

Addressing the War on Talent

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By Glen Jaffee

RISMEDIA, Oct. 10, 2008-AlignMark CEO Dr. Cabot Jaffee has been selected to present the real costs associated with keeping underperforming sales people at NAR's Annual Convention this November. As with all industries, there is a significant cost for making bad hiring decisions.

"There is a war on talent and the real estate industry is feeling it more than ever," says Dr. Cabot Jaffee, AlignMark CEO and President. "NAR's lifting of the code of ethics on recruiting agents from other companies, and the subsequent gradual 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 talent as other industries have done so since the 1990s."

Dr. Jaffee will speak on what this means for the real estate industry at the 2008 REALTORS® Conference & Expo, November 7-10, 2008 in Orlando, FL. His session, "It's a Sales World After All" will be Saturday, November 8, 11:00am - 12:00pm. According to the company, he'll address recruiting and retention of real estate sales associates, and what successful companies need to do to grow and profit in today's challenging market.

Dr. Jaffee has over 20 years experience in the assessment, testing, training and development fields, and is a frequent contributor to many human resources and real estate industry forums. AlignMark, for past 30 years has been a leading provider of innovative human resources products and services created to assist organizations in improving employee effectiveness through Sourcing & Recruiting, Learning & Performance Management, and meeting the personal development needs of employees.

For more information, visit [1] www.alignmark.com or visit AlignMark's recruiting specialists in Booth 3055 while at the conference.