

### Overview + Company Bio

Los Angeles based Remax Titanium is a real estate company leading the way for ambitious agents to establish their very own millionaire agent business by providing them with leading edge lead generation technology, pro business growth systems, exclusive listing marketing, and millionaire agent maker training.

“Our business model is different from most real estate brokers. We have inside sales that book the appointments and outside sales brokers that just need to show up and sell the deal. We spent a lot on lead generation but we needed to see a difference in our closing ratio to get the full benefit of lead advertising.”

Rudy L. Kusuma  
Owner

### The Challenge

As Remax Titanium’s team grew over the last few years, they were spending a significant amount on radio and online advertising but were not seeing enough of a conversion to justify more lead generation as a way to grow. After reading Grant’s first book, Sell to Survive, Rudy Kusuma began adopting Grant’s strategies with his team and already started seeing a difference in his people.

His goal was to increase the company’s closing percentage so they could get more ROI on the abundance of advertising that was already being done. So after seeing Grant perform live at the 2017 10X Growth Con he decided to invest in professional sales training for his entire team.

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TITANIUM REAL ESTATE NETWORK

### Highlights

- Outside sales increased closing ratio from 20% to 70%
- Inside sales increased appointment bookings to 80% conversion
- New reps to the company are selling more than double the industry average
- The majority of Remax Titanium’s agents are now earning over six figures
- Hundreds of new positive online reviews
- Awarded a position for fastest growing company on the INC. 5000

*“The biggest thing Cardone University changed was our culture. There’s no such thing as a sales department, we’re all selling”*



**Rudy Kusuma**  
Owner



**GRANT CARDONE**  
Sales Training University



## The Solution

“Our entire office is required to do training. Similar to the crew from a battleship, it doesn’t matter if you’re manning the guns or what your job is on the ship. Everyone is in the military. Everyone needs to be trained.”

“Everyone at the office is required to train and work towards getting each of the Cardone Certification levels. Once we rewarded the first group of trainees to get certified we saw a large spike in training participation. Every month we have a celebration for individuals that graduate levels where we congratulate them as a group and present them with a prize.

Each Saturday we have a weekly mastermind with the team to discuss that week’s training takeaways.”

*“The reason we know the system works is we have average everyday people like any other company and when we adopted the system our results shot up.”*



**Rudy Kusuma**  
Owner

## Results

Remax Titanium was awarded as one of the fastest growing companies in the US and given a position on the INC. 5000 list for 2017.

After starting the program, conversion shot up within the inside sales team. Appointment booking conversion increased to 80% when scheduling face to face appointments.

The outside sales team increased their closing rate from 20% to 70% which has made a large difference in the company’s revenue.

80% of agents with 12 months or more at the company are earning

over six figures. They now have extremely consistent high earning throughout. This has allowed the brokers to completely change their own and their family’s lifestyles. While the average broker is closing 6 to 7 in their first year, we have new agents to the industry that are closing 15 or more transactions in less than a year.

With close to 600 new positive online reviews, compared to other companies with about 20, this has made a big difference when it comes to whether a new customer is choosing to do business with Remax Titanium or another business.

### 3.5x More Likely to Close

