

# Home Staging by Abigail

Welcome, Summer!



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Nothing but happy clients since 2019!

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Thank you for your vote and continued support!

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## Four Things My Small Business Has Taught Me...

By Abigail Halal  
Owner | Founder | Home Stager

Number one: If you work on something every day, it will grow..

And I mean, every day. Little by little and day by day is better than nothing at all. Every day I do something to help build or improve my business. Some days I put in 15 minutes and other days I

put in 20 hours but it's every day. Nothing worth having or doing comes without effort, difficulty or even pain. Personally, I've never envied anyone who had or took the easy road.

Number two: Word of mouth is everything – sort of.

Clients will naturally rave about you if they have a positive experience. They are much more trusting and quick to work with you if you're referred from a trusted family member, friend or colleague.

The only goal is to build positive relationships with quality repeat clients who see and respect your value. With that said, don't be afraid to fire a client who does not treat you with mutual kindness and respect... Not all business is good business and you don't need those referrals! Professionally firing a client is actually easy... And chances are, if you fire a client and they bad mouth you, their audience is probably thinking, "Oh, of course you were fired... Makes sense!"

Number three: The definition of success is not scaling. Bigger isn't better. Freedom is better.

Big business means big overhead. My dream isn't to have a 10,000 sqft warehouse and do 4 installs and 4 pick-ups a day... I've already lived that life and it taught me as you grow, it's more challenging and near impossible to offer quality work consistently, including good customer service and communication. I also didn't start a business so I can work endlessly to cover overhead and make payroll... My dream is to do 1 install and 1 pick-up a day (give or take) then lay by the pool, enjoy my weekends with friends and family and take Winters off to travel. It's that work hard/play hard mentality. We're not all here just to pay bills and die. By having work/life balance, I'm able to stay both excited and inspired when it is time to work. It's true: Working hard for something we don't care about is called stress; working hard for something we love is called passion.

Number four: Time is money. Agreements and deposits are quired to book tine.

No deposit? Then you're not on the calendar. If you're not on the calendar, then your project is not on my mind. Time is money. People are much more committed to the process when they are invested. A deposit ensures time is being used effectively.



# RESA's Top 100 Most Influential People in Real Estate Staging

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"Thank you so much! Great presentation. I will be recommending to all my investors that they use your services!"

– Rob T. June 6, 2024

"Abigail was so easy to work with and made our home feel warm and inviting with her incredible vision. She takes pride in her work and it shows through her attention to detail. Home Staging by Abigail comes highly recommended by us!"

– Amanda M. June 6, 2024

Thank you to those who voted! I appreciate your support as Home Staging by Abigail continues to grow!

I am excited to share I am one of the Top 100 Most Influential People in Real Estate Staging for 2024!

Last year, I was a Top Ten Finalist x2 in the Rising Star Vacant Staging North America category. This year, to be recognized and included on this prestigious list alongside SO many incredibly talented and accomplished stagers and designers from all over the country is an honor as it celebrates individuals who have significantly impacted the real estate staging industry through their dedication, innovation and expertise.

I am looking forward to attending RESACON 2023! There are a few legendary keynote speakers I can't wait to see... (Wait, I am on the SAME top 100 list as these legends? No way! How?)

But this time around, I think I'll be enjoying a bit more of what Vegas has to offer!

As a reminder, Home Staging by Abigail is closed 7/24-7/30. Please schedule all installs and pick-ups accordingly.

Need to get in touch? The best way to reach me during this time is via email. I'll do my best to respond but I'm taking this time to network, learn and celebrate all that we've done and all that is to come!



# 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!