



PSA Certification Course

Double-down on your training with courses that qualify for GRI credit.

Pricing Strategy Advisor (PSA)

PSA Certification Training Course

Live in Madison + Remote

(in Kenosha, Mosinee, Sturgeon Bay, Woodruff)

May 7, 2020 | 8:30 a.m. - 4:30 p.m.

What is the PSA certification?

The Pricing Strategy Advisor (PSA) certification gives you the necessary expertise to be your sellers' trusted advisor when it comes to pricing their home to sell.

Program description

Price properties with confidence! The key to competitive home pricing is proficiency with your competitive market analysis (CMA), and the PSA certification gives you exactly that. This course enhances your CMA knowledge so you can master listing properties at the appropriate price. Instructor: Robbie English.

Takeaways

- >> Utilize appropriate comparables and accurate adjustments.
- >> Recognize common client misconceptions about price.
- >> Prepare and present the CMAs and comparables.
- >> Understand CMAs and the underlying pricing principles.
- >> Interact effectively with appraisers.

Double-down This course qualifies toward 1 GRI live elective course credit and qualifies as ABR elective course credit when working toward the ABR designation.

>> More online >> wra.org/PSA

PSA Certification Training Course Fees

Standard Price	Through 4/22	After 4/22	At the Door
Member	\$130	\$140	\$160
Nonmember	\$150	\$160	\$180

TO REGISTER, VISIT WRA.ORG/EDUCATION OR CALL 1-800-279-1972