

RUDY L KUSUMA, THE LOS ANGELES REALTOR TALKS ABOUT HIS MISSION TO HELP A 1000 REAL ESTATE AGENTS

ROSEMEAD, CALIFORNIA, UNITED STATES, October 15, 2020

/EINPresswire.com/ -- [Rudy Lira Kusuma](#) is the CEO of [Your Home Sold Guaranteed Realty](#), an INC 500 Fastest Growing Private Company in California. He is the Co-Author the #1 International Best Seller with Jack Canfield "The Soul of Success" (vol 2), Co-Author Amazon Best Seller "GOD In Business: Faith is The Deciding Factor", Co-Author the #1 International Best Seller with Richard Branson, Harvey Mackay, Dr. Nido Qubein, and Dr. Ivan Misner "Professional Performance 360 Special Edition: SUCCESS", and Featured on Brian Tracy TV Show "The Real Estate Office of The Future"

Hello Rudy, welcome to Startup Fortune can you please tell us a little bit about yourself, for our readers?

Hello, thank you. I'm on a mission to help 1000 real estate agents to grow and develop their own teams. There is a problem in real estate today, where each real estate agent juggles over 200 tasks to help the consumers. I'm very passionate about re-defining the job of a real estate agent.

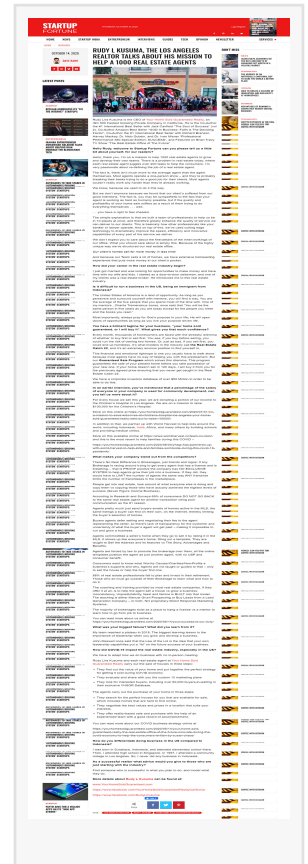
The fact is, there isn't much more to the average agent than the agent themselves. Most agents operate a one-person show – and they're probably breaking their backs trying to do a good job for their clients. Most agents couldn't really work any harder than they're already working.

We know, because we used to do it this way.

But we don't anymore because we found that our client's suffered from our good intentions. The fact is, you may be sympathetic to the fact that your agent is working as hard as humanly possible, but if the quality and profitability of your home sale suffers as a result of them trying to do everything themselves . . . well,

. . .you have a right to feel cheated.

The simple explanation is that we built a team of professionals to help us be in 10 places at once,



and therefore greatly enhance the quality of service we can deliver to our clients. This is basically how other professionals like your banker or lawyer operate. And on top of this, we've used cutting edge technology to dramatically improve the speed, efficiency and innovative capabilities of every part of the service we deliver.

We don't expect you to care about the fine-details of the inner-workings of our office. What you should care about is simply this. Because of the highly unique way we've structured our real estate office .

Our client's homes sell for more money in less time!

And because our Team sells a lot of homes, we have extensive homeselling experience that puts more money in our client's pocket.

How did your career in the real estate industry begin?

I just got married and was looking for opportunities to make money and have time with my wife and kids. I started as a door-to-door salesman, and one of my clients was a real estate broker. He introduced me to this real estate industry.

Is it difficult to run a business in the US, being an immigrant from Indonesia?

The United States of America is a land of opportunity. As long as you persevere and surround yourself with mentors, you will find a way. You are the average of the five people that you spend most of the time with. One of my mentors , Charlie Tremendous Jones, once said that "You will be the same person in five years as you are today except for the people you meet and the books you read."

Most importantly, always pray for God's purpose in your life; He will open doors of opportunities as long as you live your purpose driven life.

You have a brilliant tagline for your business, "your home sold guaranteed, or I will buy it". What gives you that much confidence?

Every month, thousands of homeowners are faced with the stressful dilemma of whether to buy first or sell first. You see, if you buy before selling, you could run the risk of owning two homes. Or, just as bad, if you sell first, you could end up homeless. It's what insiders in the industry call the Real Estate Catch 22, and it's an extremely anxious position to find yourself in.

This financial and emotional tightrope is one you usually have to walk alone because most agents have no way of helping you with this predicament. But our Guaranteed Sale Program which solves this dilemma. This program guarantees the sale of your present home before you take possession of your new one. If your home doesn't sell in 120 days, i will buy it from you for

the previously agreed price ensuring that you never get caught in the Real Estate Catch 22.

We have a corporate investors database of over \$50 Million in order to be able to do this.

In an earlier interview, you've mentioned that a percentage of the salary of everyone in your company is used for community development, can you tell us more about it?

