can leave money on the table. Bob's seller plan is designed to combine both: clear positioning and broad exposure.



Once the property is active, the plan does not stop. Bob monitors showing activity, buyer feedback, online interest, market competition, new listings, price changes, and offer behavior. If the strategy needs to adjust, you will understand why — and you will have a plan.

Ask for a Seller Strategy Session

Call/Text: 609-876-7689

For Home Buyers

Your advocate from search to settlement.

Buying a home is one of life's biggest decisions. Bob Latigona helps buyers understand the market, narrow the search, write stronger offers, negotiate wisely, and move through the process with less stress and more confidence.

HOW BOB HELPS BUYERS



Initial Consultation

Clarify goals, budget, and timing.



Pre-Approval Guidance

Get prepared so you can act with confidence.



Custom Home Search

Target homes that truly fit your needs.



Touring & Evaluation

Compare options with a practical, experienced eye.



Offer Strategy & Negotiation

Build competitive offers without losing sight of value.



Closing Support

Navigate inspections, appraisal, title, and final walk-through.



CENTURY 21
Alliance



ABR Buyer Advocacy

Bob's Accredited Buyer's Representative background reflects specialized buyer-focused training.



For Buyers: Strategy, Advocacy, and Confidence

Your advocate from search to settlement.

Buying a home is one of life's biggest decisions. Bob Latigona helps buyers understand the market, narrow the search, write stronger offers, negotiate wisely, and move through the process with less stress and more confidence.

A buyer does not just need access to homes. A buyer needs advice. The right home search should be connected to budget, lifestyle, commute, neighborhood, condition, long-term plans, financing, timing, and negotiation strategy.

Bob's buyer process begins with a conversation. What are you trying to accomplish? What matters most? What would make a home a great fit? What is the timeline? What financing is in place? What are the must-haves and what are the nice-to-haves? Those answers help shape a search that is focused, efficient, and realistic.

As an **Accredited Buyer Representative**, Bob brings specialized buyer advocacy training to the process. He helps buyers understand market conditions, compare properties, evaluate value, write stronger offers, negotiate terms, and move through inspection, appraisal, title, mortgage, and closing steps with confidence.

In a competitive market, a buyer needs more than enthusiasm. A buyer needs preparation. The right strategy can be the difference between chasing homes and winning the right one.



Initial Consultation

Clarify goals, budget, and timing.



Pre-Approval Guidance

Get prepared so you can act with confidence.



Custom Home Search

Target homes that truly fit your needs.



Touring & Evaluation

Compare options with a practical, experienced eye.



Offer Strategy & Negotiation

Build competitive offers without losing sight of value.



Closing Support

Navigate inspections, appraisal, title, and final walk-through.

 **ABR Buyer Advocacy** — Bob's Accredited Buyer's Representative background reflects specialized buyer-focused training.

[Schedule a Buyer Strategy Session](#)

[Call/Text: 609-876-7689](#)

The Buyer Journey with Bob

From first conversation to keys in hand — and beyond.



Buyer Consultation

Bob learns your goals, budget, timeline, location preferences, property needs, and concerns.



Financing Preparation

Bob helps you understand the importance of pre-approval and can connect you with mortgage professionals for your consideration.



Search Strategy

You receive a focused property search based on your criteria, with alerts so you can respond quickly when the right home appears.



Property Tours

Bob helps you compare homes objectively, looking beyond the photos and asking the right questions about value, condition, location, and resale considerations.



Offer Strategy

Bob helps you structure an offer that reflects the market, the home's value, your goals, and the strength needed to compete.



Negotiation

Bob advocates for your best interests on price, terms, concessions, inspections, timelines, and risk.



Contract to Close

Bob helps coordinate inspections, appraisal, title, lender communication, deadlines, final walkthrough, and settlement preparation.



Client for Life

After closing, Bob remains available for market updates, contractor referrals, future questions, and your next real estate decision.

[Send Bob's Linktree to Someone Ready to Buy](#)

Since 1986

For Real Estate Agents

Training. Mentorship. Growth.

Bob is not only a trusted real estate advisor—he's also a leader, mentor, and South Jersey Regional Trainer who helps new and experienced agents grow through practical coaching, accountability, systems, and real-world guidance.



