



# 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.**



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

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

**Dina Rich**

*Certified Pricing Strategy Advisor*

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