



your home selling guide

HOW TO MAXIMIZE YOUR INVESTMENT WITH ONE OF
ROCHESTER'S TOP ELITE REAL ESTATE TEAMS.



expert
listing
prep

leading
marketing
strategies

selling
made
easy

**We'd like
to be the
first to
say...**



Congratulations

Selling a home in today's local market can be challenging; Team Hilbert understands that. What's the difference between selling your home or failing to do so? THE DETAILS!

With over 35+ years of real estate experience and our proven sales approach, we use effective marketing campaigns and utilize our extensive network to get the job done right. Let's just say, you'll want to be on Team Hilbert's side of the table during negotiations!

Sold

**IS OUR
BATTLE CRY.**

TIFFANY HILBERT

Licensed Real Estate Sales Person

TiffanyHilbert@KW.com

585.729.0583

TEAMHILBERT.COM

KW GREATER
ROCHESTER
KELLERWILLIAMS REALTY



2000 SOUTH WINTON ROAD SUITE 201 ROCHESTER, NY 14618

meet the team

Led by Chuck and Tiffany Hilbert, the team has over 35 years of real estate experience in the greater Rochester, NY area.

Chuck serves as the owner and operator of 5 Keller Williams market centers in the Rochester Market, Brighton, Gates, Canandaigua, Penn Yan, and Geneseo. In 2021 Chuck had the pleasure of acquiring the Buffalo KW market centers and adding 350+ agents to our local KW family. Tiffany took over the reigns of the team in 2017 and has propelled Team Hilbert to one of the Top 5 teams in the greater Rochester area. Together they have helped build Keller Williams into one of the largest and fastest growing real estate franchises in the world.

Started Real Estate career after graduation from Bonaventure University

2009

Opened KW in Rochester with 26 agents

Grew Rochester agents to over 650

2021

Co-acquired KW Buffalo with over 350 agents

1985

2009-2021

1989

Started Real Estate rental company in 1989

Top 10 Agent awards

2019-2022

2022

Has grown Team Hilbert from 4 members to 14 and counting!



CHUCK HILBERT

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TIFFANY HILBERT

Team Leader
Licensed Real Estate
Salesperson
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Hometown expertise while achieving Greater Rochester's Platinum Sales Master Level year after year. Tiffany & Chuck Hilbert are both Rochester natives & graduates of St. Bonaventure University.



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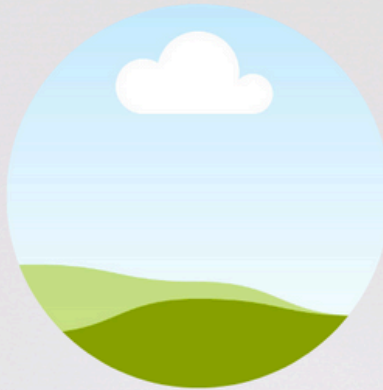
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INTERESTED IN REAL ESTATE?

Ask about how you can get started on your Real Estate career journey TODAY!



Your Name Here...



ROCHESTER REVEALED



SUBSCRIBE






HAVE YOU SEEN THE LATEST EPISODE?

Don't forget to TUNE IN and SUBSCRIBE to Team Hilbert's brand new YouTube Series about our beloved town. All things Rochester, real estate and MORE!

**Rochester Revealed with
Team Hilbert**





TEAMHILBERT.COM  (585) 362-8901     @teamhilbert

Our clients ALWAYS come first. There are many components to a successful real estate transaction, and you can count on us to be there through every step to make sure no detail is overlooked. We pride ourselves on interpreting and educating on the current local market and how it will affect the sale of your home.

it shows in our reviews

"My husband and I have worked with Tiffany Hilbert on the sale and purchase of our past 3 homes. They are both patient, reliable, honest & trustworthy. We loved working with them every time and have nothing but great things to say!"

"We worked with Tiffany Hilbert on a couple of different properties. To say she is top notch is an understatement. They go above and beyond for there clients. I can't recommend working with Team Hilbert enough. Fantastic experience."

"Tiffany was great to work with. She was very professional and her response time was amazing. Her entire team was organized and ready to help with any issue that came up during our sale. Would definitely recommend. Thanks Tiffany for your efforts!"

"Sold our home and purchased a new property. Oliver and Tiffany at Team Hilbert went above and beyond to help us in the sale of our home and search for a new one. If you're looking for a realtor team, you won't be disappointed. Everyone involved was a pleasure to work with-professional, responsive and diligent. Thank you!"

chances are...you've seen
our listings
in your
neighborhood



The Team Hilbert

NOT YOUR AVERAGE....AGENTS.

We're marketing geeks! Pile on the pretty, get you noticed, multiple offers, kind of marketing.. We won't bore you with the tech-y particulars, but we know PIXELS. That means we get you in front of the local audience looking for your property.

Ask yourself, if their marketing looks average, how will they make you stand out?

GETTING YOU TOP DOLLAR for your home is our #1 priority. At Team Hilbert, we don't believe in lip service.

We will never overprice your listing just to get the contract. Instead, we use top tier marketing strategies, the latest technology, and our 'Rochester Rolodex', to find you the perfect deal!

Difference

WE KNOW ROCHESTER

One of the best ways to ensure your agents gets you the most for your house, is to be an EXPERT in your neighborhood. A horse farm in Webster, you say? We know where the equestrians hang out. A ranch in Greece? First time home buyer coming up! To sell real estate, you need to know where your niche is.. And we couldn't do it alone! You count on us, we count on a trusted list of vendors to make it happen. From attorneys to home stagers and contractors.. We know 'em all!

Expert listing prep

WORTH ITS WEIGHT IN GOLD.

1

We are experts in the market and can give suggestions on modifications and fixes that will increase your home's value. From property inspection to pre-sale preparations, we've got you covered. Our Home Prep Team is ready to tackle repairs, updates, and more to ready your house for sale. And the BEST part? You don't pay for this service up front... You won't have to set aside money or time to tackle these projects. Let us get the Home Prep rolling and YOU PAY AT CLOSING!

