

# Home Staging by Abigail



Happy March! Spring is (finally) here!



## IN THIS ISSUE

### **An Accessory Stage in Andover**

Staged on a Monday, listed by Wednesday, P&S signed & staging picked up 10 days later...

### **What's new in inventory?**

Tables, tables & more tables!

### **Most recent installs... & Consults!**

Cambridge, Andover, Boston & Weston! Oh, & Holland, Westborough, Leominster, Milford, West Roxbury & Worcester!

### **Upcoming Events**

Home Staging Presentations for Agents!

## An accessory stage in Andover...

By Abigail Halal  
Owner | Founder | Home Stager

Yes! This property was staged on a Monday, listed by Wednesday and went under agreement that same weekend!

The P&S was quickly signed and the staging was picked up just 10 days after the property was listed...

And this, ladies and gentlemen, is why we stage!

"We can't stage our home if we're living in it!"

False!

This is a common misconception amongst sellers AND real estate agents! Staging is NOT just for vacant homes.

Every home, regardless of style, age and condition can benefit from home staging... Particularly an accessory rental!

And more importantly, a professional stager will provide sellers with tips and tricks to keep their home in show-ready condition while it is on the market – and ways sellers can still feel comfortable in their own home while living around the staging.

But not to worry! Sellers won't have to live around the staging for long... Staged properties sell faster and for more money! Statistics tell us staged properties sell 5%-25% above the listing price and spend 73% less time on the market compared to homes that are not staged.

# Most recent installs

By Abigail Halal  
Owner | Founder | Home Stager



Spring is here!

This month, I staged Cambridge, Andover, Boston and Weston and consulted with sellers in Holland, Westborough, Leominster, Milford, West Roxbury and Worcester!

What is a Home Staging Consultation?

A Home Staging Consultation is essentially a walk-through of a seller's entire home beginning with the exterior. We will walk and talk at the seller's pace and I'll make verbal recommendations on how the seller can prep their home to sell... I take into consideration a seller's timeline, budget and access to storage solutions. But no need to take notes! Sellers will receive a detailed home staging report with all my recommendations broken down by room!

There's a shift amongst sellers!

Many are gearing up for Spring market but they're not in a rush... They realize the interest rates are rising but they still want top dollar! They're doing more than just decluttering and depersonalizing... They're refinishing floors, patching and painting walls and renovating kitchens and baths!

Looking to stage a property or book a consultation? Email me at [HomeStagingbyAbigail@gmail.com](mailto:HomeStagingbyAbigail@gmail.com)

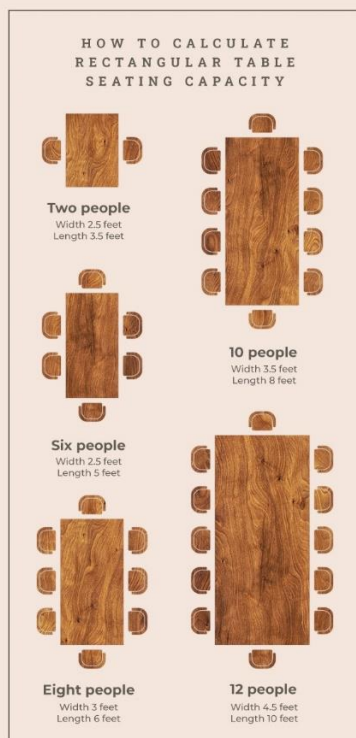


## Dining tables, dining tables and more dining tables...

By Abigail Halal  
Owner | Founder | Home Stager

Inventory continues to grow and I have a few more dining tables!

When staging, I consider the table shape, size and seating capacity based on the dimensions of the room, any existing light fixtures and number of bedrooms...



Stay tuned... Because I'm sure I'll need more dining chairs to go with these tables!

## 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!