



Seller Guide

I'm so excited to be your real estate advisor and partner on your home selling journey! I'll be by your side from listing to closing to help you get the best results. Let's get your home sold!

Ali Poklepovic

Here's a simple roadmap of what to expect:

1

Initial Consultation

- + We'll discuss your goals, timeline and what matters most in the sale.
- + I'll provide a comparative market analysis (CMA) so we can price your home accurately for today's market.
- + Pricing is the most important factor in ensuring your home sells quickly and for the best possible return.

2

Preparing Your Home

- + First impressions matter! We'll stage, declutter, and highlight your home's best features.
- + I can connect you with trusted vendors for cleaning, painting, landscaping, and repairs if needed.
- + Being 'show-ready' makes the process smoother and helps avoid issues that could impact the sale.

3

Professional Marketing

- + Your home will be showcased with professional photography, floor plans, MLS exposure, email campaigns, social media, and targeted ads.
- + Your listing includes a professional social media video to maximize exposure!

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Showings & Open Houses

- + Schedule showings and open houses at convenient times—flexibility helps attract more buyers.
- + Showings are conducted by a licensed Realtor and usually last 15–45 minutes. I'll communicate and confirm all showings with you.
- + Flexibility helps attract the right buyers. I'll collect feedback from agents and buyers to adjust our strategy if needed.

5

Reviewing Offers & Negotiations

- + I'll help evaluate price, terms, contingencies and buyer financing to select the strongest offer while protecting your interests.
- + I'll contact lenders directly to verify financing and ensure the offer is solid from the buyer's lender.

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Under Contract & Inspections

- + After accepting an offer, the buyer submits an earnest money deposit held at the title company.
- + Florida's "AS-IS Contract with the Right to Inspect" allows buyers to perform inspections during the due diligence period.
- + Licensed inspectors evaluate the home, and insurance companies require a 4-Point Inspection (roof, HVAC, plumbing, electrical). I can connect you with trusted contractors, help obtain quotes, and negotiate repairs.

Note: The buyer does have the right to back out during the inspection period. It's important to understand that your home could go back on the market if they choose to cancel.

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Appraisal

- + The buyer's lender orders an appraisal comparing your home to recently sold properties.
- + Pricing your home correctly from the start is key to ensuring the appraisal supports the contract price. Once scheduled, the appraiser will visit your property during a 1–3 hour window.
- + If the appraisal comes in low, we can renegotiate, meet in the middle, or have the buyer bring additional funds.

Note: The buyer may back out if financing or the appraisal doesn't meet requirements.

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Closing Preparation & Moving

- + Plan ahead: forward mail, transfer or cancel utilities, and update your address. *Keep utilities on through closing day.*
- + A final walkthrough usually happens 1–3 days before closing; the home should be clean (broom swept), empty, and any cosmetic issues addressed (holes in walls from pictures etc.).

**Leave anything permanently attached to your home - curtains, bathroom vanity mirrors, fixtures, etc. Rule of thumb: if it's attached and the house were flipped upside down, it stays with the property.*

- + Leave keys, remotes, community keys, and any warranties or manuals for the buyer on your kitchen counter for closing day.
- + We will coordinate with the title company and lender to ensure payoffs, HOA documents, and liens are cleared.

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Closing Day

- + Meet at the title company (or sign remotely if needed) with two forms of ID.
- + Once the buyer's funds are transferred and documents recorded, you're officially closed!

Congratulations!



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