

Home Staging by Abigail



Take your weekends back. Summer is here!
Let us do the dirty work so you can enjoy it



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Thank you for your vote and continued support!

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“Abigail, I just had to share this with you...”

By Abigail Halal
Owner | Founder | Home Stager

It's easy for a home stager to just drop-off furniture and never give that property another thought until the lease end... But I'm a bit more invested in that. (I can't help it.)

I'm a slut for stats. (I kind of can't believe I wrote that and I may have to go back and edit if I can think of anything more appropriate... But I can't right now.)

But I'm sorry, it's the truth! I not only live for the before-and-afters, but I want to know: how many buyers came through the open house, what they thought of the staging, how many offers were made, how quickly it went under agreement, how good were the offers, did any buyers waive the inspection or appraisal, did any offer over and if so, how much, were they willing to close quickly or on the seller's terms, how did this property present in comparison to others in the neighborhood, were they willing to sacrifice their first born, etc.

I want to know it ALL. And often times, I will follow-up to ask for all the TEA... But I love when agents and especially sellers reach out first to share staging success stories with me.

So you can imagine my immense excitement when a seller sent me an email that started with:

“Abigail, I just had to share this with you...”

Are you just dying? I was dying. Tell me everything. Immediately.

She went on...

“The same weekend our house went on the market, another very similar house in the same neighborhood was listed for sale. We had the same square footage. As you know, our house was on a very busy intersection. Theirs was on a quiet side street around the corner. Similar amount of land. They had a garage – we did not. Same day for open houses, etc. We had you and your AMAZING staging. **On a busy corner, no garage, same everything else, we sold for \$60,000 more!** What a difference your staging made! Thank you for what you do!”

I was driving when I got this email and had to pull over.

Why?

Because it's not your every day 5-star review and feedback. It's not the typical “that Abigail is a great communicator” or “that Abigail has quality inventory” or “that Abigail has the best value.” Don't get me wrong, I love receiving ANY 5-star review that speaks highly about me and/or my business...

But THIS review. THIS feedback. THIS was so special because this seller actually SAW and WITNESSED the power of home staging. They saw what I quack quack quack about every single day in hopes more agents and more sellers will realize that staging is not optional – it's absolutely pivotal – when marketing and selling a property. ANY property.

Sometimes I feel like a broken record: “Staged properties sell quickly and for top dollar.”

But what does that MEAN?

Well, people, THIS IS WHAT IT MEANS. It quite literally means if you put your best foot forward by investing in quality staging, you can pocket an extra \$60,000 even though you're on a busy corner and don't have a garage.

I am so thrilled for this seller and their agent. So so so thrilled. Nothing brings me more joy than a seller who not only has a positive staging experience but really learned and can appreciate that value in home staging services.

Ready to stage? DO NOT hesitate to reach out.

Email: HomeStagingbyAbigail@gmail.com

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



Reviews of the Month

By Abigail Halal
Owner | Founder | Home Stager

"This was my first time working with Abigail and I am SO impressed. She was very professional, responsive and knows what she is doing. She made this quirky little condo shine and look as if it came right out of a magazine! Highly recommend."
– Morgan J. July 11, 2024

"I was referred to Abigail by a photographer. He said she was the best and offers the best value. I couldn't agree more! This is my first time using a staging service and I've been impressed by Abigail's responsiveness, communication, creativity and the quality of her staging inventory."
– Blackacre Properties
July 7, 2024

"Very responsive and professional. Did an excellent job staging my home. It looked straight out of a magazine. Very willing to collaborate and talk things through so that I understood what to expect. Highly recommend."
– Melissa K. July 29, 2024



RESA's Top 100 Most Influential People in Real Estate Staging

By Abigail Halal
Owner | Founder | Home Stager



Another year attending RESACON and the highly anticipated annual Home Staging Industry Awards. It's an honor just to be in the same room with so many talented and accomplished stagers and designers from all over the country and Canada... I'm grateful to once more be leaving with something engraved.

A big thank you to RESA, specifically Shell Brodnax, Felicia Pulley and Joanna Fraley, as well as all the other board members and volunteers for organizing such an incredible event. And thank you to all the session presenters and member attendees for the opportunity to network and learn. It's true what they say: Competition happens at the bottom; people at the top are collaborating. Congratulations to all the finalists and winners!

I always leave RESACON feeling inspired to grow my business, elevate my designs and continue to deliver the best possible services to my clients.

RESACON always occurs in July – which is the halfway point in the year... Right after the Spring rush and just before the big Labor Day rush... I'm grateful for this event every year because it motivates me! I am looking forward to the rest of 2024!

UPCOMING EVENTS

HOME STAGING BY ABIGAIL

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!