



* What an Industry Insider Says About Professional One *

Three different people with franchise-selling-specific experience have vetted the Professional One Real Estate franchising concept and model on a detailed basis. All have stated that they believe in the legitimacy and marketability of the franchise. One of these individuals has years of experience selling real estate franchises for the biggest conglomerate in real estate franchising, Cendant (owners of Century 21, Coldwell Banker, ERA and Sotheby's, among others). The following are copy-and-paste quotes from a series of emails from this individual (Bernard J. Wisner), who thought so much of the concept that he is now Professional One Franchising, LLC's National Director of Franchise Sales:

- ★ "I have looked at hundreds of these synopsis pages while evaluating different brands and concepts. Yours is probably the most complete, thorough, and well read document I have ever reviewed."
- ★ "I am a firm believer in their (franchise consultants) worth, and the value they bring to any branded idea. It is a matter of education; once the consultants "get it," watch out. Brands can reach greatness in a very short period of time."
- ★ "You have to understand, too, how franchise prospects think. More often than not they are searching for the next "hot" thing; with your character based real estate tag line you are reinventing the wheel. C21, CB, ERA, RE/MAX are all well past their plateaus and are on the downside of the life cycle. They are mature brands in a staid industry; you will see them decline significantly as things continue to play out. Also, the public is fed up with unethical corporate citizens."
- ★ "I see greatness in your brand."
- ★ "This is the PERFECT time for your brand. The big boys are crumbling; your timing could NOT be better."
- ★ "Your concept is so revolutionary that, on the surface, it seemingly sells itself. So, I am surmising, simple exposure for brokers is all they really need."
- ★ "I finally had some down time to read your business plan. All I can say is, WOW!! This reads like a doctoral dissertation. You have done an amazing job of covering literally every angle of a business start-up. You have demonstrated to me, once again, that you have developed a revolutionary concept for an industry that so desperately needs a facelift. As far as I know no other real estate concept is represented by the various franchise consultant networks. If you can get in front of the right people (the best consultants) you will experience explosive growth. You indicated 100 franchises in the first three years; how about 1,000? You correctly identified that real estate franchises do NOT need the support and administrative staff the others concepts require. "