

# "EXPIRED: A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL" - An Essential Resource for Homeowners Struggling to Sell

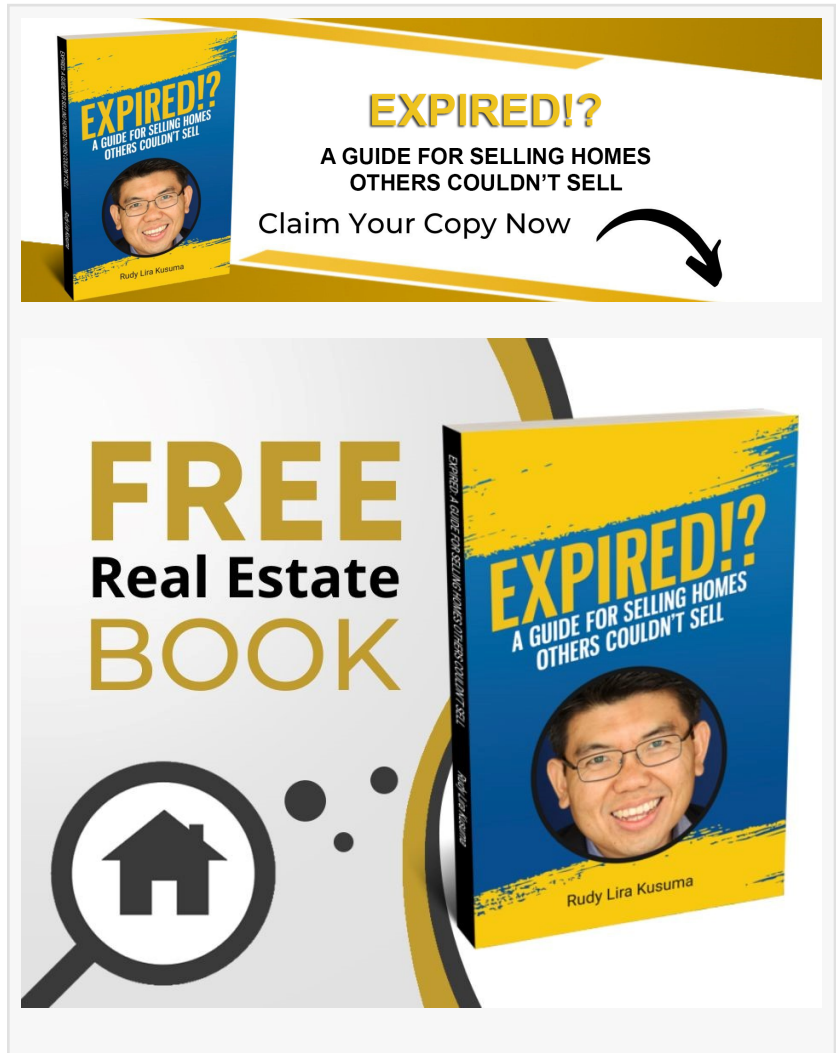
LOS ANGELES, CA, UNITED STATES, June 24, 2023 /EINPresswire.com/ --

Renowned real estate expert [Rudy Lira Kusuma](#) has unveiled his latest publication, "EXPIRED: A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL." This comprehensive guidebook offers invaluable insights and proven strategies for homeowners who have experienced the frustration of a failed home sale.

Have you found yourself in a situation where your property has lingered on the market for months, only for the listing to expire? Rudy Lira Kusuma understands the discouragement and confusion that can accompany such an experience. In his new book, he reassures homeowners that it's not their fault and provides them with the tools they need to turn the tide in their favor.

"EXPIRED" delves into the underlying reasons why homes often fail to sell, dispelling the myth that an overpriced listing is the sole culprit. By examining various factors that can impact the marketability of a property, Kusuma empowers readers to overcome these obstacles and devise effective selling strategies.

One of the book's highlights is its focus on marketing approaches. With his extensive experience in the real estate industry, Kusuma shares top-notch techniques to attract a larger pool of potential buyers and maximize the sale price. By leveraging these innovative strategies, homeowners can significantly increase their chances of success in a competitive market.

The image is a promotional graphic for the book "EXPIRED!?: A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL" by Rudy Lira Kusuma. It features two views of the book cover: a smaller one on the top left and a larger one on the right. The top left view shows the book standing upright, with the title "EXPIRED!?" in large yellow letters on a blue background, and a photo of Rudy Lira Kusuma. The larger view on the right shows the book lying flat, with the same title and author photo. To the right of the top-left book is the text "EXPIRED!?" in large yellow letters, followed by "A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL" in smaller black letters, and "Claim Your Copy Now" with a curved arrow pointing to the right. Below this, the text "FREE Real Estate BOOK" is written in large yellow letters. At the bottom left, there is a magnifying glass icon over a house silhouette. The background is white with yellow and blue accents.

Pricing a home accurately is a crucial aspect of selling, and Kusuma provides readers with expert guidance on how to set the right price. Avoiding common pricing mistakes, such as overvaluing or undervaluing a property, is essential for generating buyer interest and securing a favorable sale.

Moreover, Kusuma emphasizes the significance of choosing the right real estate agent. Not all agents are created equal, and finding a knowledgeable and proactive professional can make a world of difference. The book underscores the qualities to look for in an agent and offers practical advice on selecting the best representative to ensure a successful transaction.

Rudy Lira Kusuma's "EXPIRED: A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL" is an indispensable resource for homeowners seeking to navigate the complexities of selling their property. Packed with invaluable tips, expert insights, and real-world examples, this book equips readers with the knowledge and confidence to overcome selling challenges and achieve their desired outcomes.

"EXPIRED: A GUIDE FOR SELLING HOMES OTHERS COULDN'T SELL" is now available online at <https://rudylira-kusuma.book.live/hp-expired-book>

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