

Home Staging by Abigail

Welcoming the "BER" months.



IN THIS ISSUE

Cheap clients are too expensive.

How my business grew 4x in one year after I changed one thing...

Reviews of the Month

Nothing but happy clients since 2019!

Clients Don't Care About Your Instagram Grid, They Care About Your Character

An annual reminder for myself.

Upcoming Events

Home Staging Presentations for Agents!

Cheap clients are too expensive.

By Abigail Halal
Owner | Founder | Home Stager

I will say it louder for the people in the back: Cheap clients are too expensive.

Cheap clients **come with hidden costs**, including constant revisions, scope creep, demanding timelines, boundary crossing, unrealistic demands, will more likely go behind your back and there's an increased chance of pay disputes.

They **are time drains**. They take up more time than premium clients. Cheap clients often demand more meetings, more changes and more explanations. They can drain your time – time you could be

spending on higher-paying clients or growing your business.

It's also **not a partnership**. They often don't trust your expertise. They tend to second-guess your decisions, making you redo your work or justify every move. This slows down projects and adds unnecessary friction.

They **often cross boundaries**. Cheap clients tend to have fewer boundaries. They'll message you after hours, push for free extras and ignore the agreed upon scope of work.

The result is **low ROI**. The profits just aren't there. When you add up the time, stress and energy spent, the money you make from cheap clients isn't worth it in the long run.

You deserve better clients. Raise your standards. Raise your fees. When you focus on premium clients you work with people who value your expertise, trust your process and pay what you're worth. In return, they respect your time and your boundaries.

As we make it through the BER months (September, October, November and December), I always take time to self-reflect on what went right and what went wrong in my business.

My biggest lesson in 2023: Cheap clients are expensive.

And honestly, I just hate the drama.

Yes, that was my biggest lesson LAST YEAR.

I had always said that I am willing to work within anyone's budget. I thought that made me flexible and easy to work with – and I figured some business was better than no business. (Agents, you may be able to relate if you've ever agreed to work for a lower commission... And aren't those buyers and sellers somehow more difficult to work with!? Yet you're working for less...)

But that wasn't the case in 2024.

This past year, I can tell you what went right: I stuck to my guns and I cut out the cheap clients and my business grew 3x – almost 4x! I had more time – yes, I actually grew my business and was able to take on more – and I had way less drama.

Cheers to all that went right in 2024! I look forward to the rest of the BER months before the new year.

Ready to stage? Or just want to learn more about the process? Contact me today.

Email: HomeStagingbyAbigail@gmail.com

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





Reviews of the Month

By Abigail Halal
Owner | Founder | Home Stager

"[The staging] is spectacular! Thank you so so much!"
– Laurie B. Oct. 9, 2024

"A+++++!!!! Thank you!!!!!"
– Ash W. Oct. 10, 2024

"Abigail staged my mom's house and she did an amazing job. The house looked like a completely different house. I would highly recommend Abigail and her team."
– Christopher S. Oct. 23, 2024

"Thank you, Abigail! Your efforts DEFINITELY allowed this to be a successful process for [our sellers]. We appreciate you!"
– Tim D. Oct. 28, 2024



Your Clients Don't Care About Your Instagram Grid. They Care About Your Character.

By Abigail Halal
Owner | Founder | Home Stager

The bulk of my job includes property views, design, delivery, set-up and pick-up... And it is a fast moving game.

But I also work with people. Yes, primarily, brokers, realtors, developers...

But I also work with sellers. (They are my favorite, actually!)

And every seller has a different story.

Some stories are happy... Others are sad. Some are selling because they're upsizing, downsizing, relocating, perhaps they're getting divorced or recently lost their spouse...

Maybe it's not their property at all. Maybe it's their childhood home and their parents are no longer living there or no longer with them and it's now their responsibility to oversee the sale of the property.

Maybe it's a flipper or developer and they've invested everything they have and it needs to go well.

Maybe, maybe, maybe...

Regardless of the story, it's personal. Selling a home is personal.

The moral of the story: Your clients don't care about your Instagram grid! They don't care about your reels, they care about your character!

Be a good, kind and helpful human. This is a business built on trust and word of mouth.

Ready to stage? Or just want to learn more about the process?

Contact me today.

Email: HomeStagingbyAbigail@gmail.com
Phone: 617-519-9133 (Call or Text)

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!