

## Behind the Sale: Wardell Turns a Great Idea Into a Saleable Enterprise

VANCOUVER, April 19, 2011- When Brian Scudamore, President of [1-800-GOT-JUNK?](#), recently hired a company to paint his home he was so impressed he bought the business.

That's the whirlwind story behind 1-800-GOT-JUNK's brand new sister company, [1-888-WOW-1DAY!](#), a fresh face offering a big promise: to paint your entire home in one short day.

Formerly known as One Day Painting, this clever business idea began as little more than that — a great idea.

The real transformation happened when Founder Jim Bodden enlisted the services of Vancouver-based business advisory firm [Wardell Professional Development](#). Wardell worked with Bodden to turn his great idea into a fully scalable, saleable enterprise, catching the attention of [1-800-GOT-JUNK?](#) and inspiring the global company to expand its already lucrative brand.

“Getting a business to the point where it's not only self-sustaining and saleable, but attracts attention from big players is the fun part for us,” says Mark Wardell, President of Wardell Professional Development. “The behind-the-scenes work that goes into this type of transformation isn't always headline-grabbing — until, of course, the sale happens.”

Bodden explains: “I came to Wardell with little more than a great business idea. Wardell helped me put in place the operating structures, systems and financial structures I needed to become a business with marketable value. They even negotiated the sale.”

“1-888-WOW-1DAY! is sure to revolutionize the home painting industry,” states Brian Scudamore. “The new business is a great fit for our existing brand, and already well on its way to becoming a household name.”

**Wardell Professional Development** is a Vancouver-based Business Advisory Company that helps organizations across Canada and around the globe re-think, re-build, and streamline practices toward more profitable, self-reliant, and growth-sustaining futures. [www.wardell.biz](http://www.wardell.biz)

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