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### Dayna Sethness at Weichert, Realtors® - True Quality Service Earns Multiple National Real Estate Certifications

LAKE WORTH, Fla. / Oct. 22, 2019 — Weichert, Realtors® - True Quality Service is proud to announce that Dayna Sethness was recently awarded the national Pricing Strategy Advisor (PSA) and e-PRO certifications from the National Association of Realtors®.

Sethness is a licensed real estate agent at the Weichert® affiliate, located in Lake Worth.

The PSA and e-PRO certifications are the most recent national real estate designations earned by Sethness. She received the National Association of Realtors' highly acclaimed Graduate Realtor® Institute (GRI) designation earlier this year.



Dayna Sethness

"I am truly honored to receive these additional designations from the highly-respected National Association of Realtors," said Sethness. "I'm committed to expanding my knowledge of the real estate industry to offer my clients the best service available. Earning these certifications is my most recent effort to do so, but not my last."

The PSA certification is specifically designed to enhance a Realtors' skills in pricing properties, creating a Comparable Market Analysis, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

The National Association of Realtors e-PRO® certification program helps Realtors master the advanced digital marketing techniques of today.

Sethness earned her PSA and e-PRO certification after successfully completing the required curriculum for each designation.

Weichert, Realtors® - True Quality Service is an independently owned and operated Weichert affiliate. The office serves Palm Beach County and surrounding areas.

For more information about Weichert, Realtors® - True Quality Service, located at 7109 Lake Worth Road in Lake Worth, contact Michael Garcia at 561-488-7693 or visit [WeichertTQS.com](http://WeichertTQS.com).

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**About Weichert Real Estate Affiliates, Inc.:** Weichert Real Estate Affiliates, Inc. has grown steadily since Jim Weichert, president, chairman and CEO of Weichert Companies, launched the company's franchise division in 2001. The affiliate division was created to offer a business model for franchisee ownership candidates described as "a clearly defined operating system for marketing and managing a real estate business." Weichert Real Estate Affiliates, Inc. announced its first affiliate in 2002, was ranked as one of the top traditional residential real estate franchises in *Entrepreneur's* 2019 Franchise 500 and was identified in 2019 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. Weichert Real Estate Affiliates, Inc. has offices serving over 350 markets in 40 states. For more information about Weichert, visit [Weichert.com](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*