

CASE STUDY



DRIVEN FOR GROWTH: HOW RICH HUSEL BUILT A TOP PERFORMING REAL ESTATE BRAND

📍 LAS VEGAS, NEVADA

For Las Vegas-based agent Rich Husel, success in real estate came from one key decision — to bet on himself. What began as an ambitious investment in a branded truck soon transformed his career trajectory, taking him from a new agent to the top 1% of agents nationwide.

From the day I started using my truck, I can trace over \$226,000 in direct business that came from people seeing it.



Rich Husel, Agent, Entrepreneur, Radio Host

TURNING DRIVE INTO RESULTS

When Rich purchased his first On The Move truck in 2016, it was more than a vehicle, it was a commitment to growth. The truck instantly elevated his professional image and made him stand out in a crowded Las Vegas market. Within two years, he could directly link more than \$226,000 in gross commission income to people who saw his truck and called him.

Rich built his business around hands-on service. His motto, “One Call, I Handle It All,” reflects the way he approaches every client relationship: real, tangible help from start to finish. From providing boxes to arranging light repairs, his clients know he'll personally take care of the details that others overlook.

AUTHENTICITY MEETS AMBITION

With a background in hands-on trades and a lifelong appreciation for craftsmanship, Rich brings a level of authenticity that resonates with clients. He also owns a specialty auto shop in Las Vegas, but his focus is real estate blending hard-earned work ethic with luxury-market professionalism. The On The Move truck became a mobile representation of that reliability and presence, turning every listing visit, showing, and neighborhood drive into a branding opportunity.

"The trucks have absolutely distinguished me from everyone else. They took me from nobody to top 1%."

— Rich Husel



RICH'S GROWTH TIPS

- Invest in visibility early. Your brand can't grow if no one sees it.
- Make your service tangible. Do something your clients can literally see and feel.
- Turn your truck into a conversation starter. Every mile builds recognition.

THE TAKEAWAY

For Rich, the On The Move truck has been more than marketing, it's been momentum. By investing early, working hard, and staying visible, he transformed his business into one of the most trusted and recognizable names in his market.

PUT YOUR BRAND IN DRIVE

Start increasing your GCI and building your brand visibility



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www.OnTheMoveTrucks.com