

Home Staging by Abigail



"All things seem possible in May." – Edwin Way Teale



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Nothing but happy clients since
2019!

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By Abigail Halal
Owner | Founder | Home Stager

This month Home Staging by Abigail staged Shrewsbury, Westborough, Norwood and Boston and offered consultations all throughout Central MA!

One property that stands out this month was a warm and inviting condo in the North End with brick feature walls and exposed beam ceilings... Stunning!

This property, now under agreement, is located just across the street from the Golden Goose Market, a block from the Boston Harbor waterfront and Harborwalk and nearby restaurants and shops.

But despite the perfect location and charm and character, the brick walls and exposed beam ceilings did make the condo feel a bit dark... The three oversized windows and track lighting weren't enough to brighten it up.

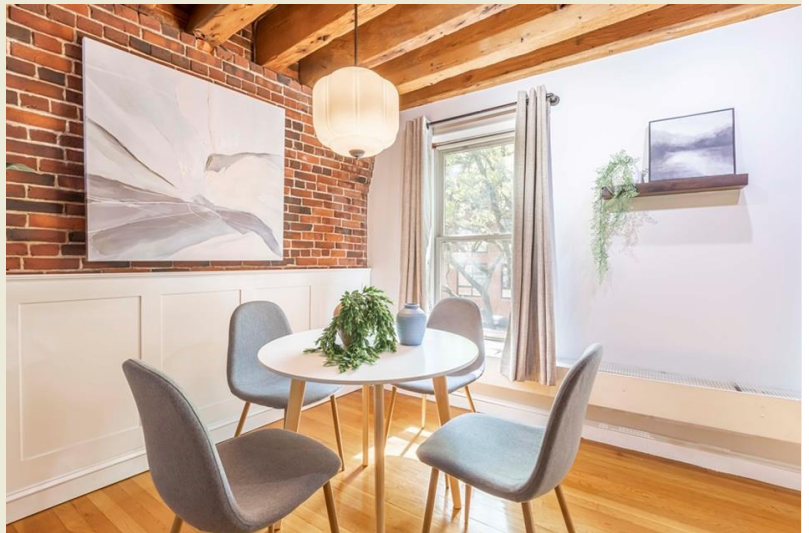
The solution? Light and bright furniture, soft goods and excess lighting throughout the shared living and dining space!

Ready to stage! Contact me today!

Email: HomeStagingbyAbigail@gmail.com

Why has home staging gained popularity?

By Abigail Halal
Owner | Founder | Home Stager



Home staging has gained popularity for several reasons. Here are just a few key factors:

Visual Appeal: Home staging helps create an inviting and aesthetically pleasing environment. By strategically arranging furniture, décor and accessories, staging enhances the visual appeal of a home. This can attract potential buyers, making them more likely to imagine themselves living in the space.

Highlighting Potential: Staging allows sellers to showcase a home's full potential. Professional stagers use their expertise to optimize the layout, highlight key features and minimize any flaws or limitations. This helps buyers envision the possibilities and see the property in its best light.

Emotional Connection: Staging aims to create an emotional connection between buyers and the property. By presenting a well-curated and welcoming atmosphere, staging can evoke positive emotions, making it easier for potential buyers to imagine themselves living there. This emotional connection can lead to a quicker sale.

Staging also offers sellers a competitive advantage and a higher perceived value.

Ready to stage? Contact me today!



Review of the Month

By Abigail Halal
Owner | Founder | Home Stager

"Abigail staged two properties for my team in May and both sold nearly immediately for all cash. One sold \$100k+ over asking! Both really played into the homes attributes and highlighted what each home had to offer. It was great to see her versatility when staging a more contemporary home and then a more traditional one just a week apart! We are very pleased with Abigail's work, communication and pricing. We look forward to many more stages in the future!"

– Malissa J.C. May 25, 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

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!