

COMPLETE HOME SELLER PACKET

East Tennessee Farm & Ranch Properties

Apryl D. Langlois

Licensed Realtor® License #366498

Arbella Collective | REAL Brokerage

Greeneville, TN





ABOUT ME

I'm Apryl D. Langlois, your dedicated East Tennessee Realtor specializing in farm, ranch, and luxury properties. When it comes to selling your home, I bring a concierge-style approach — from strategic pricing and professional marketing to skilled negotiation and a seamless closing. My goal is to maximize your home's value while making the process as smooth as possible.

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THE HOME SELLING PROCESS

1. PRICING & PREPARATION

We'll analyze the market, set a competitive price, and prepare your home to attract top-dollar offers.

2. LISTING & MARKETING

Professional photography, MLS listing, social media exposure, and targeted marketing to reach qualified buyers.

3. SHOWINGS & OPEN HOUSES

I coordinate all showings, provide feedback, and ensure your home is presented beautifully to every buyer.

4. OFFERS & NEGOTIATION

I review all offers, advise on terms, and negotiate strategically to get you the best price and conditions.

5. CLOSING

Final walkthrough, paperwork signing, and key handoff. I coordinate with all parties for a seamless closing day.

6. POST-SALE

I'm still here after closing! From tax documents to referrals for your next move, my support continues.

Pro Tip: In East Tennessee, homes with updated kitchens and curb appeal sell faster. Small investments can yield big returns.

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YOUR HOME SELLING ROADMAP



PRICING STRATEGY & MARKET ANALYSIS

Setting the right price is the most critical factor in selling your home

Why Pricing Matters

- Overpricing leads to longer days on market and price reductions
- Underpricing leaves money on the table
- Strategic pricing generates competition and multiple offers
- The first 2 weeks on market are the most critical
- Buyers compare your home to active and sold listings

My Pricing Approach

- Comparative Market Analysis (CMA) of recent sales
- Assessment of your home's unique features & upgrades
- Local market trends and seasonal timing
- Neighborhood demand and buyer activity
- Strategic positioning to maximize offers

East Tennessee Market Insights

- Farm and ranch properties often attract buyers from out of state
- Acreage adds significant value in Greene, Washington & Sullivan counties
- Updated homes with modern amenities sell 20-30% faster
- Spring and early summer are peak selling seasons
- Properties with mountain views or creek frontage command premium prices

"The right price attracts the right buyers. Let's position your home to sell quickly and for top dollar."

PREPARING YOUR HOME FOR SALE

First impressions matter. Here's how to maximize your home's appeal

Curb Appeal & Exterior

- Power wash driveway, walkways & siding
- Fresh mulch and seasonal flowers in beds
- Repaint or stain the front door
- Clean gutters and repair any visible damage
- Ensure outdoor lighting works and looks inviting
- Mow, edge, and maintain landscaping weekly

Interior Staging

- Declutter every room — less is more
- Deep clean carpets, windows & baseboards
- Neutralize bold paint colors
- Depersonalize — remove family photos & collections
- Add fresh towels, flowers & subtle scents
- Maximize natural light — open blinds & curtains

Smart Repairs & Updates

- Fix leaky faucets, running toilets & squeaky doors
- Replace outdated light fixtures and hardware
- Touch up scuffed walls and trim
- Ensure all appliances are in working order
- Consider pre-listing inspection to address issues proactively

Photography & Marketing Prep

- I coordinate professional photography & videography
- Drone shots highlight acreage and views
- Virtual tours attract out-of-state buyers
- Twilight photos showcase exterior lighting
- I create custom marketing materials for your property

"A well-prepared home sells faster and for more money. I'll guide you through every step."

CLOSING & MOVING OUT TIPS

A smooth transition from listing to sold

Closing Day Checklist

- Bring valid photo ID to closing
- Review the settlement statement carefully
- Ensure all agreed-upon repairs are completed
- Transfer warranties and manuals to buyer
- Hand over all keys, garage remotes & codes
- Confirm utility transfer dates
- Sign all documents and celebrate!

Moving Out Gracefully

- Begin packing non-essentials early
- Hire movers or reserve a truck in advance
- Clean the home thoroughly before handoff
- Remove all personal items and trash
- Do a final walkthrough with your agent
- Leave a welcome note for the new owners
- Forward mail and update your address

Congratulations on Your Sale!

Thank you for trusting me to represent your home. Selling is a major milestone, and it has been my privilege to guide you through the process.

Whether you're buying your next home, investing, or simply need a recommendation, I'm always just a call away. Wishing you all the best in your next chapter!