



The Bollinger Group

FOR IMMEDIATE RELEASE

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REALTOR® Deana Bollinger Ingram Earns Pricing Strategy Advisor Certification

FAYETTEVILLE, N.Y. / June 14, 2017 – WEICHERT, REALTORS® - The Bollinger Group, located in Fayetteville, is proud to announce that REALTOR Deana Bollinger Ingram has been awarded the highly-coveted Pricing Strategy Advisor (PSA) certification by the National Association of REALTORS.

Ingram, who co-owns WEICHERT, REALTORS® - The Bollinger Group, earned the PSA certification after successfully completing course work that focuses specifically on enhancing skills for pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values. The National Association of REALTORS offers the PSA certification to REALTORS because determining property values depends more than ever on professional expertise and competence. The process also involves the use of technology and a commitment to approach the pricing assignment from various perspectives.



Deana Bollinger Ingram

“Deana is an exceptionally talented REALTOR who is willing to go above and beyond to offer her clients the best real estate service in the area,” said Chris Bollinger, the broker/co-owner of WEICHERT, REALTORS® - The Bollinger Group. “Obtaining her PSA certification further demonstrates how dedicated Deana is to her profession and clients. We are tremendously proud of Deana for earning this distinguished real estate designation.”

Ingram, a Fayetteville resident, is part of a knowledgeable team of agents at WEICHERT, REALTORS® - The Bollinger Group, which brings many years of combined real estate expertise to its clients. WEICHERT, REALTORS® - The Bollinger Group is an independently owned and operated Weichert® affiliate.

For more information about WEICHERT, REALTORS® - The Bollinger Group, located at 7137 E. Genesee Street in Fayetteville, contact Chris Bollinger at 315-637-0555 or visit www.thebollingergroup.net.

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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, Realtors, 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 the top traditional residential real estate franchises in *Entrepreneur*’s 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 states. For more information about Weichert, visit Weichert.com or for information on franchise opportunities visit WeichertFranchise.com.

Each WEICHERT® franchised office is independently owned and operated.