

Sunday Homes

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Ellen Terry congratulated for a decade of sales

In the past 10 years, Ellen Terry, the founder of Ellen Terry Realtors, has been able to carry out her true passion – listing and selling luxury residences and working directly with home buyers and sellers.

During this period, Ms. Terry has personally closed more than \$400 million in sales volume, with 290 transactions. Of these transactions, 120, or 41 percent, have been multi-million-dollar sales, and 170 have been sales under \$1 million. The year 2004 was Ms. Terry's second-most successful year. In December 2004 alone, she put more than \$17 million under contract; two of these homes were listed above \$6 million.

"After years of shaping a company based on hiring excellent agents and staff members, Ms. Terry is now able to concentrate on the part of the business she loves most – returning to work with her former loyal clients, new clients, plus her longtime friends, who expect the best service, professionalism and negotiation skills from their trusted Realtor," Ebby Halliday, founder and chairwoman of the board of Ebby Halliday Realtors, says.

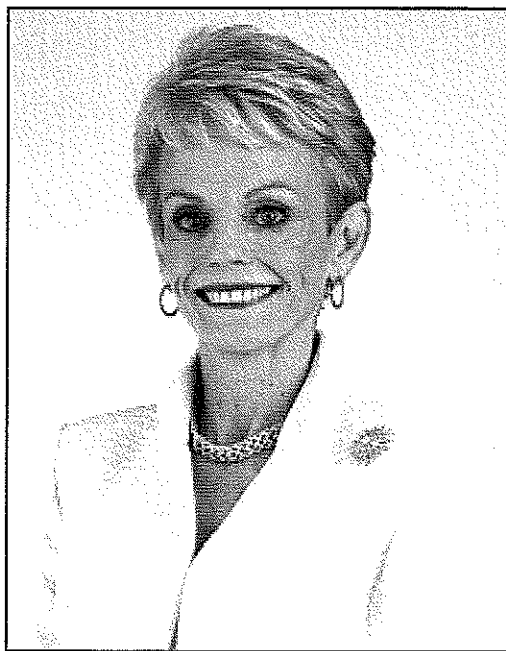
"To have a 10-year sales volume of this magnitude is an outstanding achievement, and she has done it with only one associate assisting her with buyers and sellers and an administrative assistant handling

her paper and computer work – that's truly remarkable," Lee Thomas, general sales manager of Ellen Terry Realtors, says.

"Ellen is a real estate role model whose dedication to superior personalized client service has never faltered; she thrives on the excitement of her profession, and is the first one to express her gratitude to Ellen Terry Realtors' staff members and associates for their synergism and support," Mr. Thomas says.

"She gives her clients 28 years of real estate knowledge and expertise, as well as the experience of having owned and managed her own company for 15 years. She has had the privilege of training and managing some of the highest-producing agents in the city, instilling in them a standard of excellence, including the importance of a strict dress code, a clean car, and above all, professionalism, knowledge and integrity that is the foundation of Ellen Terry Realtors. Because of this, her buyers and sellers are the true benefactors," Mr. Thomas says.

For seven of these past 10 years, Ms. Terry has worked in tandem with her son, Todd Terry, as a partner. "It is truly wonderful to have your child grow up into a special young adult and ask to work with you. Now, Todd is so busy in his own right, I never get to see him, even though we are in the same



Ellen Terry, founder of Ellen Terry Realtors

office," Ms. Terry says.

The vision of Ebby Halliday to acquire a leading boutique operation by one of the nation's foremost real estate companies has resulted in benefits shared by both firms. Ellen Terry Realtors has been able to enhance its presence in the luxury real estate market.

"Both of our companies were built on excellence of service and generous support to the communities in which we work and live," Ms. Halliday says. "With our nationwide reputation as one of the founders of RELO, and as a longtime member of The International Real Estate Federation (FIABCI), and Ellen Terry Realtors' membership in *Who's Who in Luxury Real Estate* and its membership in the

Leading Estates of the World, there is no local, national or international market in which we cannot offer the best to our clientele."

"I am so grateful this arrangement gave me the opportunity to go back to my passion of listing and selling, and relieve me of management, while allowing our company to stay autonomous as a high-end boutique,"

Ms. Terry says. "Ebby has been an incredible mentor. Her daily life epitomizes each attribute representative of the finest human character traits. The foresight of joining our efforts allowed me to serve my clients in a manner that makes me feel 10-feet tall. As a matter of fact, Ebby and I laugh when we stop to think – I am 4'10" and she is 5'2", which together makes us 10-feet tall. No one can top this combination of height, strength and success," Ms. Terry says.

If you would like to speak with Ellen Terry directly, call 972-380-7702 or 214-727-6767. In-depth information on Ellen Terry Realtors may be found on the Web site at www.ellenterryrealtors.com.