Staging is proven to sell a home for more money and in less time. We'll guide you through the process with a design consultation by our professional home staging partners, then really make a transformation! Sit back and relax while we maximize your home's potential with emotional connections created by the stagers to entice your buyers. Who wouldn't fall in love with a gorgeous primary bedroom suite straight out of HGTV magazine?

2

3

Professional photography is utilized to highlight your home's greatest assets. No more iPhone photos! We hire the best in the business, and it shows. Optimal lighting, no stretched or out of focus photos.. Your buyers will be 100% more likely to visit the home in person with amazing photos.

And it doesn't stop there! We use Asteroom 3D tours, overhead drone footage (when applicable) and/or a virtual tour to really showcase your home.

Last but certainly not least... Our marketing is second to none. Your listing will be put right in the hands of your potential buyers. From online campaigns, to direct mail marketing, we leave no stone unturned. Our long client list is constantly updated with eager buyers from our many agents in the field. You have the power of a TEAM behind you!

4

Done for You.

home prep
what's covered? your sanity.

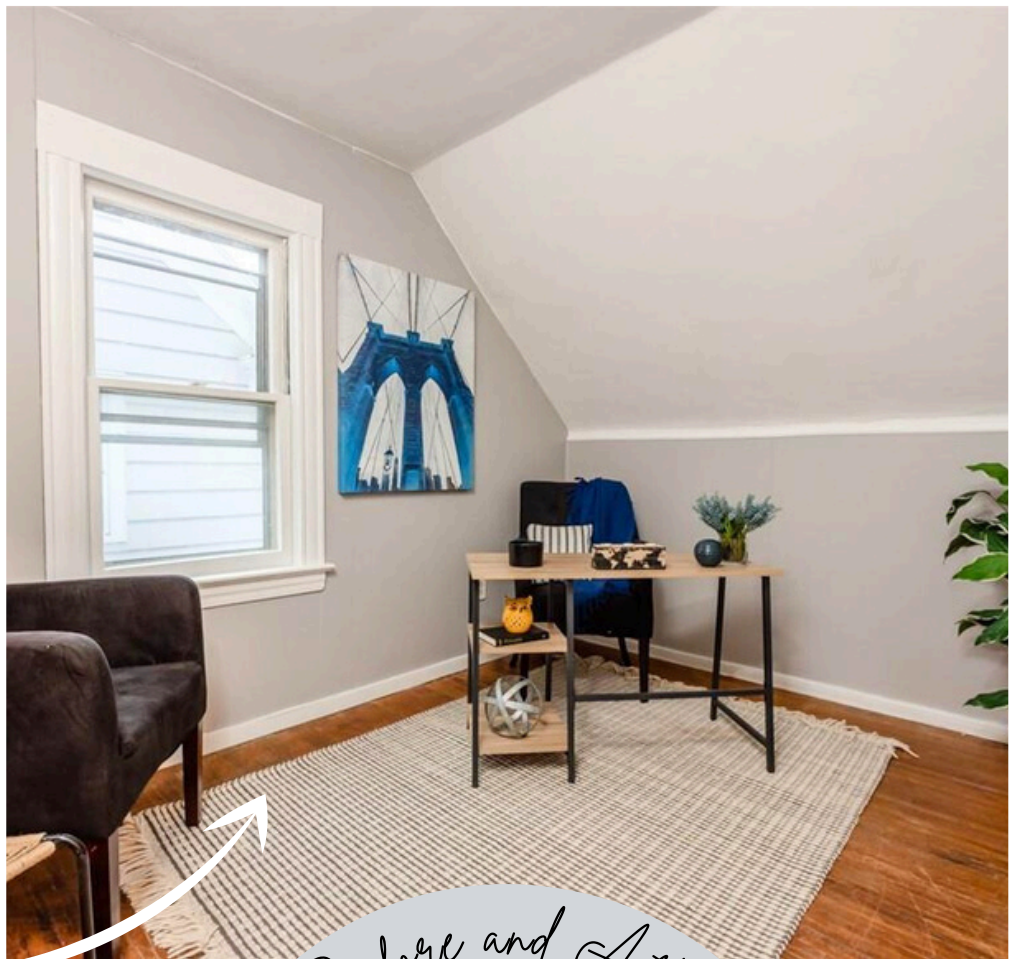


Overall prelisting inspection and oversight of property

- Whole house cleanouts
- Painting
- Carpet removal, carpet cleaning and replacement
- Decluttering
- Cosmetic renovations
- Landscaping
- Electrical updates
- HVAC updates
- Roofing repair
- Minor kitchen & bath improvements
- Water heating & plumbing repair
- Other services upon request



