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TRAF Group, Inc. d/b/a A-1 Collection Service rebrands as Waterfall Revenue Group.

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TRAF Group, Inc. d/b/a A-1 Collection Service is excited to announce its new name, Waterfall Revenue Group, serving clients throughout the country in the healthcare, consumer, commercial, and governmental markets.

Waterfall Revenue Group is the next chapter for a business that was originally founded in 1964. In 1985, the TRAF Group, Inc. purchased A-1 Collection Service and continued to use the widely-recognized A-1 Collection Service brand for its third-party debt collection services. TRAF purchased Credit America in 2001, adding valuable pre-collection services for clients who want to stay ahead of their cash flow management. Credit America will continue as a branded service offered by Waterfall Revenue Group.

Patricia A. Genovay, President, of TRAF Group, Inc. became sole owner of the company in 2018 and felt the time was right to rebrand. "Our new name is energizing and more symbolic of the positive impact we make on our clients' cash flow," said Genovay.

Debt collection and pre-collection services are vital aspects of accounts receivable management for organizations that rely on revenue to remain viable. Waterfall Revenue Group has a long history of developing strategies that meet clients' needs – with results that outperform industry standards while respectfully helping people resolve their accounts responsibly.

Effective, ethical strategies are – and have always been – at the heart of everything Waterfall Revenue Group does. In 2006 they earned their Professional Practices Management System through ACA International, a certification awarded to a small percentage of collection agencies in the country. They made and continue to make this investment so clients benefit from their on-going quality assurance including documented compliance with all current debt resolution laws and disaster recovery.

Learn more about Waterfall Revenue Group and how it helps improve financial wellness one conversation at a time at www.WaterfallRevenueGroup.com.

About Waterfall Revenue Group: Waterfall Revenue Group, Inc. is a WBENC-Certified Women's Business Enterprise. It provides a robust, flexible suite of accounts receivable management services to clients throughout the country in the healthcare, consumer, commercial, and government markets that want to maximize their cash flow while maintaining customer and patient relationships.

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