

Home Staging by Abigail



Happy April! Spring has sprung!



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A Project Spotlight: Townhome in Cambridge

By Abigail Halal
Owner | Founder | Home Stager

I constantly advertise: "For less than 1% of your home's current value, you can see up to a 10% increase in your selling price."

I recently staged this townhome in Cambridge and no detail was spared in this impeccable renovated property...

What spaces do I recommend staging? Statistics tell us that the most important spaces to buyers are the main living areas (kitchen, living, dining) as well as the primary bed.

However, some sellers opt to stage the entire property for a more finished look – as did these sellers in Cambridge.

Staged properties not only sell for a higher price point, but they sell quickly... Nothing is worse than a property that lags on the market! The owner still has to cover the cost of the mortgage, utilities and either snow removal or landscaping depending on the season.

Ready to stage! Contact me today!

Email: HomeStagingbyAbigail@gmail.com
Phone: 617-519-9133 (Call or Text)

Most recent installs

By Abigail Halal
Owner | Founder | Home Stager



Spring has Sprung!

This month, I staged Somerville, Worcester, Petersham, Cambridge, Needham, Quincy, Uxbridge, West Roxbury, East Boston, Reading and Middleton! Many of these were vacat properties but a few were accessory rentals!

What is an accessory rental?

Accessory rentals start with a home staging consultation. (Make sure to read the March newsletter for more details on consultations!) Consultations and accessory rentals are intended for sellers currently living in their home – or perhaps they moved out but left some furniture pieces behind.

This service can range from a few key rooms or the entire property. For example, I can help accessorize the main living areas, or perhaps a few “bare spaces,” such as guest rooms, offices or libraries.

Consultations and accessory rentals are tailored to the seller's needs and their property.

Looking to stage a property or book a consultation?

Email me at HomeStagingbyAbigail@gmail.com



What's new in inventory?

By Abigail Halal
Owner | Founder | Home Stager

Inventory continues to grow as it does every Spring! More sofas, accent chairs, dining tables, dining chairs... Oh, and lots of art and tall plants!

I'm particularly excited about sourcing more washable rugs! While the larger furniture items are typically the most exciting to share – such as new modern sofas and accent chairs – the washable rugs have really been a game changer as Home Staging by Abigail does stage occupied properties where there's much more risk to inventory. The washable rugs are a great way to allow us to continue helping sellers prep and stage their homes to sell with minimal damage and risk.



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!

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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!