

FOR IMMEDIATE RELEASE

CONTACT:
Michele Watson
Weichert Real Estate Affiliates, Inc.
973-401-5534
mwatson@weichertrealtors.net

Realtor Natalie Diroma Earns NAR Pricing Strategy Advisor Certification

HILTON HEAD, S.C. / May 14, 2020 – Natalie Diroma with Weichert, Realtors® - Coastal Properties has earned the nationally recognized Pricing Strategy Advisor (PSA) certification. The National Association of REALTORS® offers the PSA certification to REALTORS® as determining property values depends more than ever on professional expertise and competence, the best use of technology, and a commitment to approach 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.



Natalie Diroma

“Pricing Strategies: Mastering the CMA” is the required one-day 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. For more information about the PSA certification, visit www.pricingstrategyadvisor.org. For more information about Weichert, Realtors® - Coastal Properties, contact Kelly Ryan at 843-341-3700 or visit www.WeichertCP.com.

###

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* 2020 Franchise 500 and was identified in 2020 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 or for information on franchise opportunities visit WeichertFranchise.com.

Each Weichert® franchised office is independently owned and operated.