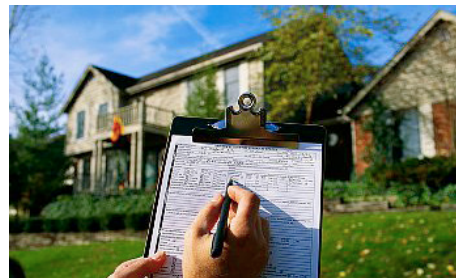


PSA

PSA Certification Course Pricing Strategies: Mastering the CMA



The PSA Certification

Determining property values depends more than ever on professional expertise. Designed for real estate professionals at all experience levels and those working with either buyers or sellers, the Pricing Strategy Advisor (PSA) certification provides a framework for understanding CMAs, identifying appropriate comparables and making adjustments, pricing and valuation terminology, working with appraisers, and much more.



PSA Course Pricing Strategies: Mastering the CMA May 2, 2018 | 8:30 a.m. – 5:00 p.m.

WRA Madison Headquarters (*host site*)
4801 Forest Run Road | Madison, WI 53704

The WRA headquarters in Madison will host the live course with several remote locations across the state:

Kenosha (*classroom webcast*)
Southshore REALTORS®
Association
7347 57th Avenue
Kenosha, WI 53142

Sheboygan (*classroom webcast*)
Sheboygan County Board of
REALTORS®
639 Walton Dr.
Plymouth, WI 53073

Mosinee (*classroom webcast*)
Central Wisconsin Board of
REALTORS®
925 S. Park View Circle
Mosinee, WI 54455

Woodruff (*classroom webcast*)
Northwoods Association of
REALTORS®
320 Oak St., Ste. B
Woodruff, WI 54568

Course Description

This course covers the nuts and bolts of a comparative market analysis (CMA), including its purpose, key principles of valuation that impact these analyses, and important valuation terminology. This course explores the purpose of appraisals, how they differ from CMAs, and the scope of the appraiser's role. After completing the course, you will be able to effectively address client concerns about pricing, choose appropriate comparables, prepare and present a superior CMA, and generate ideas for working constructively with appraisers.

Instructor: Bonnie Dixon

Prior to starting her real estate career in 1996, Milwaukee native Bonnie Dixon worked for the Wisconsin Department of Corrections where she mastered the skill of hostage negotiation. Bonnie has been featured in LORE Magazine and Certified Residential Specialist Magazine. Her goal is to educate, energize, and inspire you. Bonnie was a managing broker for nine years as well as a coach and mentor to hundreds of REALTORS® in her various capacities. In 2012, Bonnie served as the president of the REALTORS® Association of South Central Wisconsin and as a director for the National Association of REALTORS®. In 2014, Bonnie was recognized as the REALTOR® of Distinction with the REALTORS® Association of South Central Wisconsin. In 2015, she was awarded the Paul E. Stark Award for Outstanding Community Service.

This course can be credited toward the following designations or certifications: ABR, PSA or SRS. Also qualifies toward one GRI live elective credit. Does not qualify for CE elective credit.

Complete course information: www.wra.org/PSA.

PSA CERTIFICATION COURSE PRICING STRATEGIES: MASTERING THE CMA MAY 2, 2018

REGISTER TODAY!

Name _____
Firm name _____
Address _____
City _____ State _____ Zip _____
Phone (W) _____ (H) _____
*Email address _____
WRA member # _____

*A confirmation for this course will be sent by email. You can also visit www.wra.org/myeducation to verify course registration.

COURSE FEES

	Through 4/17	After 4/17	At the door
WRA member:	\$125	\$135	\$155
Nonmember:	\$140	\$150	\$170
Broker Club company discount:	\$25		

LOCATIONS

Choose the location in which you will attend the course.

Madison (live)
 Kenosha (remote) **Mosinee (remote)**
 Sheboygan (remote) **Woodruff (remote)**

Check-in time: 8:00 a.m. | Class time: 8:30 a.m. – 5:00 p.m.

PAYMENT

Enclosed is my check made payable to the WRA
 Charge my VISA/MasterCard (Circle one)
Card number _____ Exp. date _____
Security code _____
 Special services: Check here if you require special services to attend. Attach a written description of needs.

Register by mail: Wisconsin REALTORS® Association
4801 Forest Run Road, Suite 201 | Madison, WI 53704

Register by phone: 800-279-1972 | 608-241-2047

Register by fax: 608-241-5168

Online registration: www.wra.org/PSA

CANCELLATION POLICY: The WRA reserves the right to cancel this course if not filled. Cancellations must be made in writing prior to the start of course and will be refunded, minus a \$25 administrative fee. Registrations cannot be transferred from person to person.