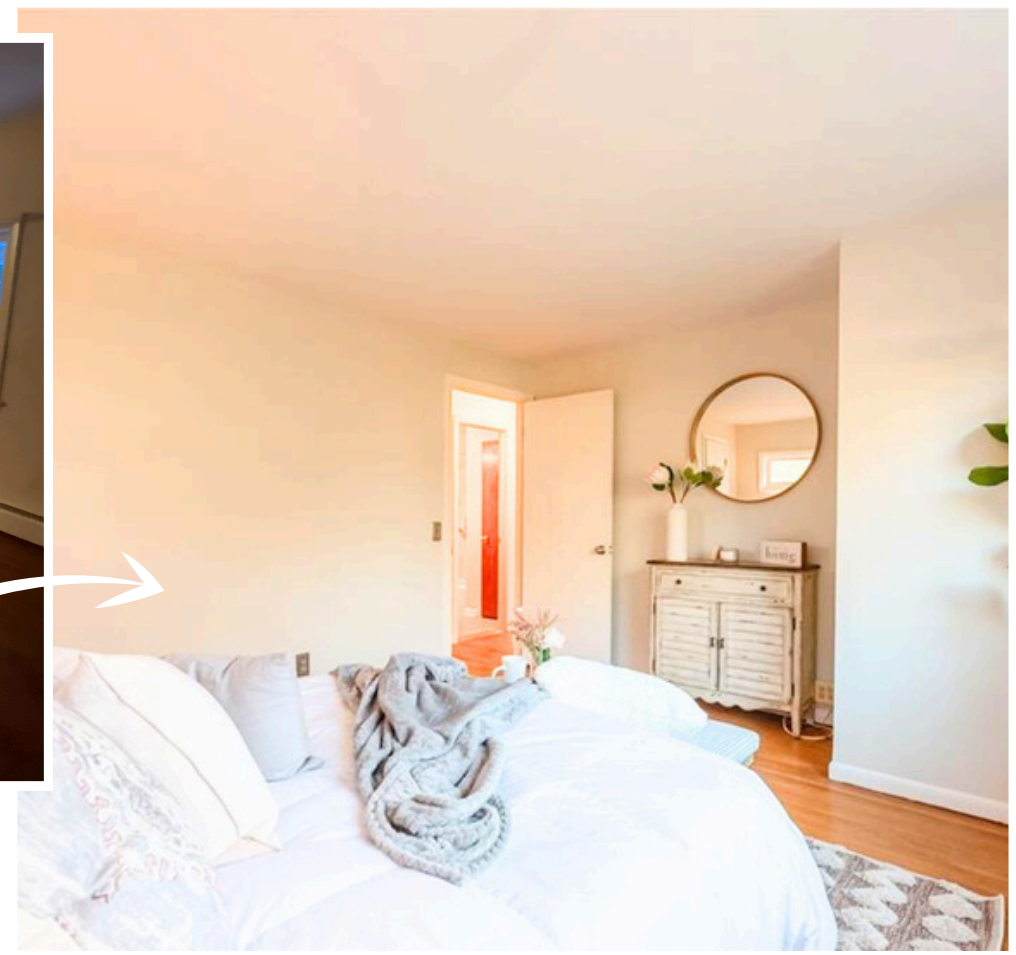
**LISTED \$79,900
SOLD \$100K
\$20K OVER ASKING**



Before and After



**LISTED \$189,900
SOLD \$246K
\$56K OVER ASKING**



why home staging is our

Secret Weapon



Leaving Your Listing "AS IS"
Will Help Sell the Competition

Your Listing Will Sell Faster which = Less Headaches and Hassle.

The New York Village Voice reported that the average number of days an un-staged home is on the market is 30.9 versus 13.9 for a staged home. Staged homes typically sell for 10% more!

Only 10% of Homebuyers Can Visualize the Potential of a Home

That's why staging a home is critical! You don't want the advantages of your home overlooked and left up to the buyer's imagination.

We partner with the BEST in Rochester.

From design consultations, to full home staging.

We go
above
and
Beyond

DRONE PHOTOGRAPHY



Overhead video and photos give buyers a bird's eye view of your spectacular home.

Asteroom



A 3D virtual tour and interactive floor plans to put the buyer "in" your home.

We're marketing geeks! Pile on the pretty, get you noticed, multiple offers, kind of marketing.. We won't bore you with the tech-y particulars, but we know PIXELS. That means we get you in front of the local audience looking for your property.

Ask yourself, if their marketing looks average, how will they make you stand out?

-ONLINE-

Your listing is syndicated within 36 hours to over 350 websites for exposure to all potential buyers locally, nationally, and internationally.

-SOCIAL MEDIA-

Marketing implemented on Facebook, Twitter, Instagram, YouTube, & LinkedIn.

-DATABASE-

We prospect & reverse prospect to our extensive network of agents & buyers searching our local websites.

-LOCAL-

The power of 5 local KW offices offering over 650 agents... Keller Williams Realty agents working in tandem to represent & sell properties. We send your property's details directly to hundreds of agents in the area to connect & spread the word.

-WEBSITE-

Your property will be live on our award winning KW website and listed on the premier house hunting sites, within minutes of going live. Buyers have instant access to team member through our chat box. Appointments for showings start rolling in pretty fast!

-INTERNATIONAL-

With more than 170,000 real estate agents worldwide, operating in more than 780 market centers across the globe, we are the largest real estate franchise by agent count in the world!

marketing that *Makes an Impact*

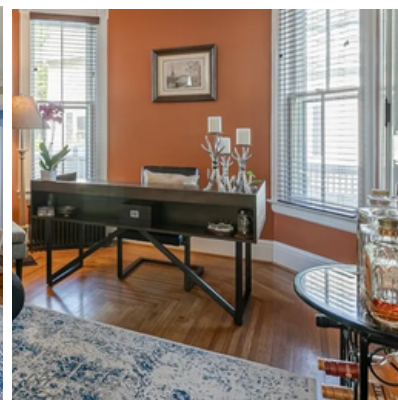
1500 sq
3 bed
2 bath

In Living Color

- Full color flyers
- From Broker's Opens to
- Open Houses
- Professional photography
- QR codes linked to property website

WELCOME

home



Presented By

TIFFANY HILBERT
585.729.0583



TEAM HILBERT
-AT KELLER WILLIAMS REALTY GREATER ROCHESTER-

In the heart of the village! Walk to your favorite restaurants, pubs, shops & canal! Enjoy summer breezes on the front porch! You will be amazed upon entering this charming Victorian; hardwood floors throughout and natural gum wood trim! Gracious living room w/ gas fireplace & seating alcove. Formal dining room w/ side porch. 1st floor office! 1st floor laundry room doubles as flex space. Chef friendly kitchen with Corian counter tops, tile back splash!

5 star
ratings across
the board.

SOLD in
2023 **\$70m**

297 FAMILIES
HELPED
IN 2023

TOP
Team **4**
in Rochester.

Thousands total clients
in served

35+ years in
business
and
counting!

numbers tell our story

our vision statement is
how we get there.

Our reputation for integrity, unparalleled expertise and stellar results make us an indispensable resource in Rochester NY. We want to transform the industry through positive change, innovation that redefines the quality and consistency of service that is expected from a real estate professional. To grow with, give back to, and act as leaders within our growing communities!



