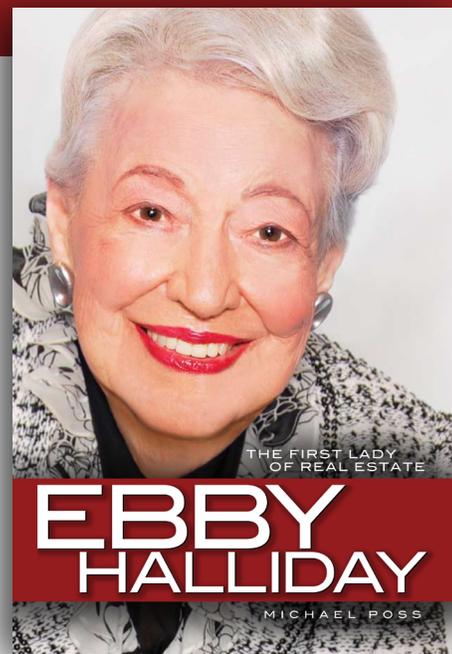


EBBY HALLIDAY

THE FIRST LADY
OF REAL ESTATE



EXCERPT FROM CHAPTER FOUR

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GETTING ALONG

Ebby had a few golden rules for selling—be honest, touch people’s lives, look at people when you talk to them, don’t criticize the competition—but no rule so powerful as getting along with people. Getting along meant encouraging home buyers to make good decisions, showing kindness, praising, and being concerned for others’ feelings. Getting along meant taking a genuine interest in people, gaining their confidence, and keeping an open mind. Getting along with people was one of the key skills that allowed Ebby to connect with hundreds and thousands of people throughout her career.

In 1958, she spoke in Detroit at two newly formed chapters of the Women’s Council. She told the audience that becoming a success in real estate had several requirements. The primary requirement was just four words: “Get along with people.” Human relations, she told the gathering, should be the number one concern of everyone selling real estate.

Getting along with people had always come easy to Ebby. Her manager at The Jones Store, Miss O’Shea, had spotted this character trait early. Ebby urged office and sales managers in the audience to do the same, to look for an ability to get along in their own staff. “Once you find it, encourage it, nurture it,” she said. There was more to selling than getting along, of course, but this single quality couldn’t be overrated. Over the years, Ebby had turned getting along into an art. Customers left Consolidated Millinery feeling better about themselves. Buying a hat was about style and fashion. It was also about looking and feeling different. Women in the 1930s who bought hats wanted to give off an air of being interesting and sophisticated, and Ebby had a way of helping women find the hat for just such a feeling.

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