

# Home Staging by Abigail



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



## IN THIS ISSUE

### Most Recent Installs

Winchester, West Roxbury, Shrewsbury, Dudley, Rowley, Hudson, Rutland, Burlington, Ayer, Athol, Saugus, Newburyport and Uxbridge

### Reviews of the Month

Nothing but happy clients since 2019!

### RESA's Most Influential People in Real Estate Staging

Thank you for your vote and continued support!

### Upcoming Events

Home Staging Presentations for Agents!

## New Construction in Athol

By Abigail Halal  
Owner | Founder | Home Stager

It's been quite a busy month staging properties in over a dozen different cities and towns...

But one that really stands out this month is a new construction property in Athol that I was just swooning over!

The chef's kitchen was quite literally chefs kiss with a six-foot custom island and range hood... The light wood is stunning.

And finally... New construction that actually features mirrors in bathrooms. Can someone explain to me why it is the norm to skip out on the bathroom mirrors? Is that the one feature we leave up to the buyers to choose? I am obviously joking – but this has always seriously stumped me when it comes to new construction!

I could not have enjoyed staging this property more... From bringing in the same light wood tones in the living room for a cohesive look with the kitchen, to setting the dining table per the agent's request. (She just loves a set dining table.)

I know this one won't last long!

Ready to stage? Reach out today!

# RESA's Most Influential People in Real Estate Staging

By Abigail Halal  
Owner | Founder | Home Stager



## Reviews of the Month

By Abigail Halal  
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"Abigail exceeded expectations on all levels. Under a tight time constraint she delivered high quality furnishings that were perfect for the space without breaking the bank. We undoubtedly achieved a higher sale price for our listing courtesy of Abigail. I'd hire her again in a second."

– Rob T. May 14, 2024

"We hired Abigail prior to our home going on the market. She came highly recommended by our realtor. My wife and I couldn't be happier with the work Abigail did for us. Even our young daughter loves how the house looks and talks about how good Abigail did! Thank you for everything you did for us!"

– The Muse Family May 28, 2024



Exciting news!

I have been nominated for RESA's Most Influential People in Real Estate Staging!

Most Influential People in Real Estate Staging is a category for anyone working within the real estate staging industry in an effort to advance professionalism and excellence in real estate staging.

Voting is now open and your support means everything to me!

<https://homestagingindustryawards.secure-platform.com/site/gallery?roundId=82009>

Thank you for your continued support as Home Staging by Abigail continues to grow year after year!

Ready to stage?

Contact me today.

Email: [HomeStagingbyAbigail@gmail.com](mailto:HomeStagingbyAbigail@gmail.com)

Cell: 617-519-9133 (Call or Text)

## 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!