

# Home Staging by Abigail



Happy February! Love is in the air!



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## Modern Farmhouse at Trails Edge

By Abigail Halal  
Owner | Founder | Home Stager

This project was on my radar for a few months! I love a long-term project because it really does allow me to do my best work... The sooner you can get on the calendar, the better! Why? Because it allows me to source special pieces for your install rather than just working with what is readily available in inventory.

Trails Edge is a community of 68 luxury townhouses. The first townhouse was just completed and staged... The townhouses are energy efficient with stainless steel appliances, spacious floor plans, in unit washer and dryers, fireplaces and enclosed garage parking. For more info, visit [trailsedgewindham.com](http://trailsedgewindham.com).



# Most recent installs

By Abigail Halal  
Owner | Founder | Home Stager



This month, I staged Winchester, Reading, Leominster, Newton, Malden, Leicester and Somerville...

I can't believe many of these properties are already ready for pick-up! Well, actually I can believe it... Because staged properties sell faster and for a higher price point.

On average, sellers who stage see a 8%-10% return on their investment! And staged homes spend 73% less time on the market compared to unstaged properties.

Sounds like a no-brainer and a win-win to me!

Looking to stage a property? Email me at [HomeStagingbyAbigail@gmail.com](mailto:HomeStagingbyAbigail@gmail.com)



## What's new in inventory?

By Abigail Halal  
Owner | Founder | Home Stager

Inventory continues to grow and I have quite a few more sofas, accent chairs, dining tables, dining chairs and coffee tables... Oh, and tall plants. I can never have enough tall plants!

A big part of my job as a professional home stager is to stay on top of design trends... We're still seeing a lot of curved furniture pieces and boucle remains a popular fabric... At least it's a more forgiving fabric than velvet! However, I'm realizing curved sofas are quite a challenge to store!

On the business side of things, I'm always looking to grow my inventory so I can continue to stage properties on short notice for my clients. My motto: I am ridiculously easy to do business with... Although, it never hurts to get on the calendar at least two weeks in advance.

Here's my latest inventory! Stay tuned to see how I use them!



# 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!

# Navigate the Current Market:

## *Real Estate, Selling & Downsizing for the Local Community*

Are you considering a move? Join us for an informative FREE seminar designed specifically for our community! Get equipped with the knowledge and resources you need to make informed decisions about the current real estate market, selling your home, and downsizing smoothly.

Learn about market insights, how to be a savvy seller & downsizing done right from an expert panel of local professionals, including Maria Troka, REALTOR® with A&E Realty, Amy Chisholm, Real Estate Attorney, Jennifer Baker, owner of Right Sized Living and Abigail Halal, owner of Home Staging by Abigail.

**April 4, 2024**  
**5:30 - 7:00 PM**  
**WB Senior Center**  
Please RSVP to 508-835-6916

*Appetizers, Refreshments & Raffle for all attendees !*



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