

Home Staging by Abigail



"July is a blind date with summer." – Hal Borland



RESA Top 10 Rising Star Finalist

By Abigail Halal
Owner | Founder | Home Stager

This year I not only joined RESA (the Real Estate Staging Association) but I attended RESACON and the highly anticipated 2023 Home Staging Industry Awards in Las Vegas.

It was an honor just to be in the same room to network with so many incredibly talented and accomplished home stagers and interior designers from all over the country and Canada... So I never would have thought Home Staging by Abigail would leave with an award.

IN THIS ISSUE

RESA Top 10 Rising Star

I traveled to Las Vegas for RESACON and the highly anticipated 2023 Home Staging Industry Awards!

Reviews of the Month

Nothing but happy clients since 2019!

2023 Las Vegas Market

Las Vegas Market offers buyers, designers and exhibitors an efficient, effective and compelling market experience!

Upcoming Events

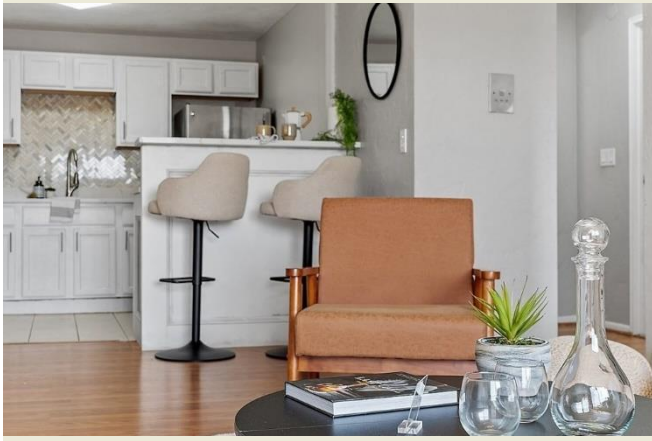
Home Staging Presentations for Real Estate Agents!

I am excited to share that Home Staging by Abigail is a 2023 Top 10 Rising Star Finalist in the Vacant Staging North America category! This category is for professional home stagers who have been in business for less than two years who demonstrate professionalism and excellence in staging.

What could be more exciting than that? Well, Home Staging by Abigail actually holds two out of those top ten spots. That's right, I left with two awards!

This is a huge honor as a small business owner! RESA is known for the most prestigious awards in the home staging industry. I'm so grateful for this category as it recognizes the future of home staging.

I left Las Vegas feeling inspired to grow my business, elevate my designs and continue to deliver the best possible services to my clients.



2023 Las Vegas Market

By Abigail Halal
Owner | Founder | Home Stager

This year, I attended the 2023 Las Vegas Market!

LVMKT offers buyers, designers and exhibitors an efficient, effective and compelling market experience! Located on a world-class, state-of-the-art campus, LVMKT provides thousands of cross-category furniture, gift and home décor resources! And I am not kidding when I say thousands... I walked four buildings, three of which were sixteen floors! (I wish I had counted my steps that day but just know I had to soak these bones and muscles afterwards!)

There are many ways to own and operate a home staging business. Some stagers opt to rent their larger inventory pieces from a third party, while others choose to own all of their inventory. When I started my business, I quickly learned that if I opt to invest in all my inventory upfront, I essentially cut out the middle man which allows me to keep my prices competitive. It also allows me to speak to the quality of the furniture I am delivering, including the size, color, texture, etc.

While I am still a fan of shopping in-store and online, I want to make sure my inventory stands out. By shopping wholesale and attending events such as LVMKT, I am able to source art, rugs, furniture, bedding, lighting, accessories and greenery that are not only trending in style but completely unique. These are all items you can't and won't find online or in-store... I want those who see my designs to say, "Wow! I've never seen that before. Where did she get it?"

Here are some gorgeous photos from showrooms I toured at LVMKT to give you an idea of what you can expect soon in inventory!



Reviews of the Month

"I've worked with Abigail for a few years and have always recommended her staging services to all of my clients. Abigail is always responsive, punctual, friendly, helpful, and most of all, she can transform a space like no other! I highly recommend Abigail if you have any type of staging need."

- Rachel L. 7/7/23

"I loved working with Abigail! Not only was she incredibly personable, but she has beautiful style and even the simplest additions made a huge impact on the overall look of our home. I loved her ideas so much that I plan to recreate some of the vignettes and color combinations in my new home. Our house looked beautiful in pictures and for the open houses and sold after the second showing!"

- Amy F. 7/27/23

"Abigail has a gentle approach when discussing the do's and don't's of home preparation with sellers! She is also a great value, her prices are very reasonable and the quality is definitely there!"

- Amanda G. 7/27/2023

"Abigail was highly recommended to me by a colleague. She was able to help me out on a very short timeline and turned a nondescript cookie cutter condo into a fabulous designer pad. I'm ready to buy the place! I had my photographer do the before and after shots and even he was blown away and inspired to take some great vignette pieces for me to use for marketing. Highly recommend her."

- Virginia T. 7/29/23

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!