KELLERWILLIAMS
Luxury
INTERNATIONAL



Your incredible home deserves elite-level service.
Allow us to raise the bar with:

UNMATCHED KNOWLEDGE

We stay ahead of trends, tools and advancements in the real estate industry to maximize your home's selling potential. Selling a luxury home requires specialized skills and we're on top of it.

POWERFUL TECHNOLOGY & MARKETING

Our leading-edge technology solutions accelerate efficiency and productivity, including every tool to help connect buyers and sellers as quickly as possible. The process will be smoother and faster.

INTEGRITY IN EVERY INTERACTION

Keller Williams Realty and KW Luxury International were founded on the principles of trust and honesty, emphasizing that no transaction is worth our reputation and always putting the customers' needs first.

TRACK RECORD OF SUCCESS

We have a proven track record of delivering unparalleled service to our clients. Experience matters and we have results on our side to bring the best for you and your sale.

SELLER'S GUIDE TO SHOWINGTIME

Sellers love ShowingTime because it's simple to stay informed and easy to confirm appointments. Not only will you be able to receive notifications about showings automatically, but you will be able to see feedback from potential buyers and view all activity on your home during the sales process!

Electronic Notifications

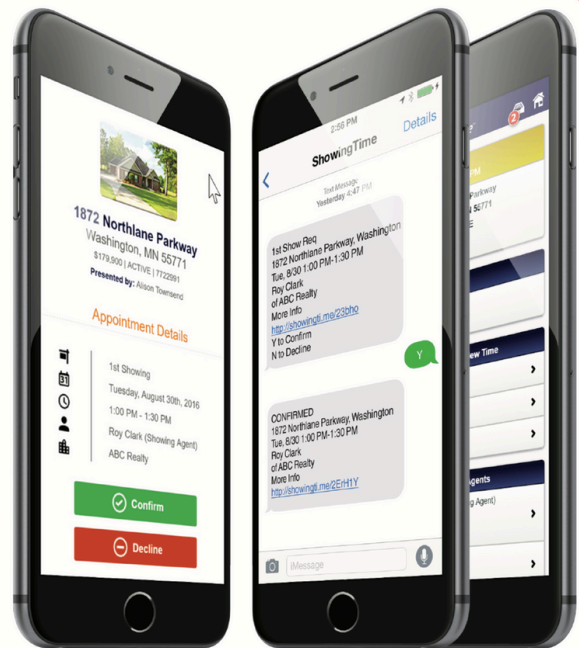
Don't have time to make or take a call? Communicate through text, email, or our mobile app instead! Our electronic notifications allow you to easily confirm, decline, or reschedule showings based on preferences that work best for you.

Mobile App (push notifications) - Download the App and view the status of each appointment with the color-coded guide.

Red = Declined or Canceled
Yellow = Needs Review
Green = Confirmed

Text - Instant information that allows you to confirm with a "Y" or decline with an "N".

Email - See the appointment details and a personalized link to view your listing activity report.



Listing Activity Report

Keep track of all the showings occurring on your listing!

Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report. Here you can see all activity for your home including a list of all the showings completed or scheduled. Your feedback is listed with the showings, and can be broken down to show trends to help you identify those items to address to sell your home faster.

Showing Feedback Updates

When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. This helps give you an up-to-date overview on what buyers and showings agents think about your home!

Simply click on the "Click for Listing Activity Report" Button in any email you receive from ShowingTime to access your website. Here, you can compare feedback from agents and buyers to understand the way others view your home.

In the ShowingTime Mobile app, the feedback responses can be accessed from the Notification center or by looking at the Listing Activity Report.



our vendor partners

Looking for someone special? A trusted contractor to complete a few projects perhaps? Maybe a responsive attorney to answer important legal questions about selling your house?

We have those...

We've cultivated a local list of experts to help you with every aspect of selling your home. When you work with Team Hilbert, you benefit from our years of experience and those relationships.

more than just
real estate

We're a good time...

Team Hilbert's Home Squad

Come for the party
stay for the free stuff...

Join The Party On Facebook

We're hanging out, having a good time, talking a little ROC real estate but mostly giving away cool stuff..

Just another PERK of working with Team Hilbert!

We don't believe in 'once the deal is done.'

We cherish every opportunity to hang out with our Home Squad clients.

It also increases our buyer pool! We're constantly in front of potential buyers that have already worked with Team Hilbert.

So JOIN THE PARTY!

<https://www.facebook.com/groups/teamhilbert>



"In life, you don't get what you deserve.
You get what you negotiate."

Let's talk
Real Estate...
Ask me anything!

Listing Price to Sale Price Ratios

Absorption Rates

Days on Market Statistics

Listing Location Niche Stats

Pre possession - Post possession

Escalation Clauses

Pre-approval vs Prequalified

Purchase Offer Interpretation

Understanding Financing Strength

Appraisal Gaps

Delayed Showings and Negotiations



Tiffany Hilbert

"Getting the most from your investment comes down to one very important detail. *Negotiating*. We are a team of trained specialists when it comes to closing the deal. I have the pleasure of representing our sellers and speak the language extensively. I teach many classes in our local area to other agents so they can learn the tips and tricks of the trade."

now let's your transaction..

Bullet Proof

Financing...

- Solid pre approval is key - local lender is preferred
- Contingent on sale and transfer - can cause a domino effect but in a shifting market see more contingent offers
- Seller concessions become more prevalent as buyers have less cash on hand

Misc Contingencies...

- These could include estate sales, clouded title, relocation, short sale, third party approval
- Taking back up offers is suggested
- Know who the point person is in the transaction

Attorneys...

- A real estate specialized attorney is vital
- The attorney and bank controls the speed of the transaction - best to have a team approach so everyone is working in sync
- Just because a family friend is an attorney does not mean they are wisest choice

Co - Op Agents...

- Communication, skill and experience speak loudly
- Control the transaction and process assures a smooth finish

Deadlines...

