

Is the price right?

Don't guess.
Work with a PSA.



When you're selling your house, you want to get the most from your investment. But determining the most accurate price for your home can be confusing.

That's why you need a REALTOR® who is a Pricing Strategy Advisor (PSA).

A PSA adds valuable perspective to your sale by taking the guesswork out of pricing. They can find your accurate price by strategically building a **thorough Comparative Market Analysis, or CMA.**

Gain the confidence that your house is presented – and sold – at the most accurate price.

I'm a PSA, and I can help you determine the right price for your home.

Learn more at PricingStrategyAdvisor.org.





Are you buying at the right price? Don't Guess. Work with a PSA.

There's a great deal to consider when buying a house. Understanding how the price of your potential home is determined will help you make the smartest (and best) investment.

That's why you need a REALTOR® who is a Pricing Strategy Advisor (PSA).

Working with a PSA adds valuable perspective to your transaction while taking the guesswork out of pricing. Gain the confidence that the home you plan to buy has the most accurate price.

A PSA strategically finds this number **through a Comparative Market Analysis, also called a CMA.**

I'm a PSA, and I can help you find your home at the right price.

Learn more at PricingStrategyAdvisor.org.

