

TEAM HILBERT

SUMMERTIME NEWS

JULY 2026

SUMMERTIME IN ROCHESTER...

Summer is in full swing across Rochester, bringing longer days, neighborhood and community events and plenty of activity in the local real estate market. At Team Hilbert, our goal is to keep you informed, prepared and confident—whether you are thinking about buying, selling, investing or simply keeping an eye on what is happening locally.

In this summer edition, you will find practical market updates, expert advice and useful real estate tips to help you make smart decisions now and in the months ahead.

YOUR LATE-SUMMER REAL ESTATE GAME PLAN

Summer may be moving quickly, but July and August can be an important planning window for homeowners, buyers and sellers.

Whether you are hoping to move before school starts, considering a fall sale or simply wondering what your home may be worth, the right preparation now can make the process much easier.

Thinking About Selling This Summer or Fall?

A successful sale begins before the home reaches the market. Pricing, presentation, timing and negotiation strategy all work together. Buyers tend to notice condition, lighting, cleanliness, curb appeal and signs of deferred maintenance very quickly.

Before listing, focus on:

- Completing small repairs
- Decluttering and simplifying each room
- Improving exterior presentation
- Reviewing recent neighborhood sales
- Creating a pricing and launch strategy

The goal is to determine which improvements will help your home compete and which expenses are unlikely to provide a meaningful return.

Q U I Z

*Do you know which
Upstate New York
lake this is?*

*Canandaigua
Lake...*

*4th largest Finger Lake
in NY & is a favorite
destination for locals
and visitors!*

What Buyers Should Be Doing Now...

Late summer can also create opportunities for buyers. Inventory, pricing and competition can vary significantly by neighborhood and price range, so broad market headlines do not always reflect what is happening locally.

Buyers should:

- Update their mortgage pre-approval (they are only valid for 6 months)
- Review their monthly payment comfort
- Identify priorities and non-negotiables
- Ask a Team Hilbert professional to help you understand market values and comparable

A strong offer is not always the highest offer. Terms, financing, timing and overall risk can influence a seller's decision.



Taking a walk along the shore line or trail and you run into one of these!! They are called a Cairn! Often used to help mark a trail but there are also other benefits...

- Mark hiking trails or routes
- Stress relief to build
- Mindfulness and Meditation
- Enhances Creativity
- Balance, Patience and much need calm!



LET'S BUILD YOUR PLAN

Real estate decisions are easier when you understand your options before you need to act.

Team Hilbert can help you evaluate your home's value, review current market conditions and build a strategy for buying, selling or coordinating both.

Whether your move is happening this summer, this fall or next year, now is a good time to begin the conversation.

Be on the lookout for our next newsletter... We will be showcasing some of our lenders favorite financing options!

www.TEAMHILBERT.com

Call our office or your Team Hilbert Real Estate Professional to help you set up the BEST plan for your real estate goals!! 585-362-8901