

Pricing Strategies Advisor (PSA) Certification | April 13, 2026

In-Person Event! Monday, April 13, 2026 | Berkshire Innovation Center



BECOME A PRICING STRATEGY ADVISOR Led by Instructor Peter West

Effectively determining residential property values is an essential skill for agents assisting both sellers and buyers. Learn best practices for generating accurate comparative market analyses (CMAs) and advising your clients on the best listing or offer price by earning the **Pricing Strategy Advisor (PSA) certification**.

Your Hosts:



Members Save! \$149 Berkshire or RAPV REALTORS, \$169 others welcome.

Hosted by the Berkshire County Board of REALTORS and the Pioneer Valley Association of REALTORS, we are proud to share an opportunity for in-person learning in western Massachusetts. One of the primary services that real estate agents provide to consumers is determining a property's fair market value and recommending an appropriate sales price or offer price. In the ever evolving market, this can be a challenge.

Instructor Peter West will lead the Pricing Strategy Advisor (PSA) class to enhance your skills in pricing properties, mastering CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

Take the class for great knowledge and 4 Massachusetts CE credits, or additionally you can earn the NAR PSA certification with application. This course is also an approved elective for the Accredited Buyers Representative (ABR) and Seller Representative Specialist (SRS) designations if you are going for a designation.

Pricing

\$149 for Berkshire and Pioneer Valley REALTORS; All Others Welcome @ \$169

Location

Berkshire Innovation Center | 45 Woodlawn Ave Pittsfield MA 01201

Registration

Register online at the Berkshire Realtors website:
<https://members.berkshirerealtors.net/events>

Or scan the QR code to register:

