

# Rudy Lira Kusuma, CEO of Carsten Phillips Inc., Rebrands YHSGR to Partner Real Estate: Charting a Bold Course for 2025

LOS ANGELES, CA, UNITED STATES, January 3, 2025 /EINPresswire.com/ -- [Rudy Lira Kusuma](#), a visionary entrepreneur and the driving force behind Carsten Phillips Inc. DBA Your Home Sold Guaranteed Realty, has unveiled a transformative rebranding of his real estate brokerage. From humble beginnings to being named five times on the INC 5000 list of Fastest Growing Private Companies in America, Kusuma's innovative leadership has redefined the industry. Now operating under the name [Partner Real Estate](#), the company embarks on a bold journey to adapt to market challenges and thrive in 2025 and beyond.

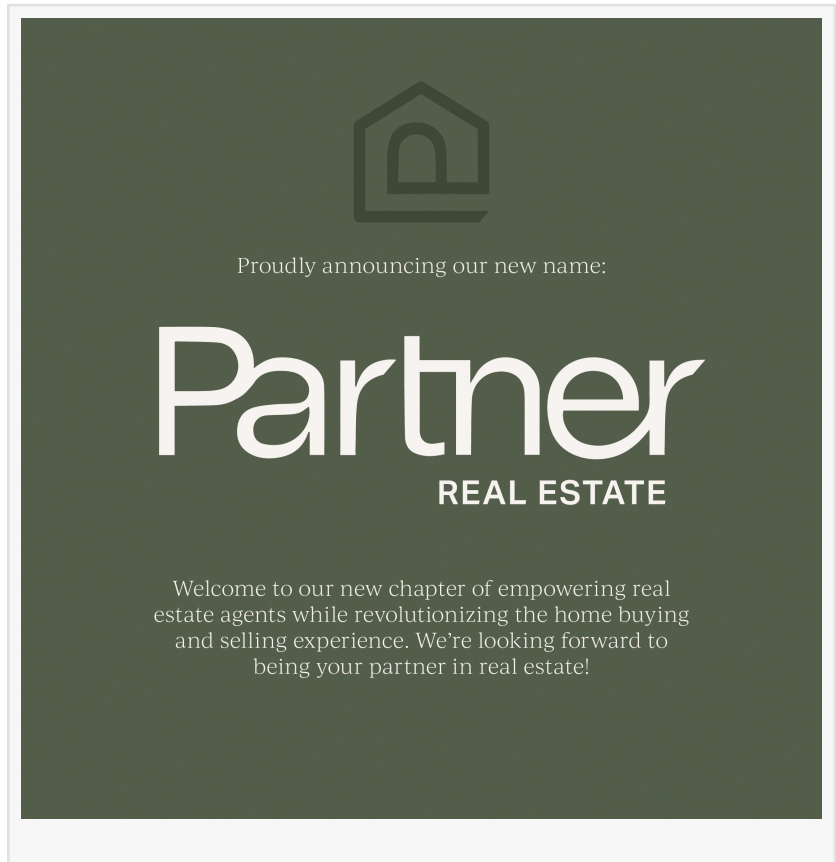
## Why Rebrand Now?

"The shift to Partner Real Estate reflects our company's growth and evolution," says Kusuma. "As we expand in high-demand markets like Los Angeles, Irvine, and other major cities across California, we needed a brand that resonates with today's consumers and agents—a brand that symbolizes trust, collaboration, and professionalism."

The rebrand also underscores the company's commitment to addressing modern market challenges through exclusive partnerships with Zillow and EZ Home Search. These collaborations provide unique access to seller and cash-offer inquiries across Los Angeles, Ventura, and San Bernardino Counties, giving Partner Real Estate a significant competitive edge.

## Strategic Investments for Sustainable Growth

While many brokerages are cutting costs, Kusuma is taking a proactive approach by investing heavily in innovation, technology, and agent empowerment. Key initiatives for 2024-2025



include:

**Next-Gen Technology:** Launching the Instant Offers Exchange (IOX) platform in Q1 2025, enabling buyers to access off-market properties and sellers to receive instant cash offers from a network of 37 cash institutions and 50+ local investors.

**Agent-Centric Tools:** Introducing a custom-built app that streamlines client engagement, integrates CRM tools, and automates lead management.

**Training Excellence:** Offering industry-leading coaching programs, including daily compliance training and advanced lead-conversion strategies.

**Marketing Hub:** A centralized design platform providing agents with tools for enhanced branding and marketing efforts, from property websites to automated social media content.

**Connecteam App Integration:** Revolutionizing operational efficiency by centralizing communication and providing access to essential tools and training, eliminating the need for multiple apps.

### Empowering Agents for Success

Unlike traditional brokerages, Partner Real Estate prioritizes collaboration and individualized support for agents. The company fosters a team-oriented culture and equips agents with advanced resources, including:

Exclusive lead opportunities in key markets.

Cutting-edge marketing tools via the Partner Design Hub.

Personalized coaching and mentoring programs to enhance skills and close more deals.

“Our goal is to ensure every agent feels supported and empowered,” Kusuma explains. “We’re

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not just building a company; we're building a community of top-tier professionals who are passionate about delivering exceptional value."

### Looking Ahead

The rebranding to Partner Real Estate is more than a name change—it's a declaration of intent. It represents Kusuma's unwavering commitment to innovation, collaboration, and excellence in the real estate industry. With strategic investments and a focus on agent empowerment, the company is well-positioned to navigate challenges and seize opportunities in 2025 and beyond.

For more information, visit <http://www.Partner.RealEstate>.

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