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Rob Frankel, CEO, One Day Decisions

“I’m actually a branding consultant. My clients are split between funded start-ups and stagnant existing brands. Sometimes, I do expert witness work and sometimes I offer commentary for print, web and broadcast media.

“You can find out more about me at <http://www.robfrankel.com>.

“One Day Decisions actually began when Ricky was still in college and thinking about going to law school. He liked the idea of law, but liked the idea of alternative dispute resolution more. To him, it seemed like a more positive approach to law: resolving matters instead of litigating them. As we discussed his future, we discovered the real problem with alternative dispute resolution wasn’t that it didn’t work; it was too expensive for the vast majority of people to use.

Mediators charge a lot.

“If he were going to make a living at alternative dispute resolution, it couldn’t be done in a traditional manner. I mean, it takes *decades* for lawyers to become mediators. And even when they do, it’s still an hourly wage job.



“That when we realized the reason why alternative dispute resolution wasn’t more popular was because *nobody approached it as a business*. So we created a *business model* for alternative dispute resolution that’s actually more accurately described as a *settlement service*.

“And it really works. It turns out that most people don’t want lengthy, drawn out adjudication. What they really want is a quick, fair settlement so that they can get on with their lives.

“One Day Decisions is ridiculously affordable – far less than lawyers, court, collection, mediation or arbitration. Everyday folks don’t have to miss work, because everything is done online, at their convenience. If you’re owed money, you get paid faster – and usually more than you might collect from court (where you could lose the whole thing). If you owe money, you can usually get a discount on what you owe and pay with a credit card (to avoid the damage to your credit rating that comes with a court judgment).

“Most important, you can settle the matter quickly and get on with your life. And that’s what people *really* want.

“One Day Decisions is one of those rare instances where everyone wins.”

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The fastest way to settle without court, collections, or credit damage.™