

The Pricing Strategy Advisor (PSA) certification is specifically designed to enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

# Start Pricing Homes with Confidence.



WITH  
**REBECCA STRALEY**

**April 28 | 9 am - 5 pm**

at FAAR, 2050 Gordon W. Shelton Blvd  
Fredericksburg VA 22401

2 hours CE Real Estate Related

2 hours PL Current Industry Issues & Trends



sponsorship Available! Contact  
mrathbun@faarmembers.com for more  
information

## Register for the Pricing Strategies: Mastering the CMA course.

The key to competitive home pricing is becoming proficient at comparative market analyses (CMAs). In the Pricing Strategies: Mastering the CMA course, you will learn how to evaluate the existing real estate market to take the guesswork out of pricing homes.

**As the core requirement for the Pricing Strategy Advisor (PSA) certification, this course will enable you to:**

- Determine the market-based value range of a home
- Choose the most appropriate comparables for a property
- Compile a CMA report for proper presentation
- Collaborate with appraisers

**Take the Pricing Strategies: Mastering the CMA course and become a recognized leader in home pricing.**

Visit [PricingStrategyAdvisor.org](http://PricingStrategyAdvisor.org) to learn how to earn the PSA certification.

### Class Pricing-Advance Registration Required\*

Early bird	<input type="checkbox"/>	\$99	ends 4/7
Registration	<input type="checkbox"/>	\$110	ends 4/21
Late registration	<input type="checkbox"/>	\$120	ends 4/28

FORMAT OFFERED: **Online via Zoom**

Register at [faarmembers.com/calendar](http://faarmembers.com/calendar)  
or fax flyer info to 540-736-0301 **+5PHR**  
Education

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_

Zip \_\_\_\_\_ Exp. Date \_\_\_\_\_

Total \_\_\_\_\_ Signature \_\_\_\_\_

NOTE: If you require ADA assistance for the classroom, please call FAAR at time of registration at (540) 373-7711. Opinions and information delivered in all FAAR courses should be confirmed as compliant with the Student's Company Policy before including in business practices. Refunds will only be given in the event FAAR Academy cancels the class or if the registrant withdraws from the class by contacting FAAR during business hours, at least one (1) business day prior to the class date. By attending this event, you authorize FAAR to use any photos or videos taken during the event in future media promotions.

