

ARELLO Invites Retensa to Present on Employee Motivation

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Join us to find out how to motivate your real estate employees.

New York, NY, April, 2007 - ARELLO invites Retensa to present in its upcoming Mid Year Conference on Employee Motivation. Attending the event will be real estate regulators, real estate brokers, and other housing. Chason Hecht, employee retention expert and Retensa's President, will present on the challenges employers face and the solutions to motivate employees of all ages. Mr. Hecht's presentation, entitled *Motivating Across Generations*, will be held on April 26th, in Banff, Alberta, Canada.

"Motivating employees is often a challenge but Retensa was able to provide us with the necessary tools to make it happen."

*Debbie Campagnola
CEO, ARELLO*

Mr. Hecht will present on motivational drivers, based on generation that can help private and government employers engage their employees. Employees today differ from those of twenty, ten, or even five years ago, and employers need to understand that the incentives that satisfied previous generations may not be of significant importance to today's workforce. He will discuss the value profiles of Mature workers, Baby Boomers, Generation X and Generation Y. These generation specific characteristics will give employers a better understanding of what their employees are looking for in their work experience. Motivation is essential to keeping your employees productive, but it changes as stage of the Employee Life-Cycle changes. Knowing *when* is as important as knowing *how* to improve morale and motivate staff.

About The Association of Real Estate License Law Officials

ARELLO, having been around for 75 years, prides itself on assisting real estate regulators and policy makers' exchange information in a professional manner. They also support policy makers in enforcing license laws that are created to protect the public's interest. ARELLO has and always will be focused on maintaining excellence in real estate regulation. To learn more about ARELLO, go to www.arello.org.

About Retensa

Retensa is a leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa builds solutions and metrics to help firms **reduce turnover** and create a **high-performing workforce**.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership Development**, **Employee Motivation**, **Mentoring**, **On-line Employee Engagement Surveys**, **On-line Exit Interviews**, **Executive Coaching**, and **Succession Planning**. For more information about the results you can achieve visit www.retensa.com or call 212.545.1280.

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