

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...”

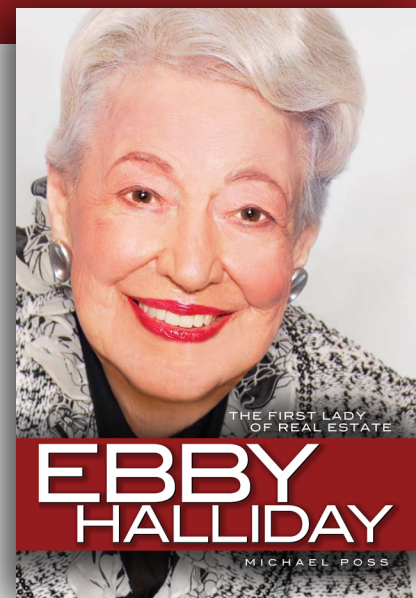
– ROGER STAUBACH

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.ebbysbook.com.



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

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ABOUT THE AUTHOR

MICHAEL POSS

Michael Poss is a lifelong resident of Dallas and holds law and accounting degrees from the University of Texas at Austin. After beginning his career with Arthur Young and Company, he worked for many years as an attorney and CPA for Ross Perot. He currently serves as editor of PerotCharts.com, a Web site devoted to explaining the current economic problems facing the country. Poss has been married for more than 35 years to former Dallas Mayor Pro Tem Mary Poss, who is a sales agent with Ebby Halliday, REALTORS.



MEET EBBY HALLIDAY

Ebby Halliday shares her story through Michael Poss from humble beginnings 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. For over 60 years, Ebby has been selling homes in Dallas and is, today, a household name.

Ebby's infectious can-do attitude helped define the real estate industry. A recipient of the 2005 Horatio Alger Award, her achievements and contributions to making the world a better place are legendary. At 98, her "you can, too" attitude continues to influence others to overcome the odds, pursue their dreams, adapt to change and find success.



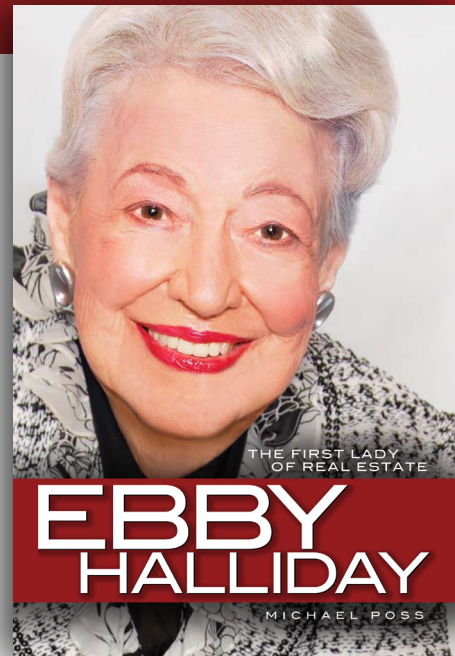
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EXCERPT FROM CHAPTER FOUR

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Ebby Halliday: The First Lady of Real Estate
by Michael Poss
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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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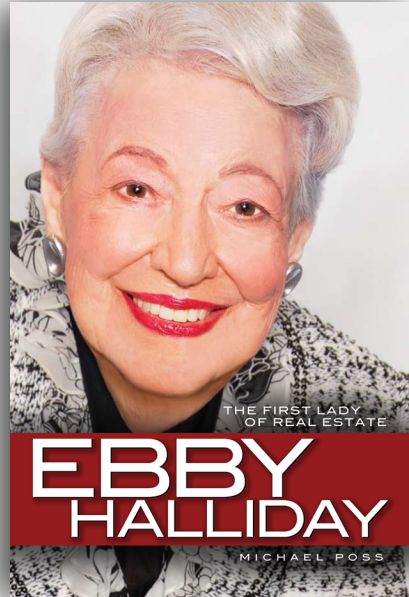
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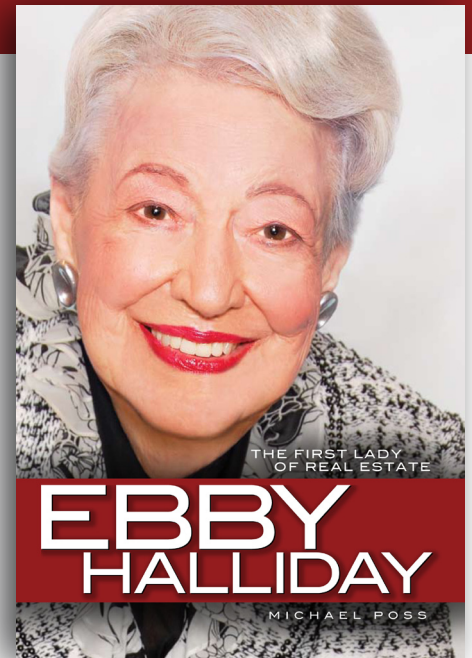
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A CONVERSATION WITH EBBY

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.

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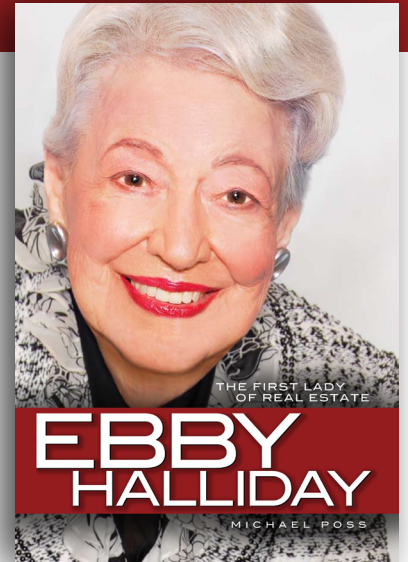
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WHAT PEOPLE ARE SAYING

“From selling hats to selling houses, Ebby Halliday has demonstrated how to satisfy customers. Through her leadership, she has inspired others to know the customers, understand what they want, and help them achieve their dreams. This book chronicles her life and business successes with intriguing stories, charming humor, and business wisdom. Vitality, sparkling wit, and audacious courage led Ebby from farms in Arkansas and Kansas to the pinnacle of business success and numerous awards.”

- ROSS PEROT,
Founder, Perot Systems Corporation



“Ebby’s success, personal happiness, and remarkable ability to motivate others in the residential real estate business for more than sixty years echo in the pages of this book. It reads like an adventure story with challenges, romance, and always her tremendous energy.”

- NORMAN BRINKER,
Chairman Emeritus, Brinker International, Inc.

“Selling the dream of homeownership, creating opportunities for unlimited career growth, giving back to the community, and shaping the future have driven Ebby’s life and career. Her wit and wisdom shine throughout this book and reveal her as a pragmatic entrepreneur, an inspiring leader, and a gifted businesswoman. Young people who think they can’t should read this book to realize that they can.”

- T. BOONE PICKENS,
CEO, BP Capital LLC

“Ebby Halliday personifies the kind of leader who leads with her heart, her entrepreneurial business sense, and her unflagging energy to make her dreams for herself, her company, and her community come true. Ebby’s story weaves history, economics, politics, personal anecdotes, business lessons, and life principles into a chronicle of an extraordinary life set against a background of the business of real estate.”

- ROGER STAUBACH,
Executive Chairman, Americas, Jones Lang LaSalle, Member of the Pro Football Hall of Fame



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