

YOUR MOVE STARTS HERE

Seller's Guide

The standard we hold. The reach we deliver.



ABOUT ME



Bill Hill
REALTOR®

CALL

320.761.3300

EMAIL

bill.hill@teampemberton.com

WEBSITE

www.billhillrealtor.com

Meet Bill Hill— your passionate & resourceful real estate partner.

Bill Hill is a REALTOR® serving buyers and sellers throughout Central Minnesota, including St. Cloud, Sartell, Sauk Rapids, St. Joseph, Waite Park, Rice, Cold Spring, and the surrounding communities. Known for his honest approach, responsive communication, and commitment to putting his clients first, Bill helps people navigate one of life's biggest financial decisions with confidence. Whether working with first-time homebuyers, growing families, empty nesters, or homeowners preparing to sell, he believes every client deserves clear guidance, personalized service, and an experience built on trust. Bill understands that every real estate journey is unique. He takes the time to listen, answer questions, explain the process, and provide straightforward advice so clients feel informed and comfortable from the first conversation through closing. His goal is not simply to help clients buy or sell a home, but to build lasting relationships and become a trusted real estate resource for years to come. As a lifelong advocate for the Central Minnesota community, Bill enjoys showcasing the people, businesses, neighborhoods, and events that make the area a great place to live. Through educational content, community highlights, local market updates, and neighborhood involvement, he strives to provide value beyond the real estate transaction. Clients often describe Bill as approachable, knowledgeable, dependable, and genuinely invested in their success. They appreciate his ability to make the buying and selling process less stressful by communicating consistently, explaining every step, and always keeping their best interests at the center of every decision. Whether you're buying your first home, searching for your forever home, relocating to Central Minnesota, investing in real estate, or preparing to sell your property, Bill Hill is committed to providing professional guidance, local expertise, and exceptional service from beginning to end.



Scan to connect
& start your search!

"If you're looking for a dedicated, knowledgeable partner I'd love to help bring your vision to life."

WHO WE ARE

The reach of a network. The care of a **partner**.

Now proudly **independent**, Pemberton Real Estate pairs a decade of Twin Cities experience with the freedom to put clients first - always. List with us and your home is **backed by a whole network**, and looked after by **one dedicated agent**.

ALL UNDER ONE ROOF

Media

IN-HOUSE PHOTO & PHOTO

Marketing

PRINT & DIGITAL

Transactions

DEDICATED COORDINATORS

★★★★★ 5.0 • 1,600+ five-star reviews on Zillow

"The selling process went very quickly - sold after only 3 days on market, for above asking price!"

- MITCHEL T., COON RAPIDS • VERIFIED ZILLOW REVIEW

250

AGENTS WITH
BUYERS IN HAND

2,355

FAMILIES MOVED
LAST YEAR

7

OFFICES ACROSS
MINNESOTA

Why your agent matters

Selling a home is a big move. Your REALTOR® makes sure it's a smart one – guiding you from first listing to closing with experience and care.

01

Market Knowledge

A full-time REALTOR® is a student of the market, helping you earn top dollar for your home.

02

Pricing Strategy

Determining value is one thing; a strategic price that drives multiple offers is far more valuable.

03

High-End Marketing

From traditional to digital, our agents and full-time marketing staff are experts at driving attention to your home.

04

Negotiations

A level-headed advocate who finds creative leverage in every offer and counteroffer makes a world of difference.

05

Experience

A large, collaborative brokerage of agents and staff means no question goes unanswered – we've learned from thousands of happy clients.



From listing to closing

Eleven steps, start to finish – here's the whole journey at a glance.



First impressions count

When a buyer walks in, the goal is to wow them – engaging all five senses so they fall in love with your home.



SIGHT

Light and space sell. Open the blinds, clear the counters, and let each room feel bright and uncluttered – professional staging helps buyers picture themselves living there, and staged homes consistently sell faster and for more.

TASTE

Small hospitality goes a long way. A few bottled waters set out for showings is a simple, welcoming touch that keeps your home memorable.

FEEL

The most important sense. Comfortable temperature, natural light, and a clean, calm space let buyers feel at home the moment they walk in – and that feeling carries real weight in the decision to buy.

SOUND

Silence can feel stark. Softening it – a quiet room, gentle ambient sound – lets buyers slow down and imagine daily life in the home rather than rushing through it.

