

# Home Staging by Abigail



"Spring being a tough act to follow,  
God created June." – Al Bernstein



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## A Project in Review: An Accessory Stage in Worcester

By Abigail Halal  
Owner | Founder | Home Stager

A local agent reached out to me to discuss their upcoming listing... A charming 1930s colonial in Worcester that sits along the banks of a small lake. Imagine coffee by the water and the ability to fish, kayak and ice skate... Sounds like an easy sell, right?

Long story short: The sellers tried to list their single-family home the year prior with another agent and it did not sell.

In this market, if a property doesn't sell, it's typically one of two things: price or presentation. Unfortunately, it's usually both.

I shared my thoughts with the agent and she agreed... She booked her sellers a Home Staging Consultation. During my initial visit with the sellers, I learned the previous agent asked the sellers to do two things to prep their home for photos:

- 1) Clear of all their surfaces.
- 2) Remove their personal photos.

Many agents and sellers think this is the definition of staging – decluttering and depersonalizing – when in reality, these are just the first steps.

A professional home stager follows industry trends and understands the demographic of the buyer they are working to attract. They carefully curate an overall cohesive look that will resonate with buyers both online and in person. Stagers help create the potential for a buyer, often highlighting a lifestyle with the selections of furniture, artwork and décor.

In this case, the issue was specifically layout, flow and furniture selection in statistically one of the more important rooms to buyers: the living room.

Take a look at the before and after photo above... The before photo is the previous listing photo from the year prior. I'm not surprised this property did not sell.

The issue is obvious: The living room is longer than it is wide and the fireplace is not centered in the room. There's also not a lot of wall space... Instead, there's three large doorways. People often look for walls to place their furniture against....

Where does the sofa go? The T.V.? What is the focal point of the room?

These sellers admitted they struggled with the layout. They to divide the living room into two spaces: one that centered around the fireplace and another around the T.V. While this may have worked for their every day living, it's not an ideal set-up to stage and sell the space as it makes the room feel smaller than it actually is and in order to accomplish this design, all the rugs and furniture are too small for the space.

The sellers agreed to remove all their personal belongings from the living room so it could be staged as a vacant space.

The result? Multiple offers and the property went under agreement in 7 days...

Ready to stage? Contact me today. Email: [HomeStagingbyAbigail@gmail.com](mailto:HomeStagingbyAbigail@gmail.com)



# Staging and Safety

By Abigail Halal  
Owner | Founder | Home Stager

It's a blog post I've always put off writing because I don't want those reading to think I see the worst in people! But these are topics that either come up – or I bring them up – at every Home Staging Consultation. It's important! I recently staged a property and the seller had a beautiful walk-in closet filled with expensive jewelry and designer shoes. She was so excited to get it staged! After all, to get top dollar, we want this close to cream luxury, right? Well, yes and no.

I mean, YES to top dollar but there is a way to stage a space so it feels luxurious without displaying all our valuables. Remember: We are staging to appeal to the masses... Which quite literally means we want a massive amount of people to come through this property!

Be safe! Be smart!

I advised this particular seller to pack-up her jewelry and thin out her shoe closet... I wanted her to know exactly what shoes were going to be on display. Any any designer shoe boxes? Pack up the shoes and leave behind the empty boxes!

Here are my go-to safety staging rules that I always make sure to mention at Home Staging Consultations:

- Remove all knives from the kitchen counters. (Because an open house is an invitation for literally anyone to entire your home... This keeps your agent safe.)
- Remove all jewelry and watches. Small things are easy for someone to pocket.
- Remove all small electronics. (Again, small things are easy to pocket. It would be very hard for someone to walk our with your T.V. or stereo system... But there's a reason we stage with prop laptops!)
- Remove all medications and prescription drugs.
- If you have an area of your home with a shared family calendar that states names, locations and/or appointments, wipe it clean! This not only protects the identify if your family, but keeps strangers from knowing dates and times that you may be traveling or have appointments that take you out the house for an extended period of time.
- If you have a child or teen bedrooms, remove anything that mentions their names (wall names, trophies, metals, awards, etc.) No on needs to know the names of your children or any activities or sports they participate in!

Keep yourself, your family and your valuables safe.



## Reviews of the Month

"Abigail was wonderful to work with and she worked wonders! My clients loved the look of their staged home all ready to market and sell. Thanks, Abigail!"

– Gillian B. (Agent) June 7, 2023

"Abigail was great to work with. She was fast, efficient and her ideas were excellent. Our house went under agreement in 7 days!"

– Jessica H. (Seller) June 22, 2023

"Enjoyed working with Abigail. Great ideas for staging our home and very good suggestions about how things should be placed. Abigail was also very helpful in being able to adjust her busy schedule to fit our needs."

– Nancy-Jo Z. (Seller) June 22, 2023



# Booking: Home Staging Presentations for Agents

By Abigail Halal  
Owner | Founder | Home Stager

Are you a real estate broker, sales manager or office administrator looking to educate your agents on the topic of home staging? Are you a new (or even experienced!) agent having a tricky time convincing your sellers to stage? Let's fix that!

Based on the conversations I've had over the years, I've realized it's not that agents don't want to list and show staged properties - they're just not sure how to introduce the topic to their sellers.

After all, selling a home is an emotional process. It can be challenging for sellers to change their thinking and see their property as something to market and sell to the masses rather than their home...

I get it! Especially for new agents! Perhaps the sellers just signed the listing agreement and the agent already pitched them on their commission percentage... Now agents are faced with the challenge of introducing their sellers to this new concept of home staging and convince them to pay for it. And the sticker price can be shocking to sellers if they're completely unfamiliar with home staging services!

As an agent, you know it's in everyone's best interest to stage - statistics tell us staged properties sell quickly and for a higher price - but you're not sure how to convince them and you certainly don't want to pay for it! Why should you? You're already working for commission...

And now you're up against those super successful, multiple-closings-a-month, full-service agents who DO pay for staging services... Or their broker pays or there's a program that covers the cost! How do you compete with that?

Well, you can! You just need to learn how to introduce staging services in such a way that a seller will feel foolish for ever thinking of skipping such an important step in the listing process... Education is key!

Let's chat! Or better: Invite me into your office for a presentation! I'll not only tell you about my services, pricing and share some before and after photos, but I'll present you with some proven home staging statistics that you can turn around and share with your doubting sellers.

And more importantly: We'll talk about sellers and their common misconceptions on home staging.

You may have tried to suggest staging services - even went out of your way to get them a few quotes to consider - only to hear:

"Oh no! Am I buying the furniture!?! Home staging is too expensive!"  
 "We don't need home staging... Our home has been professionally decorated."  
 "We don't need a stager to declutter and clean."  
 "We can't have the house staged while we're living here!"  
 "Let's just wait and see what happens... We can always stage later if we need to."  
 "What's the point? Staging won't fix all the problems."  
 "Why do I need to stage? Won't my house sell eventually?"

I'll share how I educate sellers and respond to these common misconceptions so you're better prepared in the future!

Contact me today to schedule your in-office presentation!

Email: [HomeStagingbyAbigail@gmail.com](mailto:HomeStagingbyAbigail@gmail.com)

Phone: 617-519-9133 (Call or Text)



**"I cannot convince my sellers to stage!"**



Home Staging Presentations for Agents:

- Services
- Pricing
- Before-and-After Photos
- Statistics
- Common Seller Misconceptions
- How to Educate and Respond to Hesitant or Refusing Sellers

*Let's fix that!*



Contact me today to schedule a presentation at your local real estate office!