



Pricing Strategies: Mastering the CMA

Thursday, May 14, 2026 | 9:30AM - 4:00PM

MJAR South River Office

14 Old Bridge Tpke, South River, NJ 08882

6 NJREC Elective Credits



Instructor:
Isabelle Perkins

Registration Fees:

MJAR Members: \$99 | Non-Members: \$125

The Pricing Strategy Advisor (PSA) Certification is designed to strengthen your pricing expertise and help you confidently guide clients through today's market. The PSA certification equips you with practical skills to create accurate CMAs, work effectively with appraisers, and address common client concerns around home values. Earn a respected credential, gain exclusive marketing tools, and position yourself as a trusted pricing expert for both buyers and sellers.

Benefits of Becoming a PSA:

- The purpose and benefits of CMAs, and how to guide clients through them.
- Terminology of pricing and valuation.
- The Code of Ethics as it relates to pricing.
- How to identify appropriate comparables, and where to find information about them.
- The role of supply and demand in pricing.
- How to adjust comparables.
- Specific challenges and special situations in making adjustments.
- How to work with appraisers.
- How to hone your pricing skills and practices

PSA Certification Requirements:

- Successful completion of the PSA Certification Course-Pricing Strategies: Mastering the CMA.
- Submission of a one-time application fee of \$179 to complete your certification
- Maintaining active membership status with the National Association of REALTORS®

Registration Deadline: Tuesday, May 12 at 12PM

Please be advised books will be provided via digital download, attendees are encouraged to bring a device to follow along. Lunch will be provided to attendees.

