

EBBY HALLIDAY

THE FIRST LADY
OF REAL ESTATE

FOR IMMEDIATE RELEASE

REAL ESTATE LEGEND WORKS HARD, PLAYS HARD AND SHARES HER ENTREPRENEURIAL VISION

“Ebby’s story weaves together history, economics, politics, personal anecdotes, business lessons, and life principles into a chronicle of an extraordinary life...”

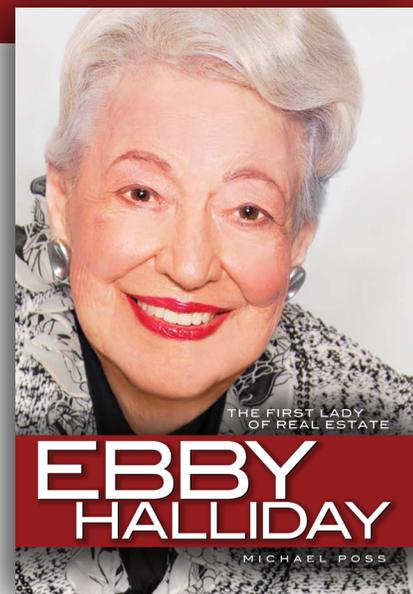
– ROGER STAUBACH

She’s 98, goes to work every weekday—parties, lobbies, donates, campaigns, and she still finds time to compose songs on her ukulele. Meet real estate legend Ebby Halliday.

Join Michael Poss as he tells her fascinating story in ***Ebby Halliday: The First Lady of Real Estate*** (Brown Books Publishing Group, February 2009). Mr. Poss eloquently captures the essence of Ebby Halliday through the events that influenced her life, from her humble beginnings in Arkansas to becoming the founder and chairman of Ebby Halliday, REALTORS, the largest independently owned residential real estate company in Texas and eleventh in the nation. Historical photos from her childhood, as well as some featuring the love and mentor of her life, husband Maurice Acers, coupled with images of professional and philanthropic award presentations, add to this inspirational story.

Smart, vivacious and savvy, real estate pioneer Ebby Halliday helped define the real estate industry. Now she provides insight for a new generation with her infectious can-do attitude that continues to influence others to overcome the odds, pursue their dreams, adapt to change and find success. Ms. Halliday makes it poignantly clear that hard work and tenacity, guided by a strict moral compass, are the keys to success. T. Boone Pickens sums it up best when he says, “Young people who think they can’t should read this book to realize they can.”

A recipient of the 2005 Horatio Alger Award, Ms. Halliday’s achievements and contributions to making the world a better place are legendary. “Do something for someone every day!” is the simple message she lives by and passes along to those in her life. Her positive “you can, too” outlook inspires others to courageously pursue their dreams, because as seen with Ebby Halliday, dreams *do* come true! For more information go to www.ebbybook.com.



TITLE: EBBY HALLIDAY: THE FIRST LADY OF REAL ESTATE | AUTHOR: MICHAEL POSS

CATEGORY: BIOGRAPHY & AUTOBIOGRAPHY / BUSINESS

ISBN-13: 978-1-934812-32-7 | HARDCOVER: \$24.95 US/CAN



Brown Books Publishing Group

16200 N. Dallas Parkway, Suite 170 • Dallas, TX 75248 • www.brownbooks.com

Contact: Cindy Birne or Cathy Williams at 972.381.0009 or cindy@brownbooks.com/cathy@brownbooks.com