- Real Estate transactions are delicate and deadline driven
- Post or pre possession discussions
- Closing timelines
- Bank and attorney approvals, surveys, appraisal completions, lending timeline

Communication...

- Setting clear expectations before the property goes live
- Keep open line of communication ensures that all parties are up to speed with the process

We Work For You

Whatever you need. Everything you deserve.



What exactly do we do?

WE GO THE EXTRA MILE TO DESERVE
YOUR REFERRAL, RATINGS AND RAVE
REVIEWS!

PRE LISTING ACTIVITIES...

- Send out Seller Intake Questionnaire and review appointment questions.
- Research all comparable currently listed properties.
- Research sales activity for the past 90 to 180 Days from MLS and public databases.
- Prepare Market Absorption to determine if the home is in a for buyer, seller, or neutral market.
- Research the "Average Days on the Market" for properties similar in type, price, and location.
- Download and review property tax roll information.
- Prepare a "Comparable Market Analysis" (CMA) to establish market value.
- Obtain a copy of the survey if available.
- Research the property's ownership and deed type.
- Research the property's public record information for lot size and dimensions.
- Research the property's land use coding and deed restrictions along with the property's current use and zoning.
- Verify property tax payments and balances that may be due.
- Verify the legal names of owner(s) in the county's public property records.
- Perform an exterior "curb appeal assessment" of the subject property
- Confirm current public schools and explain their impact on market value.

LISTING APPOINTMENT PRESENTATION ...

- First and foremost we have a deep discussion with the seller to understand their needs to tailor the absolute BEST experience.
- Give the seller an overview of current market conditions and projections.
- Review agent and company credentials and accomplishments.
- Present the company's profile and position or "niche" in the marketplace.
- Present CMA results, including Active Listings, Pending, Sold and Closed as well as Expired.
- Discuss needed repairs/improvements and verify if the use of the Home Prep Team is available.
- Offer a professional pricing strategy based on interpretation of current market conditions.
- Discuss goals to market effectively.
- If a recent appraisal has been completed on the property review the findings.
- Explain the market power and benefits of the multiple listing service.
- Explain the work the broker and agent do "behind the scenes" and the agent's availability on weekends and evenings. Explain the importance of working with a team for continuous coverage.
- Explain the agent's role in screening qualified buyers to protect against curiosity seekers.
- Present and discuss the strategic master marketing plan.
- Explain different agency relationships with the seller.
- Review all contracts, clauses, and addendums, including Lead, PCD (Property Condition Disclosure), agency, and Franchise addendums.
- Explain the role of Delayed Negotiations and marketing a property with them.
- Explain "Escalation Clauses" and "Appraisal Gap" options and addendums.
- Discuss Commission and levels of available services.
- Discuss the role and importance of a Buyers Agent representing a potential buyer.
- Obtain current mortgage loan(s) information and any balances that are owed, including Home Equity Loan balances.
- Prepare a seller Net Sheet and discuss Net Profit based on different sale price scenarios.
- Confirm the lot size via the owner's copy of the certified survey, if available. Note any and all unrecorded property lines, agreements, easements.
- If sellers are relocating out of town we research a TOP KW agent at their destination.
- Obtain and review house plans, if applicable and available. Verify square footage based on tax records and what the seller believes to be the square footage.
- Explain how Showing Time works and how to confirm appointments that the agent makes to view the home.
- Prepare showing instructions for buyers' agents and agree on showing time with the seller.

- Review results of the Curb and Decor Appeal Assessment and suggest changes to shorten time on the market.
- Discuss the potential increase in the Final Sale Price from investing in INTERIOR HOME STAGING, whether occupied or vacant.
- If the home is occupied, discuss the opportunity of a home staging "strategy map" and how it may be useful.
- Discuss possible buyer financing alternatives and options with the seller.
- Identify Homeowner Association Management and ask for a copy of the Bylaws if applicable.
- Verify Homeowner Association fees and what is covered in them. Also, investigate if there are any special assessments that may be projected in the future to share with a potential buyer.
- Order a copy of Homeowner Association bylaws, if applicable.
- Discuss the difference between Assessed Value, Appraised Value, and Market Value.
- Determine and calculate average utility usage from the last 12 months of bills.
- Research and verify that the home is on either sewer or a septic system between Realist and County records.
- Explain that if the home is on a septic system and being financed, most likely, a lender will want a septic inspection done. This may be at the buyer's or seller's expense based on how the purchase offer is written.
- If the home is on a well system, provide the status of the system, type, depth, and output from the most recent Well Report.
- Verify the security system, term of service, and whether it's owned or leased.
- Explain how a Home Warranty may benefit the seller based on the age of major mechanics in the home and how it is transferable to the new buyer. Assist sellers with the completion and submission of the Homeowner Warranty application. When received, place the Homeowner Warranty in the property file for conveyance at the time of sale.
- Discuss the possibility of having a Home Inspection done prior to listing the home and making the report available to prospective buyers – may alleviate certain doubts or concerns about the home.
- Discuss the age of the roof and the importance of having any maintenance records that pertain to it.
- If the home has a fireplace, discuss the possibility of having a fireplace inspection and cleaning done prior to listing the home.
- Discuss the possibility of having the home's HVAC system cleaned and inspected prior to listing the home and presenting receipts of completed service to prospective buyers.
- If the property is vacant and the seller lives out of town, explain how the team will manage and oversee the property until it closes.

PREPPING FOR LISTING TO GO LIVE...

- Schedule Home Prep Team Repairs if needed.
- Schedule Staging Installation if applicable.
- Prepare a detailed list of property amenities and assess market impact.
- Prepare a detailed list of the property's "Inclusions & Conveyances with Sale."
- Complete a list of completed repairs, updates, and remodels to the home with dates and total cost of items.
- If it is a multi-family property, obtain all proper documentation to include copies of all leases, tenant contact information, etc.
- Create a text string between owners / tenants and the listing agent to keep them updated with showing requests and whether it will be group showings or individual showings.
- Verify all rents and deposits.
- Have an extra key made for the lockbox.
- Order professional photos to be taken by the team's professional full-time real estate photographer.
- Order overhead drone and 360 home tour when applicable.
- Install the needed lockbox at the property. Program with agreed upon showing schedule times.
- Arrange for yard sign installation.
- Discuss with the seller the importance and advantage of holding an open house.
- Load the listing time into Team Hilbert's transaction management software.