For New Agents

- Foundational training
- Confidence-building support
- Scripts, systems, and structure



For Experienced Agents

- Listing and buyer strategy
- Prospecting and business growth
- Marketing, technology, and AI ideas



Why Century 21 Alliance

- Recognized brand
- Supportive leadership
- Training culture
- Tools to help you grow



Thinking about your next move?
Explore opportunities with Bob.



CENTURY 21.
Alliance

For Agents: Training, Leadership, and Real Career Growth

New agents need direction. Experienced agents need strategy. All agents need leadership that cares enough to tell the truth.

Bob's career has never been limited to selling real estate. He has also spent decades helping agents grow. As a Branch Manager and South Jersey Regional Trainer, Bob teaches the skills agents actually need: prospecting, client communication, buyer consultations, listing strategy, negotiation, technology, social media, database management, and building a business that lasts.

Real estate can be an incredible career, but it is not easy. Many agents enter the business excited, only to discover they need systems, scripts, accountability, coaching, market knowledge, and practical guidance. Bob helps bridge that gap.

For New Agents

Bob provides direction — systems, scripts, accountability, and practical guidance to build confidence and focus on activities that create business.

For Experienced Agents

Bob provides strategy — sharpen listing approach, refine follow-up, improve social presence, and increase consistency across the board.

Bob's training style is professional, direct, practical, motivational, and grounded in real-world experience. He does not teach theory for the sake of theory. He teaches what agents can use immediately to create conversations, earn trust, serve clients, and build production.

[Schedule a Confidential Career Conversation](#)

[Call/Text: 609-876-7689](#)

What Agents Can Expect from Bob & Century 21 Alliance

Training is not an event. It is a culture.

At Century 21 Alliance, agents are not expected to figure everything out alone. Bob's focus is to help agents understand the business, build consistent habits, use available systems, and create opportunities through better communication and stronger client relationships.

1

Prospecting & Database

Sphere of influence prospecting and database organization for consistent lead generation.

2

Buyer & Listing Consultations

Buyer agency conversations, consultation structure, listing presentation preparation, and seller objection handling.

3

Open House Strategy

Open house strategy and follow-up systems that convert visitors into clients.

4

Social Media & Branding

Social media branding, content planning, and digital presence that builds trust and visibility.

5

Technology & Tools

MoxiWorks, CRM, presentation tools, marketing systems, and AI-assisted scripting and content creation.

6

Mindset & Accountability

Accountability, confidence, mindset, and professionalism to build a career that lasts.

📄 The best time to build your career plan is before you feel stuck. Visit linktr.ee/latigona and choose the career or recruiting link, or text Bob directly at 609-876-7689.

Explore Career Growth with Bob



Why Bob is the Right Choice

What I bring to the table.

Choosing the right real estate professional is about more than finding an agent—it's about partnering with someone who is deeply invested in your goals. I combine decades of experience, local expertise, and a client-first mindset to deliver results and relationships that last.

- | | |
|---|--|
|  1. EXPERIENCE
40+ years of real estate knowledge and insight. |  2. HYPER-LOCAL KNOWLEDGE
Deep understanding of South Jersey neighborhoods, pricing, and market behavior. |
|  3. NEGOTIATION
Strong offer and contract strategy to protect client interests. |  4. COMMUNICATION
Clear, responsive guidance every step of the way. |
|  5. PROFESSIONAL MARKETING
Thoughtful presentation, positioning, and exposure. |  6. AFTER-CLOSING SUPPORT
A trusted resource long after the transaction is complete. |

“Real estate is personal. My job is to help you make smart moves with confidence.”

— Bob Latigona



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Capital Strategy and Real Estate Advisory

Real estate decisions should fit your financial life, not just your current transaction.

Real estate is one of the most meaningful ways many families build wealth. For homeowners, the home is often both a place to live and a major financial asset. For investors, real estate can provide rental income, appreciation potential, tax strategy conversations, and long-term portfolio strength.

Bob helps clients think beyond the immediate transaction. Should you sell now or hold? Should you renovate or move? Should you buy before selling? Should you use equity to upgrade? Should you consider an investment property? What neighborhood trends matter? What risks should be considered before moving forward?

