

**FOR IMMEDIATE RELEASE**

**EBBY BUILDER SERVICES LAUNCHES  
REO PROGRAM WITH CARMICHAEL CONSULTING, INC.**

*DALLAS, TX (Dec. 1, 2008)* – Ebby Builder Services, a division of Ebby Halliday Realtors, is responding to the urgent changes in the housing market with a comprehensive REO program to assist financial institutions holding newly constructed homes.

“Real estate owned transactions involving new home construction are complicated by the various stages of completion, the need for warranties, foreclosure status, and other factors,” says Andy Bearden, director of Ebby Builder Services. “As part of the number one real estate firm in Texas and one of the top independent residential real estate firms in the country, we are well positioned to take the lead and provide a turnkey strategy to help banks accelerate the reduction of their inventories, which has increased in the current market.”

The signature REO program offered by Ebby Builder Services takes a tri-level approach with services targeting the distinct combined challenges of managing, promoting and selling new construction and distressed properties. The firm’s consulting services, from market reconnaissance to value engineering, are aimed at enhancing a property’s competitive stance. The asset management component involves services such as periodic property checks, repairs and upkeep management, and winterization to help maintain curb appeal and value while a property is being marketed.

As part of its turnkey program, Ebby Builder Services also can provide the needed partners to ensure client success such as construction completion contractors and major maintenance providers. In addition to these service providers, Ebby is also contracting with a marketing and public relations consulting firm. Carmichael Consulting, Inc., is a boutique agency whose emphasis is on producing results-driven, cost-effective plans that reach prospective home buyers more efficiently.

“We have extensive experience and an impressive track record representing high profile builders and developers such as Hawkins-Welwood Homes, Alford Homes, and LandPlan Development to list a few,” says company president Dawn Carmichael.

In addition to the REO-focused program, Ebby Builder Services provides development and marketing consulting services; sales and advertising services; Signature brand development, land acquisition and disposition services; and contingency sales management program services

for new development and construction projects. Additional information is available at [www.ebbybuilderservices.com](http://www.ebbybuilderservices.com).

### **ABOUT EBBY HALLIDAY COMPANIES**

The Ebby Halliday Companies, headquartered in Dallas, Texas, rank as the largest independently owned residential real estate company in Texas and 13<sup>th</sup> in the nation. The 62-year-old company, with more than 1,600 sales associates and staff in 29 area offices, participated in more than 18,000 property transactions in 2007, exceeding a sales volume of more than \$4 billion. Ebby Halliday, REALTORS was founded in 1945. The company acquired Ellen Terry, REALTORS (ellenterry.com) in 1995, added Home Team Mortgage Company (yhtm.com) in 1996, Home Team Insurance (hometeamins.com) in 2003 and Dave Perry-Miller & Associates in 2007. For more information on the family of companies, properties for sale, or to find an agent or career information, please visit its Web site at [ebbyfamily.com](http://ebbyfamily.com).

###

### **For More Information on Ebby Halliday**

Randall Graham  
972-980-6665  
[randall@ebby.com](mailto:randall@ebby.com)

Cody Baker  
972-980-6646  
[Cody@ebby.com](mailto:Cody@ebby.com)