

TEAM HILBERT

SELLER'S GUIDE

Essential Guide for Selling Your Home



*"Guiding you Step-by-Step to Sell Smarter,
Faster, and for Top Value."*

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WELCOME

Thank you for trusting Team Hilbert to guide you through the home selling process. Whether this is your first time selling or you've been through it before, our team is here as your consultants—helping you make confident, informed decisions that maximize your return. Selling a home is both a financial and emotional milestone, and our agents are committed to ensuring you get the best value for your dollar while feeling supported every step of the way.

One of the biggest advantages of working with Team Hilbert is our data-driven approach to selling your home.

We provide:

- Current, actionable market insights to position your home for success.
- Strategic pricing analysis based on trends, buyer demand, and neighborhood activity.
- Efficient marketing designed to attract serious buyers quickly.
- Ongoing support beyond the closing table, guiding you through post-sale details and answering any questions.





CHUCK & TIFFANY HILBERT



OUR HISTORY

INTENTIONAL GROWTH

Chuck owns and operates five Keller Williams market centers in the Rochester area—plus Buffalo, where he added 350+ agents in 2021. Tiffany has led Team Hilbert since 2017, growing it into one of Rochester’s Top 5 teams. Together, they’ve helped make Keller Williams one of the fastest-growing real estate franchises worldwide.

OUR COMMITMENT

With more than 40 years of combined real estate experience, Team Hilbert has built a reputation for results. From our early beginnings to becoming one of Rochester’s top real estate teams, our proven sales approach, strategic marketing, and strong network of clients and partners have consistently delivered success. When it comes to negotiations, you’ll want Team Hilbert on your side of the table—backed by decades of expertise and a track record of winning for our clients.

WHY KELLER WILLIAMS?

Team Hilbert has been proudly partnered with Keller Williams since 2009, leveraging KW’s world-class tools, training, and network to deliver unmatched results. Backed by one of the fastest-growing brokerages in the world, we combine local expertise with global reach to give our clients every advantage.



ROCHESTER REVEALED



GREATER ROCHESTER

REAL PRODUCERS

CONNECTING. ELEVATING. INSPIRING.

TEAM HILBERT



A REPUTATION THAT LASTS

Celebrated for Service, Trusted for Results

HUGH R. ★★★★★

"Team Hilbert did a great job. From day one we felt that we had their full attention and listened too. Our house was sold in one week from date of listing to accepted offer. The communication was fantastic! I would highly recommend Team Hilbert!"

MICHAEL D. ★★★★★

"Team Hilbert is very professional and everyone advocates for their clients. Thorough communication during the entire process."

CHRISTINE P. ★★★★★

"Tiffany and all of Team Hilbert were excellent to work with during the sale of my home. There was always someone there to answer a question either by email or text - even in the evenings and on weekends."



HOME SELLING ROADMAP

Your Step-by-Step Guide to a Successful Sale

1

MEET YOUR REALTOR & UNDERSTANDING YOUR SALE

During your initial meeting, your dedicated professional Team Hilbert realtor will walk you through the entire selling process in detail, addressing any questions or concerns you might have—big or small.

2

GETTING YOUR HOME MARKET-READY WITH TEAM HILBERT

Make improvements, stage your home, and prepare for showings. Use professional photos and create a marketing plan. Be sure to thoroughly clean before listing your home for sale.

3

IMAGERY & MARKETING

Your Team Hilbert agent will coordinate professional photos, drone video, and virtual tours when needed to showcase your home. Combined with a strategic MLS listing and targeted email remarketing, these tools maximize exposure and attract qualified buyers quickly.

4

REVIEW AND NEGOTIATE OFFERS

When an offer comes in, your trusted Team Hilbert agent will review it with you, guide you through your options, and handle negotiations to secure the best agreement.

5

FINALIZE THE DEAL

The buyer will complete a final walkthrough, usually within 48 hours of closing, to confirm the home is in the same condition as when the offer was accepted. Your agent will guide you through this step to make sure everything is ready for a smooth closing.

6

CLOSING DAY

The closing process is scheduled by the attorneys and may take a few days to a week. On closing day, once everything is finalized, the buyers receive the keys and officially take possession of the home.

