

# Advanced CMA Workshop



Are you wondering why your listing hasn't sold? Understanding how to prepare an accurate CMA has always been the single most important tool for Realtors® to achieve marketing success. And this is especially true in 2019 given the noticeable shift in homebuyer sentiment over the past year. Learn how to implement, and communicate, the Right Pricing! Strategy into your marketing plan to increase selling prices and shorten marketing times.

Back by popular demand, this once-a-year-workshop is designed to sharpen pricing skills for real estate brokers and agents. We'll teach you the latest CMA Pricing Techniques for calculating achievable home selling prices in the current housing market climate. Here's a sampling of topics for this unique program:

- *How to Select Comparable Sales*
- *Calculating & Applying Adjustments to the Comparable Sales*
- *Market Price Change – adjusting past sales to current market price levels*
- *Understanding the Role of Right-Pricing in Developing a Marketing Plan*
- *The Relevance of Distressed Sales in Your Market*
- *Communicating the CMA Results*
- *Interactive Case Study – students will work through a CMA training exercise*

You'll also receive these bonus materials as part of your registration:

- *2019 CMA Adjustment Guide*
- *Excel Template for CMA Preparation & Presentation*
- *Local Housing Report Cards for Hundreds of NJ Towns*

*Continuing Education Credits – this workshop has been approved with the NJ Real Estate Commission for 2 hours of elective course credit toward 2019 license renewal.*

2019 ADVANCED CMA TECHNIQUES WORKSHOPS					
<input type="checkbox"/>	Basking Ridge	The Olde Mill Inn	Thu	May 16 <sup>th</sup>	*9:30–12:00 noon
<input type="checkbox"/>	Basking Ridge	The Olde Mill Inn	Thu	May 16 <sup>th</sup>	**1:00–3:30pm
<input type="checkbox"/>	Eatontown	Sheraton Eatontown	Tue	May 21 <sup>st</sup>	*9:30–12:00 noon

\*Continental Breakfast (9:00 a.m. – 9:30 a.m.) // \*\*Light Refreshments (12:30 p.m. – 1:00 p.m.)

**Registration Fee: \$129.00**

**Early Registration Fee: \$109.00 through April 19, 2019**

Name		
Company		
Address City, State, Zip		
Email		Telephone:
Cost	<input type="checkbox"/> Check for \$109 enclosed <input type="checkbox"/> Please charge the \$109 cost to my credit card as indicated below: Credit Card # _____ CSV Code _____ Expiration Date _____ Name on Card _____ Credit Card Billing Address _____	
Cancellation	Refunds & Registration Modifications will only be accepted when received in writing 7 calendar days prior to the event. Please send these requests via e-mail to <a href="mailto:seminars@otteau.com">seminars@otteau.com</a> .	

**INSTRUCTIONS:** Register on-line @ [www.otteau.com](http://www.otteau.com) or fax this form to 732-238-1113.

If paying by check, make payable to Otteau Group, Inc. and mail completed form & check to:

**Otteau Group – 100 Matawan Road, Suite 320 Matawan, NJ 07747**

**Questions? <<Email>> [seminars@otteau.com](mailto:seminars@otteau.com) <<Phone>> 800.458.7161**