Home Equity Checkups

Market value reviews to understand your current equity position and options.

Move-Up or Downsizing

Strategy for transitioning to the right home at the right time.

Renovation vs. Selling

Analysis to determine whether improving or moving makes more financial sense.

Rental Property Review

Opportunity review for investment property acquisition and resale considerations.

Relocation Planning

Transition planning for families and individuals relocating to or from South Jersey.

Professional Referrals

Coordination with lenders, attorneys, inspectors, title professionals, contractors, and other service providers.

Bob is not a substitute for legal, tax, or financial advice. But he is a valuable real estate advisor who can help you understand market realities, property value, timing, location, buyer demand, seller leverage, and transaction strategy — then coordinate with the appropriate professionals when needed.

[Start a No-Pressure Planning Conversation](#)

[Call/Text: 609-876-7689](#)

The Century 21 Alliance Advantage

Local guidance backed by a globally recognized real estate brand.

When you work with Bob, you receive the personal attention of a seasoned South Jersey advisor and the backing of Century 21 Alliance. That combination matters.

Century 21 brings brand recognition, marketing systems, digital tools, referral connectivity, relocation resources, professional standards, and a culture of training. Bob brings the local interpretation, strategy, negotiation, communication, and relationship-based service that turns those resources into a plan.

For sellers, brand strength can help create credibility and visibility. For buyers, strong systems help support a more organized search and transaction. For agents, a training-focused environment helps build careers with more structure and support.

The brand is powerful. The advisor still matters.
Bob brings both.

What That Means for You

- A recognizable real estate brand working alongside a local advisor.
- Technology and marketing resources that support visibility and communication.
- A professional network that helps transactions move forward.
- Training and leadership that reinforce high standards.
- A client experience built around strategy, clarity, and care.

[Learn How Bob & C21 Alliance Can Help](#)

[Call/Text: 609-876-7689](#)



Bob Beyond Real Estate: Music, Connection, and Community

Real estate is about people. Music is another way Bob connects with people.

Bob's brand has always been built on relationships, energy, communication, and community. His music is an extension of that personality — creative, upbeat, memorable, and connected to the people and places that make his work meaningful.

Whether you are a client, an agent, a friend, or someone just getting to know Bob, his music gives you another way to connect. It is also a reminder that real estate does not have to feel cold or transactional. The best relationships are built through trust, personality, shared stories, and follow-up that feels human.

Where to Listen — Search "Bob Latigona"



Apple Music



Spotify



YouTube Music



iHeart Radio



Pandora



Amazon Music



Built on Relationships

Every client interaction is personal, not transactional.



Connected to Community

Music is another way Bob shows up for the people around him.



Human Follow-Up

The best relationships feel human — because they are.

Find Bob's Music at linktr.ee/latigona

The Easiest Way to Refer Bob

One link makes it simple.

The greatest compliment Bob can receive is a referral. If you know someone thinking about selling, buying, relocating, investing, or starting a real estate career, the easiest way to help them is to send them Bob's Linktree.

A referral does not need to be complicated. You do not need to explain every service Bob offers. Just send the link and say, *"You should talk to Bob. He can guide you."* From there, Bob will take care of the conversation professionally and respectfully.

The Linktree is Bob's one-link hub for contact information, resources, social media, buyer and seller tools, career information, music, and next steps.



Know a Seller?

Someone thinking about listing their home.



Know a Buyer?

Someone searching for their next home.



Know an Agent?

Someone exploring a real estate career.

