



## 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