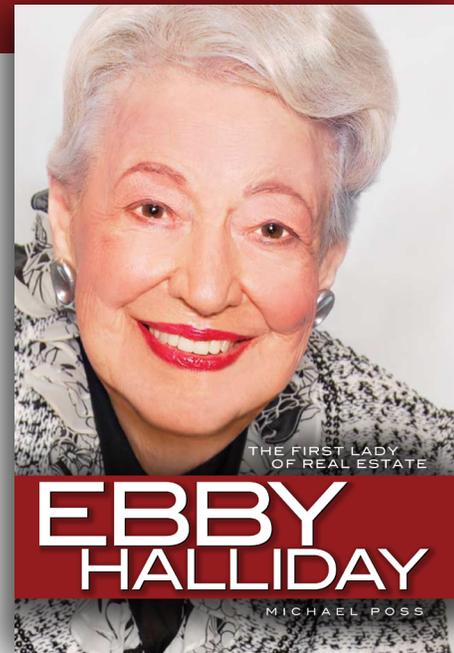


EBBY HALLIDAY

THE FIRST LADY
OF REAL ESTATE



A CONVERSATION WITH EBBY

Why did you decide to share your personal story?

The timing was right and so was the person. Mary Frances Burleson, the president of our company, has been asking me for years to write a book. She even gave me a book on writing a book, a notepad and a box of chocolates with nuts for Christmas one year. Finally, she and Randall Graham, V.P. of Marketing, came in my office one day and said, “We want a book and we have an author selected!” They even had some cover options. I agreed on one condition, that the selected author would peruse my wall of scrapbooks and not take up too much of my time. Mike Poss did just that.

The amazing photo gallery in the book gives readers a glimpse into your life from the time you were a young woman and just getting started in your career, through meetings with presidents, and of course images of your husband, Maurice. What pictures do you envision adding to this collection in the future?

At almost age 98, I’m disposing of and archiving photos, not adding to!

Where did the phrase “from hats to houses” come from?

I learned to sell at age eight. My product was Cloverine Salve, which claimed—among other things—to be good for bug bites, chapped hands and lips, and dryness due to sun, wind and dust. We had a lot of that on the farm. I worked my way through high school in a department store selling everything from backlace corsets to Nelly Don dresses. Upon graduation, I got my first steady job selling ladies’ hats. After several promotions and transfers, I eventually reached the position of Selling Manager of ladies’ hats. In 1945, I changed my product “from hats to houses” and became an entrepreneur.

***Ebbby Halliday: The First Lady of Real Estate* includes many teachable moments. What would you say is the most valuable advice you’d like for readers to walk away with?**

There are a couple of messages I hope readers will take away from the book. First, choose to do the right thing in every situation, whether it involves business or personal relationships. Second, give back. Give back to your community, your profession, your family and friends. Do something for someone every day. Living life to the fullest isn’t possible without these simple, but powerful, actions.



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Throughout your over 64 years as a real estate professional, you have received numerous awards and accolades for career and community accomplishments. Is there one award that you most treasure?

I would simply not be able to answer with just one. Here are three that stand out—the Distinguished Service Award (DSA) from the National Association of REALTORS for years of service; the 2005 Horatio Alger Award; and the Doctor of Humanities degree from Dallas Baptist University.

Maurice Acers, your husband and best friend, is described in the book as the only man you've ever implicitly trusted. How did you know that he was the man for you?

I was 47 years old when I met Maurice and was attracted to his energetic walk, his wonderful voice, and the way he looked. In our seven years of courtship, I learned of his good character and many accomplishments, both academically and in business. We were married for 29 years. He was the man for me.

Can you tell us about your hobbies or passions?

I read a lot—historical biographies, history, current affairs. I support many good causes, which require luncheons and dinners. I am an avid fan of the Mavericks, the Cowboys and a few college teams. I have been a tennis fan for many years and used to play.

With the current economy, what should business professionals in any industry keep in mind in order to stay positive and motivated?

We all need to start by going back to the basics of good customer service, regardless of the industry. Know your customer, know and understand your company's objectives, communicate genuinely, express gratitude and take a risk from time to time. Keep a positive attitude and remember that smiling works.

What's next for you and for Ebby Halliday, REALTORS?

After a year of acquiring two good companies, completing build-out of several new offices, renewing and refurbishing others and confronting the effects of the world's economic challenge, AND now launching a book... Ebby Halliday, REALTORS is business as usual.

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



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