For every house we sell this year, we are donating a portion of our income to the Children's Hospital in Los Angeles. We are on a mission to raise \$100,000 for the Children's Hospital.

More on this online at <https://yourhomesoldguaranteed.com/2020/07/31/on-a-mission-to-save-kids-lives-at-childrens-hospital-los-angeles-your-home-sold-guaranteed-realty-sets-out-to-raise-100000/>

In addition to that, we partner up with World Harvest to help kids around the world, including Indonesia, India, Africa, and many others by building schools and providing medical clinics.

More on this available online at <https://www.worldharvest.cc/team-nuvision> and this is the most recent to help families during this COVID –

<https://yourhomesoldguaranteed.com/2020/08/03/yhsgr-has-partnered-up-with-world-harvest-to-help-kids-and-families-worldwide-during-this-covid-19-pandemic/>

What makes your company stand out from the competitors?

There's No Real Difference in Brokerages, just brands and logos: If any Brokerage is racing around trying to get every agent that has a license and is breathing... that is PROOF positive the company has NO EXCLUSIVE SYSTEM to help agents grow their job into a business. If they did, they would have to LIMIT the number of agents the same way ANY franchise limits the number of franchisees in the marketplace.

People get into real estate, look around at what everyone else is doing and copy them vs copying those who have actually achieved the highest levels of success (Seven Figure Income Business).

According to Research and Surveys 69% of consumers DO NOT GO BACK to the same real estate agent for another transaction citing poor communication as the #1 reason.

Agents pretty much just send buyers emails of homes active in the MLS, the same listings a buyer can find on their own, on the internet, thereby limiting the buyer's selection of homes.

Buyers agents defer setting and negotiating their fee to the agent representing the seller, so there's lack of transparency for the customer and uncertainty of what the buyer's agent will get paid – making it impossible to run and grow a business.

Agents commoditize a seller's home when they go to sell it by listing it in the MLS. It shows up like everyone's home, filling out a template. They are taught to Sell the Address and its features vs The Story, Advantages and Benefits.

Agents are forced by law to promote the brokerage over them, all the online templates position the agent as just another agent, with no USP and consumer benefit.

Consumers want to know what Worthy Causes/Charities/Non-Profits a business's supports and why. Agents are not taught or guided to that – only to sell the house or help the buyer find one.

88% of real estate professionals fail to plan and invest in their retirement. Those who do must go outside of their Brokerage to learn what and how to do it.

The coaching and training provided by most real estate companies, if they offer it at all, is to help the agent sell a house vs grow a business. Inconsistency, Unpredictability, feast and famine is BUILT into that model. The teaching is either Manual Grunt Prospecting or Buy Leads from a Lead Generation Company – or both. NO proprietary Direct Response Marketing Systems.

The majority of brokerages exist as a place to hang a license vs a mentor to learn how to go from job to business.

You can read more about us online at <https://yourhomesoldguaranteed.com/2020/08/14/your-success-is-our-duty/>

What was your biggest failure? What did you learn from it?

My team reached a plateau in 2018. The biggest learning lesson is the importance of leadership when you grow and develop a business.

John Maxwell once said that the Law of the Lid is the idea that your own leadership capabilities put a "lid" on the future success of your business.

How did COVID-19 impact the real estate industry, especially in the US?

We have to adapt how we do business with no in-person meeting.

Rudy Lira Kusuma and each real estate agent at Your Home Sold Guaranteed Realty carry out the sale of houses in three steps:

They find out the value of your home and put together the perfect strategy for getting it sold during COVID economy

They evaluate and share with you the custom 10 marketing plans

They look for interested buyers, including over 60,000 buyers-in-waiting in their exclusive YHSGR Database.

The agents carry out the purchase of your home in three steps:

They search for the perfect houses for you that are available for sale, which includes homes that are hard to find online.

They negotiate the best values and prices in a location that suits your interests.

They offer reality-based sale and purchase with the help of an experienced team with a good record of accomplishment.

You can read more about our COVID business strategy online at

<https://yourhomesoldguaranteed.com/2020/05/14/your-home-sold-guaranteed-realty-the-real-estate-office-of-the-future-innovate-during-the-covid-economy-to-help-the-consumers-written-by-susan-chace/>

How do you differentiate doing business in the US compared to Indonesia?

I was born in Surabaya, Indonesia, and attended elementary school there. Then, I attended high school in Singapore. In 1997, I attended a community college in Los Angeles. So, I never did any business in Indonesia.

As a successful realtor what advice would you give to those who are just starting with the industry?

Find someone who is successful in what you plan to do, and model what they do.

More details about Rudy L Kusuma can be found at:

www.YourHomeSoldGuaranteed.com

<https://www.facebook.com/YourHomeSoldGuaranteedRealtyCalifornia>

<https://www.facebook.com/RudyLKusuma>

RUDY LIRA KUSUMA

YOUR HOME SOLD GUARANTEED REALTY, INC.

626-789-0159

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/528436935>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.