

# Home Staging by Abigail



Welcome, Spring!



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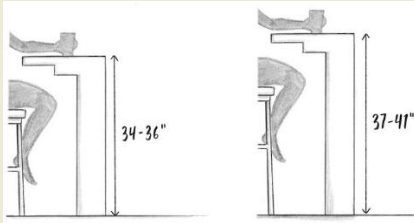
## Luxury in Northborough

By Abigail Halal  
Owner | Founder | Home Stager

Local flipper and agent, Holly Frongillo, revived a 1700s antique character property... Are you searching for a newly renovated home with all the modern conveniences and all the charm of an antique home? Search no further. This property offers a gleaming new kitchen with high end appliances, four bedrooms, three newly remodeled bathrooms, a formal dining room as well as two spare rooms that work as

flex space for home offices or play rooms... There's really nothing else to do except move in and enjoy 1.06 acres of privacy! This project was fascinating to watch from purchase to demo finally to install. We can't wait to see what Holly flips next!





## The Bar Stool Buying Guide

By Abigail Halal  
Owner | Founder | Home Stager

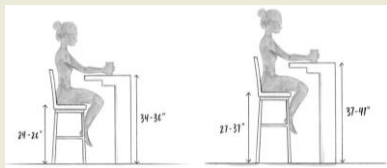
Ever bought a barstool on a whim and returned home just to find it doesn't quite fit? It may seem tricky, but no matter how you measure, these tips will help you make sure you pick the perfect fit the first time and save a return trip.

### Step 1: Measure Your Counter or Bar

Before you head to the store or begin browsing online, measure the height from the floor to the top of the counter or bar. Measure twice for accuracy! Pro-Tip: Picking the Right Height if You Forgot to Measure (And You're Already In-Store in Front of the PERFECT Bar Stools): Picture your kitchen. Envision yourself standing at the sink and where on your body the counter hits you. For someone who is 5' 7", the top of a counter will hit at about the hipbone and the top of a bar will hit at about the waist.

### Step 2: Pick Your Stools in Store or Online

Take the height of your bar or counter and subtract 10", giving you the best height for your barstool, allowing you to sit comfortably, with or without your legs crossed. Measure the barstool you've got your eye on from the floor to top of the seat. Now, see if it's the right size for your home:



Pro-Tip: When measuring a barstool, stop at the top of the seat! Don't count the chair back when measuring the height of your stool.

As a General Rule:

- Counter Stools tend range from 24" to 26".
- Bar Stools tend to range from 27" - 31".
- "Adjustable Stools" typically range from 24" - 31" and fit both bar and counters!

## Most recent installs

By Abigail Halal  
Owner | Founder | Home Stager



This month, I staged Roslindale, Weston, Lowell, N. Billerica, Northborough, Framingham, Dorchester and a few properties in Somerville and Worcester.

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)



## 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](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!