

Home Staging by Abigail

Happy February! Love is in the air!



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Luxury in Winchester!

By Abigail Halal
Owner | Founder | Home Stager

Luxury Home Staging is a specific niche with a targeted lifestyle approach. It is more than just decluttering, depersonalizing and working with the furniture readily available to you. Luxury staging has that "Wow!" factor that leaves you breathless and makes it hard to look away.

Luxury properties are uniquely different than anything else on the market; and therefore, luxury staging is custom in the sense it strives to highlight those unique features rather than hide a property's flaws.

As luxury stagers, we do not bring in just any furniture. It's not about "working with what's available in inventory." Our inventory is precisely curated collection of pieces and often time, specific pieces are sourced with a specific property in mind.

In our January newsletter I teased "stay tuned" as to where and how I'll use these these wide velvet armchairs... I love their overall design including the metal detail on the side! And the name of the fabric is Coffee Brown! I was sold! I used them at a luxury stage in Winchester this month.





Checkmate! I am obsessed with this coffee table accessory.

By Abigail Halal
Owner | Founder | Home Stager

Inventory continues to grow and I have quite a few more sofas and accent chairs!

But I am just as excited about one particular coffee table accessory that requires no company – an acrylic chess set from CB2!

Pictured next to the chess board you'll find new "Do Not Sit" acrylic signs with the Home Staging by Abigail logo... A more sophisticated way to remind potential buyers that staging furniture is intended to be admired - not used - so the inventory continues to look it's best time after time for all clients!

Take a look at our new sofas and accent chairs:



Stay tuned to see how I use them!

Most recent installs

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This month, I staged Winchester, Needham, Jamaica Plain, Dorchester, Cambridge, Boston and Hopkinton – to name a few!

I can't believe a few of these properties are already ready for pick-up! Well, actually I can believe it... Because staged properties sell faster and for a higher price point.

On average, sellers who stage see a 8%-10% return on their investment! And staged homes spend 73% less time on the market compared to unstaged properties.

Sounds like a no-brainer and a win-win to me!

Looking to stage a property? Email me at HomeStagingbyAbigail@gmail.com



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!