UNDERSTANDING YOUR SALE

During your first meeting, it's helpful to give your agent a complete picture of the property's history, condition, and features—this helps avoid surprises later and strengthens your position in the market.

QUESTIONS TO ANSWER

- Why are you selling the house?
- What Is Included in the Sale?
- Any hassles with the house?
- Any structural issues?
- Age of house's components?
- Any recent repairs?
- What did you like most?
- What you like least?
- What is your timeline?
- Nearby attractions & amenities?

You and your Team Hilbert agent will review your home's overall condition—when it was built, the updates you've made, and any major renovations over the years. Next, share any unique features that might not be obvious at first glance, such as smart home technology, soundproofing, solar panels. While touring your home with your agent, be sure to share all the little details about your property—this helps them showcase it in the best possible way!





PRICING STRATEGY

How Pricing is Determined



PRICING IN THE FIRST 2 WEEKS

The first 2 weeks on the market are when your home gets the most attention. Buyers and agents are actively watching for new listings, and if your home is priced right, you'll see more showings and stronger offers early on. Overpricing can cause your home to sit, which may lead buyers to assume something is wrong or start making lowball offers later.



WHY WE AVOID OVERPRICING

The Rochester real estate market is in its own league—different from most markets in the U.S.—with multiple offers still happening on homes that are priced right and move-in ready. Homes that linger on the market become harder to sell, so pricing correctly from the start attracts more buyers and leads to a faster, more successful sale.

DETERMINING FACTORS



1. LOCATION

A home's location is one of the biggest influences on its sale price, including proximity to schools, transportation, shopping, and community fixtures. Desirable neighborhoods often command higher prices due to their convenience and lifestyle appeal.



2. CONDITION OF THE PROPERTY

Well-maintained homes with recent upgrades and no major repair needs usually sell for more than similar homes in poor condition. Buyers are willing to pay a premium for move-in-ready properties that require little to no immediate work.



3. MARKET CONDITIONS

In a seller's market, where demand exceeds supply, homes tend to sell faster and for higher prices. In contrast, a buyer's market can lead to fewer offers and longer selling times due to decreased competition.



4. SIZE AND LAYOUT

Larger homes with functional floor plans, ample bedrooms, and updated kitchens and bathrooms typically attract higher prices. Usable space, such as finished basements or open-concept living areas, adds more value.

Ready to Sell? Let's Price your Home Right and Attract Serious Buyers Fast!

COST OF SELLING

AGENT COMMISSION

Recently, the National Association of Realtors (NAR) reached a settlement addressing transparency around how commissions are structured. When a Team Hilbert agent meets with you, they'll provide a detailed overview of what commission looks like for your sale and how it works in your specific situation.

MOVING EXPENSES

Don't forget to budget for moving costs. This includes hiring movers, renting a truck, buying packing supplies, and possibly storing your belongings temporarily.

REPAIR AND IMPROVEMENTS

Many sellers invest in repairs or cosmetic updates before listing. This could include painting, fixing leaks, or upgrading fixtures.

MORTGAGE PAYOFF

If you still owe money on your mortgage or Home Equity Loan (HELOC), the remaining balance will be paid off at closing by your attorney. This amount will be subtracted from the sale proceeds.

SELLER CONCESSIONS

Optional, but sometimes offered after inspection to cover requested repairs or closing costs.



ADDITIONAL CLOSING COSTS

- **Title insurance (owner's policy)** – Protects the buyer from future title disputes; often paid by the seller, varies by state and home value.
- **Escrow or settlement fees** – Covers document handling, fund distribution, and closing coordination.
- **Transfer taxes** – Local government charges based on sale price; may be a flat rate or a percentage.
- **Attorney fees** – NY is an attorney state and they control the closing process - usually \$800-\$1500
- **HOA fees and document prep** – Includes HOA resale package and transfer fees (when applicable)
- **Property taxes** – Seller pays property taxes owed up to the closing date.





