



Professional One Names Waller VP of Operations

Professional One Franchising, LLC, names experienced real estate and technology professional Todd B. Waller as Vice President of Operations.

FOR IMMEDIATE RELEASE

[PR Log \(Press Release\)](#) – Dec 15, 2009 – PLYMOUTH, MI – Professional One Franchising, LLC, a Plymouth, Michigan-based real estate franchisor, today announced the hiring of Todd B. Waller as Vice President of Operations. Waller's more relevant credentials are as follows:

- ★ B.A. Political Science, University of Michigan
- ★ Founded Big House Data, LLC, a real estate data analysis and solutions company. Big House Data transforms MLS data into usable charts, tables and graphs for real estate agents in Southeast Michigan
- ★ Co-founded Team 366, a high-producing, technology-leveraged, client-oriented real estate team in Ann Arbor, MI
- ★ Assisted in the creation and operations of theRockStarAgent.com, a real estate systems and training organization

Waller will be responsible for assisting President and CEO Michael McClure, CPA in all aspects of expanding the brand on a national basis, including communicating the vision of Professional One, assisting franchisees in setting up their operations and increasing their online/digital awareness and knowledge base, and continuing to find, implement and hone additional tools and systems for brokers and agents to use in assisting clients to achieve their real estate goals.

McClure stated: "Adding Waller to the team is a major coup for us. We've been looking for someone with a particular skill set - a high-profile real estate professional with a lot of experience in web development, lead generation, Web 2.0+, data analysis and Social Media - and Todd's resume is actually stronger than we thought we'd find. We are delighted to have Todd as such a key, integral part of our inner circle."

Stacey Bibik, the Professional One Director of Franchise Development-West based in Boulder, CO, noted, "Todd is an exceptional individual. We have a number of projects in the works that we anticipate will take major leaps forward because of the specific range of expertise and experience that Todd brings to the table. We've been actively pursuing Todd for quite a while, so to say that we are pleased and excited to have him on board would be an understatement."

On accepting the position, Waller said, "It is an honor to be a part of Professional One and to assist in making the real estate transaction smoother and better for consumers. I believe we are uniquely positioned to lead the charge on reclaiming professionalism in real estate. Consumers have voiced their concerns about real estate and shown that, time and again, professionalism, honor, trust and integrity are key points in selecting whom they work with in the process of buying and selling real estate. We see a tremendous opportunity to fill a rather substantial void that we see in the spectrum of brand concepts within the real estate industry. We think the public - as well as the true professionals in real estate - are looking for a brand that is legitimately based on professionalism, excellence and integrity as the highest ideals and motivators."

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