



Every real estate deal carries the potential for client stress—but what if you could spot it early and resolve it fast?

In every transaction, there are three common stressors that can stall momentum or completely derail the deal if left unchecked.

This keynote introduces you to the **ACRE Formula**—a powerful, four-step resolution model designed to identify and neutralize these stress points before they become deal-breakers.

You'll learn how to manage tension, keep negotiations on track, and turn challenging moments into opportunities for trust and growth.

Master this approach, and you'll close more deals, earn higher client satisfaction, and elevate your professional brand in every interaction.

PARTICIPANT FEEDBACK

"When it comes to training in sales, there is simply no one better than Gerald Clerx. Gerald has trained my brokers on several occasions both here in the USA and abroad and the results are profound and measurable. In addition to the skills transferred in his courses, they are high energy, interactive, and above all...fun. It is with pleasure that I recommend Gerald to any organization looking to improve the skills of their people."

David P. – CRE MD | USA

"I recently undertook BRIDGING the GAP training series with Gerald Clerx over three days. It was the best single training session that I have ever attended and changed the way that I perform in my work environment for the better. Consequently, I am achieving results at work that I didn't think were possible. I would highly recommend undertaking the BRIDGING the GAP training series if ever given the opportunity."

Stephanie T. – CRE Broker | Australia

"What I love about Gerald's training sessions are that they are relevant, practical and immediately applicable.

His years of experience in the real estate industry allows him to speak to exactly those situations that I encounter on a daily basis. More importantly he provides me with the tools and resources to win business that I would otherwise have lost.

Rob J. – CRE Broker | Canada

COURSE FACILITATOR



Gerald Gordon Clerx is the creator of the *Client Engagement Mastery* training program and author of the acclaimed *ACRE Formula* book series. With workshops delivered **across 32 countries**, Gerald has become a trusted voice in helping agents elevate their client experience and dramatically improve their listing and selling success.

At the core of Gerald's work is a proven model for mastering the **three critical phases of client engagement**—a game-changer for brokers looking to close more deals with greater confidence and consistency.

Renowned for his **engaging, entertaining, and inspiring** presentation style, Gerald delivers powerful insights with humor, energy, and authenticity. His global perspective, shaped by years of international travel, brings cutting-edge best practices from top-producing agents around the world straight to your stage.

Get ready for a keynote that's not only practical professionally—but personally as well.