PREPARE YOUR HOME

DECLUTTER EVERY ROOM

- Remove extra furniture to make spaces appear larger.
- Clear off countertops in the kitchen and bathroom.
- Box up seasonal clothes, books, knickknacks, and personal collections.
- Organize closets and cabinets—buyers may look inside for storage space.

DEPERSONALIZE THE SPACE

- Take down personal photos, diplomas, religious items, and kids' artwork.
- Remove any items that could distract buyers or make it harder for them to imagine themselves living in the home.

DEEP CLEAN TOP TO BOTTOM

- Clean windows inside and out for maximum light.
- Dust ceiling fans, vents, and baseboards, and wipe down doors & light switches.
- Scrub grout, tiles, tubs, and toilets in bathrooms.
- Shampoo carpets and mop floors thoroughly.

MAKE MINOR REPAIRS

- Tighten loose doorknobs and handles.
- Fix dripping faucets and running toilets.
- Patch small holes in walls and touch up paint.
- Replace burned-out light bulbs with high-wattage soft white bulbs.
- Ensure all doors open, close, and lock smoothly.

NEUTRALIZE PAINT COLORS

- Paint over bold or dark-colored walls with light, neutral tones.
- Freshen up scuffed or marked walls with a new coat of paint.
- Paint over accent walls for a more uniform and clean look.

ENHANCE CURB APPEAL & YOUR HOME'S FIRST IMPRESSION

- Mow the lawn and remove weeds. Trim hedges, trees, and overgrown plants.
 - Plant fresh flowers or add potted plants near the entrance.
 - Clean the front porch, sweep walkways, and power wash the exterior if needed.
 - Paint or clean the front door and replace worn-out welcome mats.
-



HOME STAGING

Before and after staging

Home staging is the art of presenting a property so buyers can easily imagine themselves living there. It goes beyond simple cleaning or decorating by using design techniques to highlight a home's best features, minimize flaws, and show the true potential of each space. At Team Hilbert, we offer two approaches depending on your budget: **physical staging** and **virtual staging**, depending on what best showcases your home.

Physical staging brings in furnishings and décor to highlight features in person. It's especially powerful for vacant homes or unique layouts where buyers may struggle to see potential. Light colors, mirrors, and strategic furniture placement can make a room feel larger, while a reading nook or office setup can give purpose to unused areas.

Virtual staging digitally transforms listing photos –perfect when physical staging isn't practical or cost-effective. High-quality, realistic images help buyers imagine stylish, functional spaces online.



OUR MARKETING CHANNELS

Showcasing your home everywhere it matters

MEDIA CURATION

We use professional photography—and when needed, video walkthroughs or drone footage—to highlight your home at its best. Stunning visuals make your listing stand out online and in print, attracting more buyers and driving stronger results.

ONLINE EXPOSURE

Your home will be listed on the MLS and shared across Top Real Estate Sites like Zillow, Realtor.com, Redfin, and Homes.com. Team Hilbert also promotes your property through social media and targeted online ads to connect with active buyers in your area.

DATABASE & LOCAL MARKETING

In addition to MLS exposure and online marketing, Team Hilbert uses targeted analytics and direct email remarketing to reach buyers who are actively searching. By reconnecting with engaged prospects and tailoring outreach, we ensure your listing gets in front of the right audience at the right time.



AGENT-TO-AGENT NETWORKING

Often the right buyer is already connected to another agent. At Team Hilbert, we actively promote your listing through broker emails, private agent groups, and local real estate networks—making sure your home is seen by agents with qualified buyers ready to move.

HOME SHOWING

We encourage our sellers to approve all showings. A missed showing is a missed opportunity, it is beneficial to try to be as flexible as possible.



HOW SHOWINGS ARE SCHEDULED AND HANDLED

When your home is listed, Team Hilbert uses ShowingTime to manage requests. Buyers' agents schedule time slots, and you or your listing agent can approve based on availability. Most showings are scheduled a few hours in advance, though short-notice requests can happen. Showings typically last 30–60 minutes—enough time for buyers to imagine themselves living there.

