

The 2026 Homeowner's Equity Guide



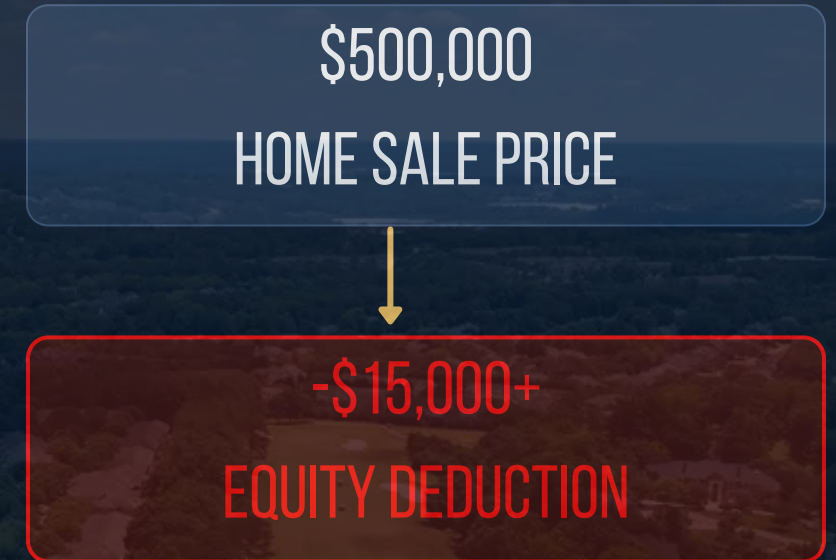
**How to Get Full-Service Luxury Marketing and
Pay ZERO Listing Commission When You Move**

**Phil Slezak Real Estate
Full Service. Zero Compromise. Maximum Equity.**

WHERE DOES YOUR EQUITY GO AT CLOSING?

For decades, traditional real estate arrangements meant paying a listing-side commission of 2.5% to 3%+ out of your home's final sale price. On a \$500,000 home in Raleigh, Cary, Apex, or Wake Forest, that listing fee alone represents \$12,500 to \$15,000+ handed over at the closing table.

Did your listing agent really deliver \$15,000+ worth of value—or were you just paying for an outdated traditional model?



*Real estate commissions are not set by law and are fully negotiable. Traditional listing figures reflect historical regional market averages used for illustrative purposes. The Sold Zero Commission™ program waives our listing fee when you list and purchase your replacement home through Phil Slezak Real Estate.

WHAT COULD YOU DO WITH AN EXTRA \$15,000?

When you keep your hard-earned equity, your move becomes significantly easier:

Down Payment Boost

Put \$15,000 directly toward your next home purchase.

Upgrades & Renovations

Personalize your new home immediately after moving in.

Financial Freedom

Pay off moving expenses, eliminate debt, or bolster your savings.

STOP BURNING EQUITY ON TRADITIONAL LISTING FEES.
PUT THAT MONEY TO WORK FOR YOUR FAMILY'S FUTURE.

THE SOLD ZERO COMMISSION™ MODEL

A Dual-Transaction Framework Built for Moving Homeowners

The concept is simple, completely transparent, and mathematically sound:

WE LIST YOUR CURRENT HOME

We market your property with full-production luxury marketing and waive our listing-side commission entirely (\$0).

WE REPRESENT YOU ON YOUR BUY

Our team serves as your dedicated buyer's agent to find and negotiate your next home purchase.

YOU KEEP YOUR EQUITY

We earn our standard buyer-side fee from the seller of the home you purchase, allowing us to cover your listing costs completely.

No fine print. No gimmicks. Just full representation on both sides of your move.

WHAT FULL SERVICE LOOKS LIKE AT \$0 LISTING COMMISSION

Zero Commission Does NOT Mean Zero Marketing.

 Custom Property Website & Domain
Standalone luxury site (123MainStreet.com).

 Zillow Showcase Listing
Premium placement to maximize buyer views.

 4K Cinematic & Community Video
Full walkthrough tours of home and neighborhood. High-definition 4K aerial footage.

 Aerial Drone Cinematography
High-definition 4K aerial footage.

 6-Page Custom Glossy Catalogs
Premium full-color print brochures.

 Custom Signage & SMS Tracking
Instant lead capture yard signs.

 Neighborhood Door-Hangers & Mailers
Targeted physical promotion.

 Targeted Digital & Social Advertising
Geotargeted Facebook, Instagram & Google campaigns.

THE AI BUYER FINDER ADVANTAGE™

While traditional agents put a sign in the yard and hope for the best, we use advanced predictive technology to drive top dollar:

Precision Market Pricing

Analyzing 100+ hyper-local MLS data points to capture peak buyer willingness.

Predictive Buyer Targeting

Identifying and advertising directly to buyers actively looking in your zip code.

Faster Sales & Top Dollar

Cutting days off market time while creating competitive buyer environments.

DON'T FALL FOR THE "INSTANT CASH OFFER" TRAP

Institutional cash offer programs sound convenient on TV, but that convenience comes at a massive cost:

Discounted Sale Prices

Instant buyers typically offer 85% to 93% of true open-market value.

Heavy Equity Losses

On a \$500,000 home, accepting an instant offer can leave \$35,000 to \$75,000 on the table before service fees are even deducted.

Bottom Line

Don't sell your home at a discount to corporate investors. Sell on the open market for full value with Sold Zero Commission™.

TRUSTED BY TRIANGLE HOMEOWNERS

Cary, NC ★★★★★

"We saved over \$15,000 in listing commission on our Cary home. Phil's team handled everything—the photography, the marketing, the negotiations—and we never felt like we were getting a lesser service. The money went straight toward our down payment in Apex."

— Jason & Melissa R.

Raleigh / Wilmington, NC ★★★★★

"Moving felt overwhelming until we found Phil. He sold our home and helped us buy—all with premium service and zero listing commission. We kept over \$14,000 in equity."

— Sarah & Tom K.

WHY HOMEOWNERS CHOOSE PHIL SLEZAK REAL ESTATE

\$150M+

Career Sales Volume

20,000+

Buyer & Seller Network

20+

Years Local Real Estate Mastery

\$0

Listing Commission on Trade-Ups

Brokered by LPT Realty, we combine corporate executive leadership with hands-on real estate strategy across Raleigh, Cary, Durham, Wake Forest, and Brunswick County.

READY TO SEE YOUR REAL NUMBERS?

Takes Less Than 15 Minutes. Zero Pressure. Zero Obligation.

1. **Book a Call:** Schedule a 15-minute Zoom consultation.
2. **Get Your Custom Breakdown:** We'll calculate your exact home value and net equity savings.
3. **Make an Informed Decision:** Decide if the Sold Zero Commission™ model fits your moving timeline.



CLICK HERE TO BOOK YOUR FREE ZOOM CONSULTATION

Or call/text Phil directly at 919-899-2320
[soldzero.commission.com](https://soldzero.com)



SOLD ZERO COMMISSION

PHIL SLEZAK
REAL ESTATE

