

Home Staging by Abigail



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By Abigail Halal
Owner | Founder | Home Stager

It's the most wonderful time of the year! 'Tis the season for destaging and pick-ups. With only a few projects on the books this month, the storage unit is bursting at the seams!

This time of year, I consider myself a Jenga master... In the storage unit, I play a rather dangerous game against the laws of gravity! I stack up all the side tables into a sturdy tower in hopes I won't need a set from the bottom at the next install...

One of the perks of staging during the slow season – or the “colder months,” as I like to call them – is staging discounts! You can expect not only a bit of a discount but longer leases and flexible lease start dates.



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There are so many different ways to operate a home staging business... One thing that sets Home Staging by Abigail apart: I own all the furniture and accessories. I refer to the furniture as "the bigs" and everything else – the art, soft goods and accessories – as "the smalls."

Because I opt to own "the bigs" rather than rent them from a third party, it really allows me to speak to the color, quality and texture of the furniture I bring to my installs... I'm also able to keep my prices competitive. I feel everyone should be able to afford quality home staging services.

I also feel renting furniture limits me... There's only so many "bigs" available to rent! It's important that each and every install looks different... I continue to grow my inventory so I can deliver something new each and every time. No listing should ever look the same!

So what's new in inventory this month? Well, I was particularly excited to purchase and use three new pieces of abstract modern art at a recent install! I felt validated in these purchases when the potential buyers asked to keep them! (It's always hard to say, "Sorry, but no!")

Most recent installs

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This month, there was a rush to stage before the snow!

If you know me, I live for the before-and-after shots!

After all these years, the power of home staging still blows me away... Staging can completely transform a space.

With transformations in mind, one of my favorite projects this month was actually an accessory install. The sellers decided to spend the Winter in a warmer place... Lucky! They left behind a furnished, but rather bare space. The word I would use is "sterile." Sterile would be fabulous if the property were a hospital... So clean! But when accessorizing a home, there needs to be a balance between "too empty" and "cluttered."

This particular property just needed the finishing touches: art, rugs, small furniture pieces, soft goods and accessories... A whole van's worth as it was a 5-bedroom house with two living rooms and two dining rooms!

If you're interested in learning more about home staging services, including consultations, accessory rentals or vacant installs, email me at HomeStagingbyAbigail@gmail.com