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Burger of Kinlin Grover/Compass Real Estate earns NAR Pricing Strategy Advisor certification

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Orleans, MA Matthew Burger, an agent with Kinlin Grover/Compass Real Estate, earned the Pricing Strategy Advisor (PSA) certification from the National Association of Realtors. Determining the value of a residential property increasingly depends on professional expertise and competence, the best use of technology, and a commitment to approaching the pricing assignment from various perspectives.

“Consumers deserve accurate property value assessments, so NAR is proud to provide Realtors with a credential that provides enhanced tools, education, and expertise to determine the most accurate value for a home,” said Marc Gould, executive director of the Center for Specialized Realtor Education.

“Pricing Strategies: Mastering the CMA” is the required course for the PSA certification that provides Realtors with knowledge and skills to select appropriate comparables and make accurate adjustments, guide sellers and buyers through the details of comparative market analyses and the underlying pricing principles that inform them, and interact effectively with appraisers. In addition to completing the course, participants are required to view two required webinars. Once awarded the certification, Realtors will be equipped to guide clients through the anxieties and misperceptions they often have about home values.

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