

# 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.**

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Learn more at [PricingStrategyAdvisor.org](http://PricingStrategyAdvisor.org).

