

Home Staging by Abigail



Luxury Staging: Common Questions Answered

By Abigail Halal, Owner of Home Staging by Abigail

What is Luxury Home Staging?

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.

What makes a property "luxury?"

Real estate is considered "luxury" when it features a prime location, expensive price, large size, valuable materials, expert design, high-end amenities and prestigious history. Typically, luxury real estate is valued within the top 10% of properties on the local market.

Why do these luxury properties require a different niche of staging?

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

Is the inventory different?

Absolutely. It has to be. As luxury stagers, we do not bring in just any furniture. Our inventory is a precisely curated collection of pieces and often times pieces are specifically sourced for projects with enough time and notice. The staging process requires not only the eye and experience of a professional home stager, but the background and knowledge of an interior designer. Our interior designer - Morgan Wigden of Morgan Wigden Design Co. - is an expert at sourcing luxury pieces and has done so for years for developers, flippers and AirBnb owners.

Can I request luxury staging even though my property doesn't necessarily qualify as luxury?

Absolutely! Luxury staging helps your property stand out and get noticed. As long as your budget allows, we are happy to deliver luxury staging to any property but it must be vacant and "stage ready" prior to install - meaning all construction has wrapped up, tools and any tripping hazards removed from the premises and the

IN THIS ISSUE

Luxury Staging

Common Questions Answered

2025 Nominee

RESA's Most Influential People in Real Estate Staging

Giving Back and Doing Good

Home Staging by Abigail Collaborates with Abby's House

Upcoming Events

Home Staging Presentations for Real Estate Agents!

property has been professionally cleaned top to bottom. We install alone on site and cannot work around construction or cleaners.

Do you consider yourself a luxury stager?

Yes and no. I consider myself a stager for the people - all people. I own all of my inventory and choose to own a variety of pieces. I am able to stage properties of any age, size, style and price point.

What is the price point for luxury?

We believe everyone should be able to benefit and afford a piece of home staging - including luxury staging. While vacant properties typically start a \$2,500, luxury properties start at \$4,500. However, we understand the buyer pool for higher price points is smaller and more specific. Therefore, the lease terms for a luxury stage are much longer at 120 days rather than the typical 30, 60 or even 90 day leases we offer throughout the year depending on season and repeat business.

What is the timeline and turnaround time?

The sooner the better as we pride ourselves on quality over quantity. We only take on so many projects a month and we are typically booked 2-3 weeks out and sometimes longer depending on the season.

However, if you're interested in luxury home staging, we recommend bringing us in during the design process as our interior designer - Morgan Wigden of Morgan Wigden Design Co. - can assist with the selection of cabinets, hardware, countertops, lighting, flooring, etc. We have the knowledge, background and experience to create completely unique and custom designs to get your property noticed. If you ask us for a paint color suggestion, we are not going to just tell you Agreeable Gray because it is everyone's go to color. Your property is uniquely different and should stand out - not blend in.

Have a project in mind you'd like to discuss? Do not hesitate to reach out: HomeStagingbyAbigail@gmail.com



2025 Nominee for RESA's Most Influential People in Real Estate Staging!

By Abigail Halal Owner | Founder | Home Stager

Excited to share some big news! For the second year in a row, 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 begins in May and your support means everything to me!

Stay tuned for updates!

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

Now let's get to work, because Spring market is here!

NOMINATIONS AND COLLABORATIONS



Home Staging by Abigail Collaborates with Abby's House in Worcester

By Abigail Halal
Owner | Founder | Home Stager

2025 will be a year of doing good.

I reached out to Abby's House to ask how Home Staging by Abigail can get involved and give back.

Abby's House (Abby Kelley Foster House, Inc.) was founded in Worcester, MA in 1976.

As a nonprofit organization, their mission is to provide shelter and affordable housing, as well as advocacy and support services, to homeless, battered, and low-income women, with or without children.

The women who arrive on their doorstep come to them from many different circumstances. Every situation is unique, and every woman has unique needs.

They are dedicated to providing women and their children with shelter, affordable housing and the support they need to get back on their feet.

Today I toured a property with the Senior Director of Housing and their maintenance staff. They have vacant rooms at one of their buildings that need to be furnished before they can be rented so I offered to contribute by furnishing them!

I am a firm believer that interior design can positively impact mental health by creating spaces that are calming, visually appealing and conducive to positive interactions. The benefits include reduced anxiety, improved sleep, increased productivity, improved mood, increased social confidence and increased creativity.

As a female business owner, I am excited to give back in a creative way that supports women and children in need. I look forward to working with Abby's House and supporting their mission!

Stay tuned and please let me know if you'd like to get involved or help!

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!