ENTERING PROPERTY INTO MLS DATABASE...

- Prepare MLS Profile Sheet–agent is responsible for "quality control" and accuracy of listing data.
- Enter property data from the Profile Sheet into the MLS listing database.
- Proofread the MLS database listing for accuracy, including property placement in mapping function.
- Add the property to the company's Active Listings.
- Refer sellers to one of the best agents at their destination, if applicable.
- Provide the seller with signed copies of the Listing Agreement and MLS Profile Data Form within 24 hours.

MARKETING THE PROPERTY...

- Reverse prospect to all cooperative agents that have listing alerts set up in MLS – email them the new listing.
- Email the new listing to the entire database and prioritize those buyers in particular that the property may be a good fit for.
- Create Internet ads with the seller's input.
- Market on all social media platforms to include Team Hilbert Instagram, Facebook, Youtube Channel, Google and Team Hilbert website.
- Contact potential buyers from Team Hilberts Heatmap with information about the property.
- Coordinate showings with owners, tenants, and other agents. Return all calls–weekends included.
- Review comparable MLS listings regularly to ensure the property remains competitive in price, terms, conditions, and availability.
- Prepare a property marketing brochure for the seller's review - digitally available to buyers. Printed brochures are available when applicable.
- Listing agent to receive all incoming prospective calls on the property.
- List the property on over 350 individual 3rd party websites – property is added to the IDX through the MLS allowing the syndication of 1000 other websites of agents.
- If the property falls within the KW Luxury price parameters, the property will be uploaded to the KWLuxury.com website, which is a national website.
- List the property on the private Roc Real Estate Facebook group of over 1500 local agents so they may see the property before their clients do.
- Plan and coordinate the open house schedule with the seller and provide open house feedback.
- When applicable, conduct a “twilight open house” to get a jump start on marketing the home before the weekend arrives.
- When applicable, schedule and coordinate a “virtual” or “in person” broker open of the property and include affiliate mortgage partners to partake.
- Convey price changes promptly to all Internet groups.
- Discuss feedback from showing agents with the seller to determine if changes will accelerate the sale. Suggest any modifications based on feedback with the seller.
- Place regular weekly update calls to sellers to discuss marketing and pricing.
- Promptly enter price changes in MLS listings database if price adjustment is needed.

THE OFFER AND THE CONTRACT...

- Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
- Confirm the buyer is pre-qualified by a pre-qualification/pre-approval letter or proof of cash financing.
- Contact buyers' agents to review the buyer's qualifications and discuss the offer.
- Create an offer spreadsheet if more than 4 offers are received to keep them organized and easy to discuss with the seller.
- Evaluate offer(s) and prepare a "net sheet" on the top 3 offers for the owner to compare.
- Counsel the seller on offers. Explain the merits and weaknesses of each component of each offer.
- Negotiate all offers on the seller's behalf, setting a time limit for loan approval and closing date.
- Prepare and convey any counteroffers, acceptance, or amendments to the buyer's agent.
- Email accepted contracts and all addendums to all attorneys.
- Email accepted contracts and all addendums to the lender.
- Record and promptly deposit the buyer's money into the escrow account.
- Enter the contract into Team Hilbert's Transaction Coordination system for tracking from contract to close.
- Deliver copies of fully signed Offer to Purchase contracts to sellers.
- Properties status is changed to “C” Continue to show while the property contract is being reviewed by attorneys.
- Advise the seller in handling additional offers to purchase submitted between contract acceptance and attorney approval period.
- Explain what a back up offer means and how it could be used.
- If the accepted offer is contingent on the sale and transfer of the buyers property explain how a Bump Clause could come into affect.
- Assist seller in securing a moving company if requested. We have trusted affiliates available to solve every issues within the home selling process.

HOME INSPECTION...

- Coordinate the buyer's professional engineer home inspection with the seller if applicable.
- Order a septic / well inspection if requested...review the septic system / well flow test reports and assess any impact on the sale.
- If a radon test is requested and ordered, schedule the radon test to be placed. Report findings and educate the seller on options. Once something is found, it must be disclosed moving forward. If remediation is suggested assist seller in the process.
- Review the home inspector's report; advise on repairs and disclosure of repairs to buyer.
- Enter the completion into the transaction management tracking software program.
- Ensure the seller's compliance with the home inspection clause requirements.
- Assist the seller with identifying and negotiating with trustworthy contractors for required repairs.
- Negotiate payment and oversee the completion of all required repairs on the seller's behalf, if needed.

TRACKING THE LOAN PROCESS...

- Follow the loan processing through to the underwriter.
- Add the lender and other vendors to the transaction management program so agents, buyers, and sellers can track the progress of the sale.
- Contact the lender weekly to ensure processing is on track.
- Relay the final approval of the buyer's loan application to the seller.
- Stay in touch with sellers attorney for weekly updates and convey to seller to keep them in the communication loop.

THE APPRAISAL...

- Schedule the appraisal with seller and banks request. If a cash transaction an appraisal is not necessary unless written into purchase offer and accepted by seller.
- Provide comparable sales used in market pricing to the appraiser if applicable.
- Follow up on the appraisal to make sure value satisfies purchase offer.
- Enter the completion into the transaction management program.
- Assist the seller in questioning the appraisal report if it comes in under purchase price.
- If it is a conventional loan, a new appraisal may be ordered at the seller's request and cost. If it is an FHA loan, the appraisal that is conducted initially stays with the property for 6 months. Read and assess the appraisal report and assist the seller with needed repairs if any are cited. If there is an appraisal gap between the purchase price and the appraised value, explain what that gap means in the final purchase price.

