



Understanding how a home's price is set will help you make the smartest investment.

A REALTOR® with their Pricing Strategy Advisor certification can help make sure you are buying at the right price.

If you are buying a home determining the right offer price shouldn't be a guessing game. A REALTOR® with their PSA certification has the skills to carefully analyze your local market to effectively price residential real estate. They will conduct a Comparative Market Analysis (CMA) and give you a recommendation you can trust.



Pricing
Strategy



Market
Trends



Appraisal
Process