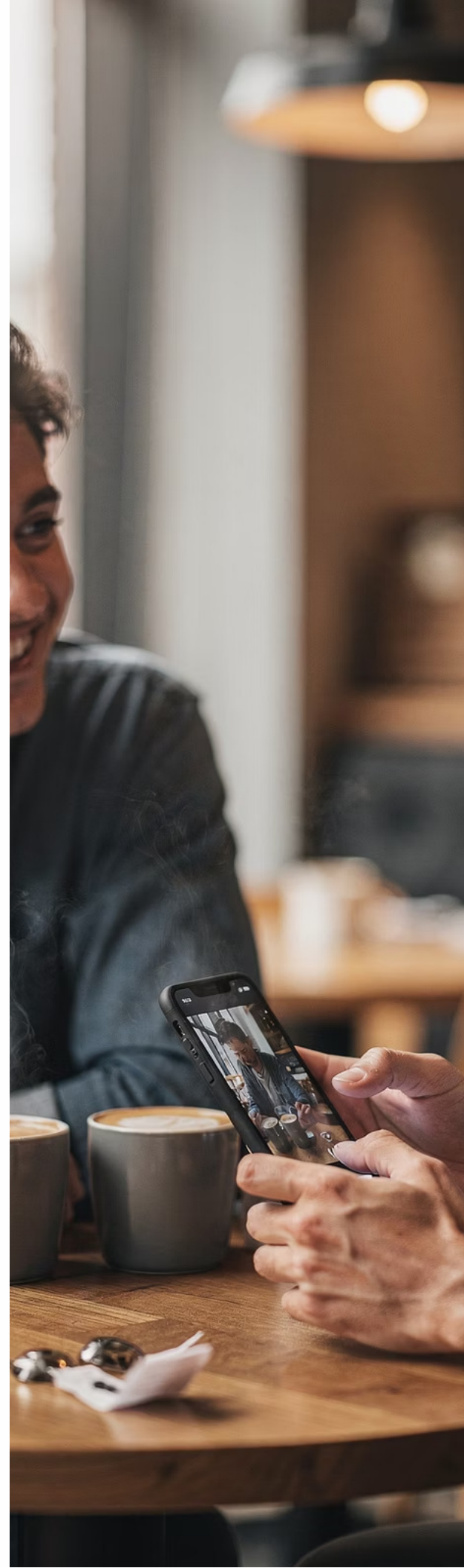


Copy & Paste This Referral Text

I wanted to connect you with Bob Latigona from Century 21 Alliance. He has decades of South Jersey real estate experience and can help with buying, selling, home value questions, or even real estate career advice. Start here:

<https://linktr.ee/latigona> or call/text him at 609-876-7689.

Send Bob's Linktree: linktr.ee/latigona



Your Next Step

The right real estate decision starts with the right conversation.

You do not need to have everything figured out before you call Bob. In fact, that is exactly why you should call. A good real estate advisor helps you organize your thoughts, clarify your options, understand your timing, and decide what step makes sense next.



Sellers

Request a Home Value and Equity Review.



Buyers

Schedule a Buyer Strategy Session.



Agents

Schedule a confidential career growth conversation.



Investors

Discuss your real estate capital strategy.



Referrals

Send Bob's Linktree to someone who needs guidance.



Music

Search "Bob Latigona" on your favorite streaming platform.

Bob has built his career on helping people move forward with confidence. When you are ready, he is ready to help.

Start Here: linktr.ee/latigona

Call/Text: 609-876-7689

Contact Bob Latigona

Keep this page handy. Share it with someone who needs guidance.

1986

Licensed Since

Nearly four decades of South Jersey real estate expertise.

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Reach Bob Directly

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Connect on Social

Follow and share using these hashtags:

[#C21ALLIANCESJ](#)

[#CENTURY21ALLIANCE](#)

[#C21](#)

[#CENTURY21](#)

One link. Every resource. Every next step:

linktr.ee/latigona

"Your home, your investment, your career, and your future deserve guidance rooted in experience, strategy, and genuine care." — Bob Latigona

Professional notice: This book is for informational and marketing purposes only and is not intended as legal, tax, mortgage, or financial advice. Consult appropriate professionals before making legal, tax, or financial decisions. If you are currently under an exclusive buyer or listing agreement with another broker, please disregard this solicitation. Century 21 Alliance offices are independently owned and operated. Equal Housing Opportunity.

Since 1986

Ready to Make Your Move?

Whether you're thinking about selling, buying, investing, or growing a real estate career, Bob Latigona is here to help you move forward with confidence, backed by decades of South Jersey experience and a commitment to personal service.



Thinking of Selling?

Request a home
value consultation.



Buying a Home?

Start your search
with a clear plan.



For Agents

Let's talk about
growth, training,
and opportunity.

Bob Latigona

Broker Associate • Branch Manager • SJ Regional Trainer



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“One conversation can make all the difference.”