CLOSING PREPARATIONS AND DUTIES...

- Make sure all necessary contracts and addendums have been completed by all parties.
- Make sure the seller has been notified and is aware to not turn off utilities prior to closing.
- Make sure the seller has scheduled an appropriate time to sign documents with attorneys. The seller need not be present at closing.
- Confirm the closing date and time.
- Work with the buyer's agent in scheduling and conducting the buyer's final walkthrough prior to closing.
- If any issues arise from the final walkthrough, those items must be negotiated with the seller, buyer, and attorneys to close the property.
- Request a copy of closing documents from the closing agent.
- Provide a "Home Owners Warranty" for availability at closing if applicable.
- Coordinate closing with the seller's next purchase, resolving timing issues.
- Ensure a "no surprises" closing so that the seller receives net proceeds as quickly as possible – generally once the property has been recorded.
- Coordinate key transfer to new owners.
- Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- Close out the listing in the transaction management program.
- Send survey and review requests to the seller to continue to provide stellar service.
- Follow up after closing.
- Set the seller up on a monthly neighborhood property watch for their new home and monthly updates on how the home's value may change with the market.
- Add client to our client appreciation event schedule.
- Respond to any follow-up calls and provide any additional information required from office files.

WHY WOULD A SELLER WANT A BUYER TO HAVE REPRESENTATION BY A PROFESSIONAL REAL ESTATE AGENT?

First and foremost, it is crucial for buyers to understand that in our competitive market, having adequate representation is essential for maximizing their chances of success. Buyers rely on their agents for guidance throughout the entire process, serving as intermediaries to facilitate agreements and ensure a smooth transaction. All licensed real estate agents adhere to the highest standards set by our Code of Ethics and The Department of New York State, prioritizing their clients' best interests as fiduciaries.

A BUYER'S AGENT PLAYS SEVERAL CRITICAL ROLES IN THE TRANSACTION

- The agent safeguards the seller's home during showings and ensuring that potential buyers are financially qualified.
- They present pre-qualification documentation upon request to minimize unnecessary foot traffic in the seller's home.
- They ensure that the buyer has exclusive representation to avoid conflicts of interest.
- A buyers agent verifies the buyer's financial readiness for down payment and closing costs before beginning the home search.
- They monitor the buyer's creditworthiness throughout the transaction process.
- An agent will provide valuable feedback to the listing agent and seller regarding the condition of the home and listing price adjustments.
- They match qualified buyers with homes that meet their needs, reducing non-serious inquiries and optimizing showings.
- A buyers agent advises a buyer on market fluctuations and trends to craft competitive offers.
- They complete all necessary documentation, contracts, and addendums for purchase offers.
- A buyer's agent shapes the narrative surrounding the home buying journey for their client, fostering a relationship built on trust. In contrast, a listing agent lacks control over this conversation

GREATER ROCHESTER

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CONNECTING. ELEVATING. INSPIRING.

TEAM HILBERT



REALTOR® Team Spotlight:
Team Hilbert of Keller Williams Realty- Greater Rochester

JUNE 2024

TEAM HILBERT

►► REALTOR® team spotlight

Article by: Lindsay A. Kuntz
Photography by: Real 3D Media

From her humble beginnings to her current role as a respected leader and visionary of Team Hilbert at Keller Williams Realty Greater Rochester; Tiffany's journey serves as a testament of passion, perseverance, and the relentless pursuit of professional growth.



From left to right: Tiffany Williams, Karina Swanson, Dan Jones, Nina Tillman, Jesse Sanfilippo, Tiffany Hilbert, Tyler Ranke, Elise LoVullo, Charles McBride. Missing: Jessica Taccetta, Rebecca Zephroni, Mindy Nash and Oliver Cacovski



Tiffany Hilbert's journey in real estate started in 1989 when she launched The Roommate and Apartment Network service. Like many working mothers, Tiffany faced the challenge of balancing career aspirations with the demands of family life so in 1995 she sold her business and let her real estate license lapse.

During her time away from the industry, Tiffany remained immersed in the world of real estate through her husband's endeavors, laying the groundwork for her eventual return. The decision to revive her real estate license in 2016 wasn't just about reentering the workforce—it was a reaffirmation of her passion for the industry and confirmation of her unwavering commitment to professional growth.

Under the umbrella of Hilbert Realty, Tiffany's husband's family-owned firm, she delved into the realm of marketing as the internet revolutionized the industry. The onset of the digital era propelled her into new territories, where she honed her skills and embraced challenges. In 2008, the Hilbert family spearheaded the introduction of Keller Williams Realty

to the Rochester Region, setting the stage for significant transformation of the local real estate landscape.

Tiffany's journey into leadership within the real estate profession showcases not only her resilience but also her ability to evolve and adapt. Recalling the moment she volunteered to take over the team, Tiffany candidly admits, "I thought – this can't be so hard – I have been around real estate for almost 30 years... well was I in for a rude awakening. I had no idea what I was getting into."

As she stepped into her new role, Tiffany found herself facing a daunting challenge ahead... rejuvenating a team that was ready for a relaunch. Despite the harsh reality she confronted, she embraced the challenge head on, steadfast in her determination to reshape the course ahead.

Recognizing that success often emerges from business challenges, she approached each setback as an opportunity for growth. Learning from failures, Tiffany and her team meticulously designed models and systems that were not only scalable but also duplicatable, laying the foundation for sustainable success.

Central to the team's success is the unwavering support and dedication of its full-time support staff, including the ISA / client concierge, strategic services coordination, transaction and listing management, full-time marketing, and coaching. With a shared commitment to excellence and a keen focus on providing unparalleled service to clients, Team Hilbert operates seamlessly, leveraging the diverse talents and expertise of its team members to deliver exceptional results.

At the heart of Team Hilbert's philosophy lies a commitment to fostering a culture of continuous growth, advancement, and opportunity. With a vision that extends far beyond the confines of the present, the team embraces the challenge of charting a course towards a future defined by innovation, excellence, and limitless potential.

