

## AlignMark's Ask the Expert Tackles the War on Talent

Posted By [Kayla](#) On August 12, 2008 @ 3:05 pm In [Product News](#), [Business Development](#) | [Comments Disabled](#)

RISMEDIA, August 13, 2008-AlignMark Inc. announced the continuation of its new Ask the Expert webinar series this month with a session featuring its own CEO and President, Dr. Cabot Jaffee. Tuesday Dr. Jaffee will speak on the War on Talent and what it means for real estate recruiting.

"The War on Talent is a reality and the real estate industry is feeling it more than ever. NAR's lifting of the code of ethics on recruiting agents from other companies, and the subsequent disappearance of the old gentlemen's agreements of the past, coupled with the recent market crash, has meant that serious real estate companies must now concern themselves with the War on Talent as other industries have done so since the 1990s," says Dr. Jaffee, a leader in helping companies optimize their investment in human capital.

According to the company, AlignMark launched the Ask the Expert series earlier this spring for its Real Estate Simulator and INTELAGENT clients. The series is aimed at providing strategies and best practices around the critical business issues of recruiting and retention that AlignMark's clients can take away and implement. The webinars have also provided a unique opportunity for company executives to engage their managers and recruiters on issues related to recruiting and retention and have opened the door for these discussions to take place.

At Fillmore Real Estate in New York City, Career Counselor Ann-Marie O'Brien has started to encourage her managers to attend the webinars. "AlignMark has always provided us with innovative tools for recruiting, like the Real Estate Simulator. These webinars have taken their level of service to the next level. At Fillmore we can now follow up with our managers after they have attended a webinar and engage them in discussions on recruiting and retention. The webinars help us to keep our managers accountable on their recruiting activities."

Industry experts David Layne, Rich Rector, George Slusser and Judy LaDeur have been featured in the series so far. Topics have included attracting experienced agents and interviewing strategies. Future speakers include Carol McManus and David Horowitz.

For more information, contact Allison Lewis at [1] [alewis@alignmark.com](mailto:alewis@alignmark.com) or call 1 888 260 7212 ext 39.