SMELL

Nothing beats neutral. Air the home out and keep it fresh, but skip strong candles or plug-ins – heavy scent reads as though you're covering something up.

Practicality meets strategy

Pricing a home is an art, not a science – and arguably has the biggest impact on how your sale unfolds.

THREE FACTORS SET YOUR RANGE

01

Market Trends

Where the market is heading right now – momentum, rates, and seasonality.

02

Inventory Levels

How much competition your home faces from similar active listings.

03

Sold Comparables

What similar homes nearby have actually closed for, most recently.



REMEMBER

- 1 Pricing is an art, not a science.
- 2 You have the final say on your listing price.
- 3 Ask questions – this is one of the most important parts of listing.

How compensation works

Real estate commissions have always been negotiable – and recent changes have made the details clearer than ever. Here’s exactly how it works when you list with us.

01

Your Listing Agreement

The commission you pay is agreed directly between you and Pemberton Real Estate, in writing, before your home goes on the market. It’s never set by law or by any “standard” rate – it’s a conversation, and you have the final say.

02

Compensating A Buyer’s Agent

You may choose to offer compensation to the agent who represents your buyer. It’s a common way to attract more offers – but it’s entirely optional and negotiable. Today, any such offer is handled directly in negotiations rather than advertised on the MLS, and we’ll advise you on what makes sense for your home.

03

Clear, Upfront, In Writing

Every figure is spelled out in your listing agreement and again on your closing statement. No hidden fees and no surprises – you’ll always know precisely what you’re paying and why.

REMEMBER

- 1 Commissions are **always negotiable** – never fixed by law or custom.
- 2 Offering buyer-agent compensation is **optional and strategic**, not required.
- 3 **Ask us anything** – we’ll walk you through every number before you sign.

Getting in front of the right people

The old formula was simple: put up a sign, list it on the MLS, and hope it sells. We do things differently. Our proactive strategy is built to drive more exposure, stronger offers, and the best possible outcome for our clients.

Open Houses

Great exposure to an additional buyer pool – including those without an agent or with tricky schedules.

Signs

A yard or step-in sign reminds the neighborhood your home is for sale – and neighbors bring buyers.

Flyers

A tangible, high-end piece buyers take home – better than relying on memory across a day of tours.

Mailers & Door Hangers

Showcase your home to a targeted area – reaching people who want to move or know someone who does.

Let's get digital

Buyers often decide whether to make an offer based on what they see online. We work with the best to show your home in its best light.

Photos

Interior, exterior, floor plans, and a 3D tour for most listings – with optional twilight and drone perspectives.

Social Media

Puts your home in front of targeted, ready-to-buy audiences while highlighting its best features.

Video

Shows the true layout and angles photos can't reach – and brings genuine life into your home.

Reverse Prospecting

We reach agents whose clients favorited your listing, nudging serious buyers back to your home.

OUR TITLE PARTNER

Who you work with matters

A smooth closing depends on the team around you. This is our trusted partner we bring to every transaction.



FLEX Title Company

Title companies research property records to confirm ownership and clear any liens before issuing a title policy – and they handle closings. With 24 years of experience, FLEX Title Company brings integrity and a solution-driven approach to every transaction.

(612) 643-9675 | ORDER@MYFLEXTITLE.COM



! WARNING - WIRE FRAUD

Wire fraud is on the rise and can cost you thousands. Never trust wiring instructions sent by email – always confirm independently, in person or by calling a verified number, before sending any funds.

A client for life

When you work with Pemberton Real Estate, you're a client for life. Before, during, and after your sale, you have access to:

Recommended Vendor List

Our curated network of trusted pros.

Annual Equity Updates

Know your home's value every year.

Improvement Advice

Guidance on upgrades worth making.

Cabins & Investments

Help finding your up-north escape or first rental.

PRE Exclusive Listings

First look at homes before they hit the market.

Client Appreciation Events

Celebrations you're always invited to.



PEMBERTON HOME STRETCH 5K



SPRING CLEAN EVENT



PICTURES WITH SANTA

LET'S BEGIN

Ready when you are

Bill Hill REALTOR®

320.761.3300

bill.hill@teampemberton.com

612.260.8777

info@teampemberton.com

www.PembertonRealEstateCo.com

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www.PembertonRealEstateCo.com