Team Hilbert offers numerous avenues for expansion across all sectors of the real estate field. Whether it's advocating for buyers and investors or guiding homeowners through the selling journey, individuals have the chance to acquire invaluable expertise and abilities within this industry. The potential for growth and progression is ever-present.



From left to right: Nina Tillman, Karina Swanson, Tiffany Hilbert, Dan Jones, Tiffany Williams, Elise LoVullo, Jesse Sanfilippo, Charles McBride, Tyler Ranke. Missing: Jessica Taccetta, Rebecca Zephrani, Mindy Nash and Oliver Cacovski

As team members demonstrate their capabilities and expertise, additional growth options are available. These positions not only offer increased responsibilities and challenges but also provide opportunities to shape the team's direction, strategy, and culture.

Moreover, their long-term tenure is a testament to the team's ability to provide development for career advancement. Whether through specialized training programs, leadership opportunities, or access to cutting-edge resources and technologies, Team Hilbert empowers its members to chart their own path to success and fulfillment.

Tiffany understands that true success requires action—bold, decisive action that is guided by a clear understanding of priorities and objectives. Sometimes it is about making tough decisions when they need to be made, even if they are unpopular or uncomfortable. Members of Team Hilbert are invited to collaborate at all levels allowing each team member to have a voice. The team's input is absolutely vital to the success of the whole.

Furthermore, Team Hilbert recognizes the importance of fostering strong affiliate relationships and leveraging external support networks to enhance their services and expand their reach. With a clear vision for growth and advancement, they embrace opportunities for career development



and progression, offering a structured organizational chart to illustrate the many avenues for professional growth within the team.

Beyond the confines of the office, Team Hilbert extends its impact into the community, hosting team and client events, as well as participating in various community initiatives. Through their active engagement and outreach efforts such as their "Rochester Revealed"

YouTube Series, they forge meaningful connections, leaving a lasting impression on both clients and community members alike.

"We want to make a client for life," Tiffany asserts, underscoring the team's unwavering commitment to building long-term relationships based on trust and mutual respect. This isn't just about securing a single transaction; it's about cultivating a loyal client base that continues to turn to Team Hilbert for their real estate needs, time and time again.

The dedication to excellence doesn't go unnoticed. Tiffany and her team are proud recipients of glowing reviews, top ratings, and a steady stream of referrals from satisfied clients. For them, these accolades aren't just a testament to their hard work—they're a validation of their commitment to delivering exceptional service, each and every day.

For Tiffany, life isn't just about work—it's about finding joy in the things she loves most. Tiffany's heart remains firmly rooted in family. "Spending time with my

two adult children when we can coordinate our schedules," she shares, her voice tinged with warmth and affection. In the midst of life's hustle and bustle, Tiffany cherishes these moments of togetherness, treasuring the bond she shares with her family and reveling in the simple pleasures of companionship and love.

Within Team Hilbert, bonds run deeper than mere professional camaraderie—they are forged in the fires of mutual respect, unwavering support, and genuine care. "They are like family," Tiffany Hilbert fondly remarks, reflecting on the tight-knit relationships that define the team. With a nurturing spirit and a

heart full of compassion, Tiffany extends a guiding hand to each member of her team, fostering an environment where every individual is valued, cherished, respected, and empowered to thrive.

From its humble beginnings to its current standing as a formidable force in the industry, Team Hilbert's journey is characterized by a spirit of unity and collaboration. "We work together and support one another" affirms Tiffany, underscoring the importance of fostering a culture of trust and mutual respect within the team. In an environment where no one is stuck in just one position, Team Hilbert offers ample room for growth and advancement, empowering each member to reach their fullest potential.

"We treat each other with mutual respect," Tiffany asserts, emphasizing the significance of cultivating an environment where dignity and equality prevail within the team. In an industry where competition can sometimes breed animosity, Team Hilbert stands as a beacon of unity, where egos are set aside, and collaboration reigns supreme.

But beyond the confines of professional success, Team Hilbert serves as a sanctuary—a safe haven where team members can lean on each other in times of need. "If a team member is struggling either professionally

or in their personal life, we are there for each other," Tiffany explains, highlighting the team's unwavering commitment to each other's well-being.

The spirit of camaraderie and unity isn't merely rhetoric; it's ingrained in the very essence of Team Hilbert's culture, epitomized by the "Circle of Trust." Within this cherished circle, team members discover comfort, assistance, and motivation, reassured by the knowledge that they're always accompanied on their path. With a collective dedication to progress, achievement, and contentment, team members are bound together by a shared objective encapsulated in the team's motto: "Embracing Happiness, Health, and Wealth with Team Hilbert."

In a world where success is often measured by numbers and metrics, Team Hilbert reminds us that true fulfillment lies not just in professional achievements, but in the bonds of friendship, the warmth of camaraderie, and the unwavering support of those who stand by our side. In the embrace of Team Hilbert's Circle of Trust, every member finds not just a team, but a family—a family bound together by love, respect, and a shared commitment to greatness.



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OUR PROMISE TO YOU AS OUR SELLER

- We owe 100% of our dedication and loyalty to you, the home seller.
- Our job is to get YOU the most money and least hassle as possible.
- We offer extensive knowledge of the real estate market, trends, homes on the market and proper home values.
- We have access to EVERY home on the Multiple Listing Service. Many homes are listed by agents in other companies – NOT ALL listings show up on popular real estate sites like Trulia, Zillow and Realtor.com. We have access to ALL homes for sale at any time with updated information. This means the most informed decisions on pricing.
- Effective negotiating skills and contract knowledge. We thoroughly understand all the complexities of a Buy-Sell Contract, and are able to explain and walk through the entire contract, disclosures and any counter offers to you.
- We provide assistance and guidance with finding competent lenders, home inspectors, insurance recommendations, home warranties, repairs etc...
- We are knowledgeable and professional REALTORS®.
- We are a dedicated real estate team and are committed allies to negotiate on your behalf.