

Home Staging by Abigail

We've made it through the Labor Day/Fall rush!



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The Labor Day/Fall Rush

We're a month late on this newsletter because the Labor Day rush was... insane.

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Nothing but happy clients since 2019!

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A publication asked me to tell my story and I'm giving you the first page.

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The Labor Day/Fall Rush

By Abigail Halal
Owner | Founder | Home Stager

When is a stager's busiest time? Well, Spring, one would assume. But you'd assume wrong! The busiest time is actually right after Labor Day... It's the Fall rush!

Don't get me wrong, Spring is busy – of course it is. But Spring is longer. Some would argue it starts end of February/early March and continues right into May. But the Fall market is short. Listing right after

Labor Day/early October gives a client just enough time to get a property under agreement and closed so the buyer can be in their new home just before the holidays.

And the holidays – or the colder months, as I call them – are slow. Only a very motivated buyer or someone who just has to move for reasons out of their control is really ready and willing to move around the holidays.

And so! Let's just say that in the Fall, we staged just as many properties as we do in the Spring. I'll say it again, in one month, we stage just as many properties as we do from February to May. It is an absolutely insane, crazy time where I never sleep and run with sofas. But we did it! The scary part is all the pick-ups...



Reviews of the Month

By Abigail Halal
Owner | Founder | Home Stager

"Very responsive and professional. Did an excellent job staging my home. It looked straight out of a magazine. Very willing to collaborate and talk things through so that I understand what to expect. Highly recommend."

– Melissa K. July 29, 2024

"It was a very successfully weekend. Lots of buyers remarked about your staging. 40+ parties through and my seller accepted a favorable offer. P&S was signed 3 days later. I like this speed."

– Fay W. Aug. 14, 2024

"Can't say enough! So professional and really curates the right look for every unique property."

– Stephanie L. Aug. 27, 2024

"Home Staging by Abigail was professional and delivered exactly what was expected. I highly recommend this company and service with no reservations."

– Kimberly M. Sept. 3, 2024

"Efficient! Flexible with her timing and provided great staging – exactly what we needed. Cheers!"

– Casey C. Sept. 10, 2024

My Story...

By Abigail Halal
Owner | Founder | Home Stager

A publication asked me to "tell my story" so I'm going to share the first page with you...

Once upon a time, I worked for an absolute narcissist. Every day just sucked. I think we can all relate to having a complete bitch for a boss at least one time in our lives.

Let's back track.

Who am I at the core? What do I actually do?

Well, regardless of whatever my job title was, I've consistently said for as long as I can remember: "I enjoy creating enjoyable spaces." But for the longest time, that was limited to within my own home.

And at home, my personal design choices were always evolving and changing and so with that, I utilized Facebook Marketplace to refresh my space. And so, one day, I was waiting for a complete stranger to show up at my house to purchase an accent chair. (Can anyone relate?)

She knocked on the door, looked around my living room and said, "Oh my God. Your home is beautiful. Is it staged?"

"Staged?" I asked. "What the hell is that?"

Turns out that stranger who knocked on my door was a real estate agent purchasing my lightly used accent chair to stage one of her listings. She defined home staging for me and well, thank God. To this day, I wish I could reach out to that stranger because she completely changed my life because...

...three days later I abruptly quit my job to start a business and the rest is history.

I realized the best way to make money and feel happy is to figure out what you would do for free, but charge for it.

[Stay tuned for the rest of my story coming soon.]

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!