

Pricing Property 101



Thu May 21, 2026
10:00am to 1:00pm EST



American Real Estate University LIVE - Covington
1123 Church Street - Suite 103 - Covington, GA

Register At www.AmericanREU.com/classes



Pricing Property 101

3-Hour Continuing Education Course

Pricing a property correctly is one of the most important skills a real estate agent can develop.

Price it right, and you create momentum. Price it wrong, and you risk longer days on market, price reductions, and frustrated sellers.

This course gives you a practical framework for pricing residential property in today's market. You'll learn how to build a solid CMA, understand supply and demand, recognize common pricing mistakes, and communicate pricing strategy with confidence during listing appointments.

You'll also explore how pricing shifts in seller's, buyer's, and balanced markets—and how small adjustments can make a major difference in results.

Whether you are a newer agent who wants more confidence or an experienced agent looking to sharpen your strategy, this course will strengthen your pricing skills and prepare you for deeper pricing education, including the PSA (Pricing Strategy Advisor) certification.

Walk away with tools you can use immediately on your next listing.



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