

Home Staging by Abigail



Happy Thanksgiving! Grateful to all my clients for your trust and business.



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Home Staging Statistics You Should Know...

By Abigail Halal
Owner | Founder | Home Stager

Investing in staging may seem like an added expense, but the return on investment can be significant in terms of both a faster sale and a higher sale price.

Read on to discover some of the most interesting home staging statistics for 2023— I promise some will surprise you!

1. Faster sales: 73% less time on the market

No seller wants their home to lag on the market. Typically, the longer a home sits on the market, the more wiggle room buyers have to negotiate a lower offer. The question is: does staging help sell a house? According to the Real Estate Staging Association (RESA), it does. Staged homes spend 73% less time on the market than those that aren't staged.

This statistic speaks volumes about the impact staging can have on your home's sale. By putting effort into showcasing your home's best features, you give buyers a glimpse into the potential and possibility of living in the space.

2. Increased selling price: staged homes sell for \$40k over asking on average

While you can pour money into things that raise your home's value — like curb appeal improvements, new flooring, painting, etc. — home staging can provide you a big bang for your buck. What's more, there's no prolonged construction messes to deal with.

According to home staging statistics from RESA, staged properties can sell for an average of \$40k over asking. This is a significant boost to any seller's bottom line, and makes the investment in staging well worth the effort.

3. Higher buyer appeal: 82% stronger connection

Want to make your home stand out on the market? Staged homes stick out in the minds of potential buyers, for all the right reasons. According to the National Association of Realtors (NAR), staged homes have a By highlighting the key features of your home and

and creating a warm, inviting atmosphere, potential buyers are able to see themselves living in the space, and they're more likely to make an offer.

4. Positive first impression: 7-10 seconds to create a connection

Every seller knows that making a great first impression is critical. In some cases, turned-off buyers might not even make it through your front door if your home's lacking in curb appeal or presents a negative first impression.

RESA found that buyers tend to form an opinion about a property within the first few moments they've stepped inside. That's why staging your home is such a powerful tool. By thoughtfully arranging furniture, adding decor, and creating a warm and inviting atmosphere, you can instantly capture buyers' attention and help them imagine themselves in the space, all in a matter of seconds.

5. Room importance: living areas are worth staging

Not every room in your home needs to be staged to make your home sale a success. According to home staging statistics from the NAR, the living room is the most important room in a home to stage (47%).

Buyers' agents say the next most important rooms are the master bedroom (42%), and then the kitchen (35%). Focusing on staging these essential areas can give your home the edge it needs to attract potential buyers.

6. Competitive edge: 10% better visualization

Staging gives sellers a competitive edge in the real estate market. The NAR reports that staging helps homebuyers visualize a home's full potential by up to 80%. This helps buyers who would otherwise struggle to imagine your home as their own.

Staging helps showcase the property's best features and can even downplay some of its shortcomings. By creating a cohesive design that highlights what your home has to offer, you'll give potential buyers an easy way to visualize their life in the property that they won't find in other homes on the market.

7. Return on investment: 586% back on every dollar spent

Home staging rates aren't all that high, which means this is an investment that can yield great returns. According to the RESA, the average return on investment (ROI) for staging is around 586%. This means that for every dollar spent on staging, sellers can potentially receive an average of \$5.86 in return. That's a hard-to-beat ROI.

While the return you get for your home sale will vary depending on a variety of factors, it's clear that home staging is a smart investment for anyone who wants to maximize their profits when selling their home.

8. Cost-effective solution: only 1% to 5% of the home's value

Home staging rates don't need to break your budget. According to the NAR, almost a third of sellers' agents estimate that the cost of staging a home can be as little as 1% to 5% of the home's total value. This means that staging can be a cost-effective solution for enhancing a property's appeal without having to break the bank.

With such a low investment, homeowners can reap the rewards of a higher sale price or a quicker sale. If you're considering selling your home, it may be worth giving staging a try.

Ready to stage? Or just want to learn more about the process? Contact me today.

Email: HomeStagingbyAbigail@gmail.com

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





Agents: Consults Are A Great Add-On to Your Business

By Abigail Halal
Owner | Founder | Home Stager

Home Staging Consultations are a great add-on to a real estate agent's business!

Why?

You'll set yourself apart from the competition... You will be providing an additional service to sellers that other agents may not offer! It could help you win the listing! Perhaps even be that one thing that makes you stand out compared to other agents... As you know, it's not uncommon for sellers to meet and consider listing with a few agents!

Partnerships with pros make you look like a pro. Be a resource to your sellers! A good agent can sell a property but a great agent has a list of professionals they trust who can help sellers with painting, flooring, landscaping, cleaning, staging, etc. so the property will sell quickly and for a higher price point.

Most importantly, you'll build a good rapport and maintain a positive relationship with your sellers... It's challenging to advise sellers to make changes to and in their home without offending them. Don't rub your sellers the wrong way! Bring in a professional home stager who has experience speaking with sellers on prepping their home to sell. An experienced stager knows the importance of educating sellers on why we make certain changes so they're fully informed and on board with the process!

Ready to stage? Contact me today.

Email: HomeStagingbyAbigail@gmail.com
Phone: 617-519-9133 (Call or Text)

Reviews of the Month

By Abigail Halal
Owner | Founder | Home Stager

"Multiple offers AGAIN! Officially had our first offer on day one of showings. The staging on this one was absolute perfection." – Kristen D. Nov. 13, 2024

"The Fall market isn't the easiest time of year to sell, but if that's just how the timing works out for you, fear not! All three of my listings found new owners recently, and I couldn't be happier for my sellers. We worked together to devise a smart marketing plan (which included the staging by the fabulous Home Staging by Abigail) and each received multiple offers after the first weekend, selling for 3-6% over the list price." – Fayth C. Nov. 13, 2024



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

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!