First impressions matter, so aim to create an emotional pull the moment they walk in:

- Turn on all lights for a warm, welcoming feel.
- Keep the home clean and smelling fresh.
- Add flowers or planters to boost curb appeal.
- Make beds, clear counters, and tidy surfaces.
- Remove or secure pets.

For best results, plan to step out during showings so buyers feel comfortable exploring. We request feedback after every showing and share it with you, so any minor adjustments that could help your home show even better can be addressed quickly.

REVIEWING OFFERS

Team Hilbert prides itself in the way we negotiate the best possible outcome for our home sellers. Cash is not "always king" and we help you navigate and understand each aspect of an offer from buyers flexibility and strength to purchase price and deposit. Financing terms and lenders are very important to understand as well as closing timeline and other contingencies. This allows you to feel confident choosing the offer that is truly the best fit for your goals.



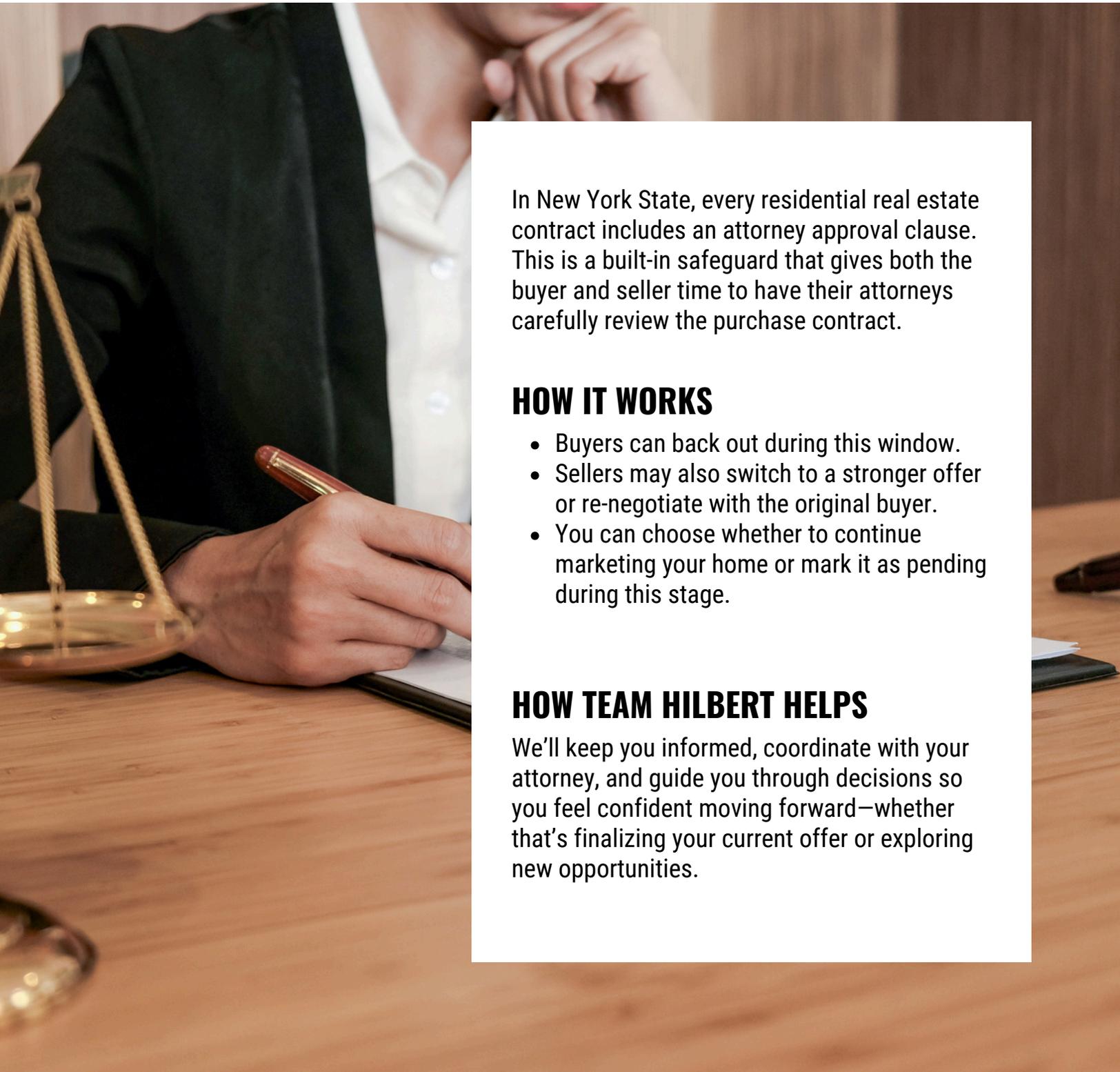
NEGOTIATION

Negotiation is a key part of the selling process, and it begins the moment you receive an offer. As the seller, you have the right to accept, reject, or counter any offer that comes in. It's important to review each offer carefully—not just the price, but also the financing terms, contingencies and proposed closing date.

Be prepared for negotiation after the inspection, too. Many buyers request repairs or credits once they receive their inspection report. At that point, you can choose to make the repairs, offer a credit at closing, or hold firm. Your agent will help you assess which requests are reasonable and how to respond strategically. The key is to stay flexible but firm on your priorities, and remember—every part of the contract is negotiable, not just the price.

ATTORNEY APPROVALS IN NYS

Protecting Your Interests Before Moving Forward



In New York State, every residential real estate contract includes an attorney approval clause. This is a built-in safeguard that gives both the buyer and seller time to have their attorneys carefully review the purchase contract.

HOW IT WORKS

- Buyers can back out during this window.
- Sellers may also switch to a stronger offer or re-negotiate with the original buyer.
- You can choose whether to continue marketing your home or mark it as pending during this stage.

HOW TEAM HILBERT HELPS

We'll keep you informed, coordinate with your attorney, and guide you through decisions so you feel confident moving forward—whether that's finalizing your current offer or exploring new opportunities.

THE CLOSING PROCESS

What happens after accepting an offer?

