

# Home Staging by Abigail



## IN THIS ISSUE

### 6 Common Misconceptions about Home Staging

My favorite: Our home has been professionally decorated.

### Reviews of the Month

Thank you for your business!

### You Get What You Pay For

A Lesson in Trying to "Stage It Yourself"

### Upcoming Events

Home Staging Presentations for Real Estate Agents!

## 6 Common Misconceptions about Home Staging

By Abigail Halal, Owner of Home Staging by Abigail

Staging your home involves creating an environment that house hunters can envision themselves living in and can help to facilitate a speedy sale and for top dollar. Quite simply, if potential buyers don't feel an emotional connection with your home, they won't feel like they belong there and they'll be inclined to look elsewhere.

That said, why would homeowners make the selling process more difficult for themselves by choosing NOT to stage their property in order to make the best impression? The following are some misconceptions that sellers have about home staging.

### 1. It's too expensive.

Staging is an investment in getting a house sold for top dollar and always less than the first price reduction on a home. According to the Association of Staging Professionals (ASP), 95% of staged homes sell in 11 days or less and sell for 17% more than homes that are not staged. When compared with the carrying costs of a home that lags on the market (monthly mortgage, utilities, landscaping/snow removal, etc.), the cost of staging is far less.

### 2. Our home has been professionally decorated.

Decorating and staging are completely different. Although homeowners may love the way their house looks and it suits their needs perfectly, it may not appeal to the tastes and style of today's buyers. An accredited home stager has the experience and objectivity to prepare a home for mass appeal in the current marketplace to engage as many buyers as possible - no matter what their personal style.

### 3. We don't need a stager to declutter and clean.

Although these may seem like easy tasks, there is a lot of emotion that goes into depersonalizing a home after so many years of accumulating personal belongings. An accredited stager will provide a detailed action plan to neutralize and remove any items that will distract from the home's features to get the house sold.

### 4. We can't stage the house if we're living in it.

Staging is absolutely not just for vacant homes. Every home can be staged while it's occupied and a professional stager will provide homeowners with tips for keeping the home in show-ready condition while the home is on the market -- and still feel comfortable in their own home.

### 5. We can wait and then stage later if needed.

There is a lot of truth to the popular phrase "you never get a second chance to make a good first impression." If you don't stage before you list, you will inevitably lose time and money.

### 6. Staging won't hide all the problems.

Before beginning the staging process, sellers should address basic repairs such as leaky faucets and broken lights first so buyers won't have a reason to turn away as soon as they walk into a home. Once this is done, a staging company will handle superficial imperfections such as repainting walls and removing outdated wallpaper to make the home aesthetically inviting and comfortable.

Ready to stage? Contact me today!

Source: The National Association of REALTORS



# You Get What You Pay For

By Abigail Halal  
 Owner | Founder | Home Stager

Two lessons:

- 1) You get what you pay for.
- 2) Don't try to stage it yourself.

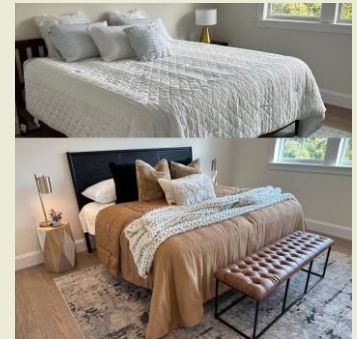
I don't know who staged this property and it's not for me to comment on whether or not this stager would consider this their best work... That's not the point of this post.

I know I've been in plenty of situations where I've actually turned down work because I could not deliver quality due to the budget and perhaps that was the situation here.

Regardless, the lesson here is: You get what you pay for. You won't receive quality staging if you lowball or try to negotiate price with a professional and experienced stager. They'll most likely pass on the job or deliver staging that doesn't actually help with the sale of the property... Cheap staging actually does just that: Cheapens the look of the property rather than increase the perceived value.

Also, never try to stage it yourself. In this case, the seller purchased beds for the stager to dress up in attempt to save on the staging. In reality, it doesn't matter if the bed (or the mattress) is real... Especially if you're not planning to cover the bed with quality soft goods.

The last lesson here is don't try to stage it yourself or purchase things yourself to save money. It'll cost you in the long run.



## Reviews of the Month

"Just need to give a shoutout to Abigail who did an amazing job staging Newbury Street! Can't wait for the next one!"

– Robert H. Oct. 3, 2023

"Great experience with Home Staging by Abigail! She is a professional and responsible for the work."

– Allison G. Oct. 15, 2023

"Yes, staging looks great!!!!"

– Christine S. Oct. 27, 2023



## 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!