

# Home Staging by Abigail



"August... It's like the Sunday of Summer." – Unknown



## Is Your Property Selling or Dwelling?

By Abigail Halal

Owner | Founder | Home Stager

It may be a seller's market, but real estate professionals can't promise sellers their property will stand out and receive the highest offers unless buyers fall in love with the home... That's where staging makes a big difference! In what ways does staging capture buyers' hearts for a successful, top-dollar sale? Let me explain...

### Help Buyers Emotionally Connect

Staging is about showcasing an engaging, move-in ready home that creates an emotional connection with the buyer. Updating décor with on-trend, inviting style - particularly in living rooms, primary bedrooms, kitchens and dining rooms - can make a memorable impression. Once engaged, buyers will be more committed and possibly willing to increase their offer, and they may be less likely to change their minds at the last minute or ask for concessions.

According to the NAR, eighty-two percent of buyers' agents said staging helped their clients visualize the property as their home.

### Increase Perceived Value

With staging, you minimize the negatives and accentuate the positives of a property to make the best impression. Start by decluttering and depersonalizing to remove any potential distractions. Then, add a coat of neutral wall color to brighten the space, remove dated window treatments and strategically arrange furniture and remove bulky pieces. These simple updates will help play up the home's unique features and increase the perceived value.

According to the NAR, more than a quarter of buyers are more willing to overlook property faults if a home is staged.

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One word: Obstacle!

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### Help Buyers Better "Visualize" a Vacant Home

There is no question that a dark, empty property will not get the same attention as one filled with on-trend, engaging furnishings and accessories. Not only does it instantly help buyers visualize their furniture in the space and how it will match their lifestyle, but it also creates a more spacious and inviting room.

### Create Quality Online Images to Peak Interest

You only get one chance to make a first impression. Nearly all - 99% - of millennial home buyers start their search online, according to NAR's data. Even in a hot market, staging a photo-ready property can directly influence a buyer's decision to see the home in person and submit an offer.

### Stats Show Staging Is Worth the Investment

Staging is an investment that helps maximize the rate of return on the sale of the property - and usually costs less than the first price reduction. With an average investment of 1% of the sale price into staging, about 75% of sellers saw an ROI of 5% to 15% over asking price, according to data from the Real Estate Staging Association (RESA).

A recent survey from the International Association of Home Staging Professionals shows that staging helps sell homes three to 30 times faster than the nonstaged competition. Further, staging can help increase the sale price by up to 20% on average.

For sellers who decide not to stage, the IAHS survey also shows that the average price reduction on a home was five to 20 times more than what the staging investment would have been.

Ready to stage? Contact me today!

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# What's New in Inventory?

By Abigail Halal  
Owner | Founder | Home Stager

New trend alert! Curved furniture!

There is no doubt that curved furniture is having a moment in the design world – and amongst home stagers. The trend has been popping up in high-end properties (and even hotels!) lately. But why?

There's something about a curved sofa or accent chair that looks so chic and inviting. Perhaps it's the way they seem to hug you when you sit down or the way they offer a more intimate seating arrangement than a traditional straight-backed sofa. Or maybe it's the way they add a touch of feminine sophistication to any space.

Curves are also visually appealing. They add an element of softness to a space. Additionally, curved furniture is extremely versatile and can be used in both traditional and contemporary settings.

What can you expect to see more of? Curved sofas, accent chairs, coffee table and accent pieces, home décor and even light fixtures.

Here are two pieces I used at my most recent luxury stages!



## Review of the Month

"Abigail was so great to work with! She had so many obstacles staging my property in Cambridge but she got it done and is the reason the condo sold \$80k over the asking price!" - Cathy C. Aug. 9, 2023

I had to share this recent review because when I read it, I laughed out loud. The photo above is the Cambridge stage. The photo below is the "obstacle" my client is referring to.

Yes, on the day of install, the City of Cambridge decided to close the street and dig a hole RIGHT in front of the property I was staging. Why were they digging? Who knows and literally who cares. All I know is I had to park my moving van around the corner and carry all the art, rugs, furniture and bins of accessories! Frustrating? Yes, of course! But both the seller and the agent had no idea of the city's plans... It wasn't their fault!

Last month I attended RESACON and one thing I took away was the importance of being "ridiculously easy to do business with." Instead of canceling and rescheduling the install and charging my client a return fee – which would have been reasonable and within the terms of my home staging agreement – I decided to be patient, understanding and get the job done. Yes, it was incredibly inconvenient but that's life! Life is filled with inconveniences and what's really important is how we react and choose to deal with those those inconveniences. As a result, I left that stage with a very happy seller and agent.



# 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)

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**"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!