Once you accept an offer, the home goes under contract and the closing process begins. First, the buyer will schedule inspections, and you may negotiate any repair requests. A survey is often ordered during this process, which is generally a seller expense. Next, the home will be appraised if the buyer is financing. Meanwhile, the title company or attorney will prepare the closing documents and ensure there are no liens on the property.

You'll need to sign paperwork to transfer ownership, including the deed and seller disclosures.

SELLER DISCLOSURE

A seller disclosure is a legal document where you must honestly report any known issues with your home. It protects both you and the buyer by making the property's condition clear up front. You're not expected to uncover hidden problems –just disclose what you already know. This is a required form by NYS and it will be completed and attached to the listing prior to going live.



CLOSING DAY

Congratulations! You made it to closing!



WHAT TO BRING TO CLOSING?

- Government-issued photo ID
- All the keys, codes, and remotes
- Disclosure statement
- Proof of homeowners insurance
- Cashier's check, if your closing costs are not being deducted from the sales price

WHAT TO EXPECT

4-10 days prior to closing day, you'll meet in person to sign final documents, including the deed transfer, settlement statement, and seller disclosures. If you still have a mortgage, part of your sale proceeds will go toward paying it off, and any outstanding property taxes or agreed-upon closing costs will also be deducted.

Once the documents are signed and funds are transferred, the attorney records the sale with the county, and ownership officially passes to the buyer. You'll typically receive your net proceeds (after deductions) via wire transfer or check within 1-2 business days. Your agent will confirm when everything is finalized, and you're no longer responsible for the home. Typically, closing occurs about four to eight weeks after you signed a purchase and sale agreement, but this is subject to change for approvals and contingencies. During this window, an escrow agent holds the buyer's deposit in escrow until all contingencies, like the home inspection contingency and appraisal contingency, are met.

THANK YOU

Congratulations on taking this exciting step toward selling your home! All of us at Team Hilbert are truly grateful for the trust you've placed in us and for the chance to be part of your journey. We're here to support you every step of the way and help make the selling process as smooth and successful as possible.

Thank you for inviting us to consult with you—we're honored to be your partners in this important moment. And of course, if you ever have questions down the road or need a referral in another area, please don't hesitate to reach out.

