



Have you ever had one of those moments when a great idea hits you and you say, "Why hasn't anyone done this?"

Well after working with hundreds of business owners, CEO's, entrepreneurs, and other successful clients it finally clicked. As you read the rest of this story you will see why real estate is going to change and how you can benefit from our innovative approach that is making waves from coast to coast.

My name is Phil Slezak with Phil Slezak Real Estate®. Frankly, we are a new breed of real estate professionals. In the last 16 years, I've been involved in over 2,723 real estate transactions and I learned a few things along the way.

- No company, brand, or agent can consistently deliver a predictable customer experience.
- There are over 115 variables involved in a home sale and it's how those variables are managed that will determine if your home attracts a high offer, low offer, or no offer at all.
- The key to successful selling for the most money hinges on your agent's ability to differentiate your home and expose it to the most qualified target profile buyers that are active in the market.
- You need Expert advice from a qualified and experienced professional that can customize a plan to match your goals.

You may have noticed that many industries have been disrupted in the last few years. The travel agent, stock broker, insurance agent, and even attorneys have been affected by these changes. Yet somehow, real estate hasn't changed in over 100 years.

These industries all changed because there was an easier, cheaper, or better way to get the same result. What did we learn from that? We must provide extraordinary value to our customers or we will likely be eliminated. Let's be honest, many real estate agents don't provide significant value for the services they deliver.

Selling real estate is a business. It's impossible to provide all the services needed for a successful purchase or sale as a one man show or even as a rag tag team. You need highly skilled professionals proactively managing every step in the process.

We have always found ourselves asking the same question over and over. There has to be a better way.

Well, when it comes to buying or selling real estate we've found it. That doesn't mean we are resting on our laurels either. Every day we wake up with a passion to improve our unique way of doing business.

We look forward to showing you a better way to buy, sell or invest in real estate.

Respectfully,

Phil Slezak

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Phil Slezak Real Estate

