

Craig Geisler of Cherrywood Enterprises Recently Featured on Close Up Radio

ORLANDO, FL, UNITED STATES, February 26, 2025 /EINPresswire.com/ -- Cherrywood Enterprises, founded by Craig Geisler, is redefining the debt buying industry by prioritizing integrity and customer-first policies. Established in the aftermath of a mortgage market downturn, Cherrywood Enterprises has quickly become a beacon for ethical debt management by focusing on a foundation built upon key principles of trust and responsibility.

A Journey from Uncertainty to Entrepreneurship

The inception of Cherrywood Enterprises dates back to a pivotal moment for founder Craig Geisler. "I found myself in Palm Beach County, Florida as a mortgage broker, when the real estate market crashed. Left with diminished options, I sought a new path which led me to delve into the debt buying industry," Geisler recalls. His initial skepticism about working in the sector was overcome by the prospect of not just meeting business needs but addressing them ethically.

Geisler started his career in the industry with three different debt buying companies, where he realized the importance of putting customers before profits. Witnessing firsthand the missteps of those companies that prioritizing the dollar over service, he envisioned a business that could do it right. Thus, Cherrywood Enterprises was born, emphasizing integrity and strong values as its core.

The Six Pillars of Character

Central to Cherrywood Enterprises' philosophy is their "Six Pillars of Character" framework,



which serves as the company's foundation. The pillars include:

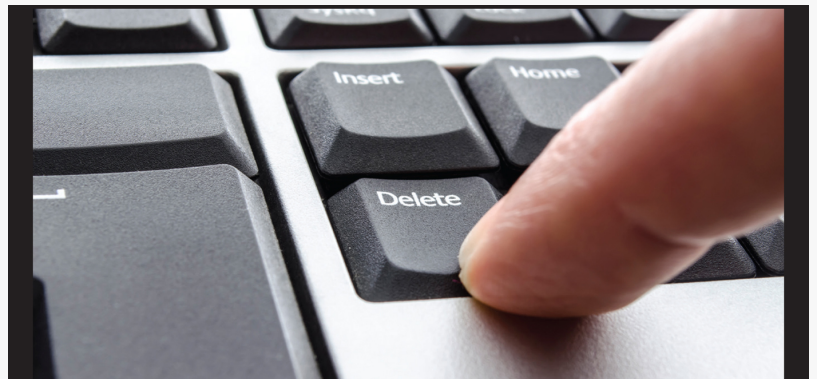
1. **Trustworthiness:** Ensuring promises made to clients are kept and products are delivered as described.
2. **Respect:** Valuing customers by listening and responding to their needs with dignity.
3. **Responsibility:** Taking ownership of mistakes and making amends by either rectifying issues or offering refunds.
4. **Fairness:** Engaging in equitable negotiations to reach amicable resolutions, often working with clients on pricing disputes.
5. **Caring:** Fostering a compassionate workplace and maintaining thoughtful communication with debtors during personal hardships.
6. **Citizenship:** Actively contributing to the community and supporting charitable organizations like St. Jude's, Wounded Warrior Project, and Feed My Starving Children.

A Commitment to Community and Customers

Cherrywood Enterprises stands out not just for its commitment to ethical practices but also for its community involvement. The firm prioritizes giving back, supporting various initiatives, from holiday baskets for clients to substantial donations and causes benefiting veterans and children.



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WE MAKE IT NEARLY THIS EASY TO GET RID OF YOUR DEBT PORTFOLIO.

Getting debt off your books doesn't have to be complicated. So turn loose of your credit card, auto deficiency, overdraft, judgments or commercial and consumer debt. We'll buy your debt portfolio from the last four years, with minimum sizes of \$100k and no maximums. We'll even walk you through the sales process to help with compliance and data integrity. To offload your debt portfolio, contact Craig Geisler at cgeisler@cherrywoodenterprises.com or 321.247.5066.



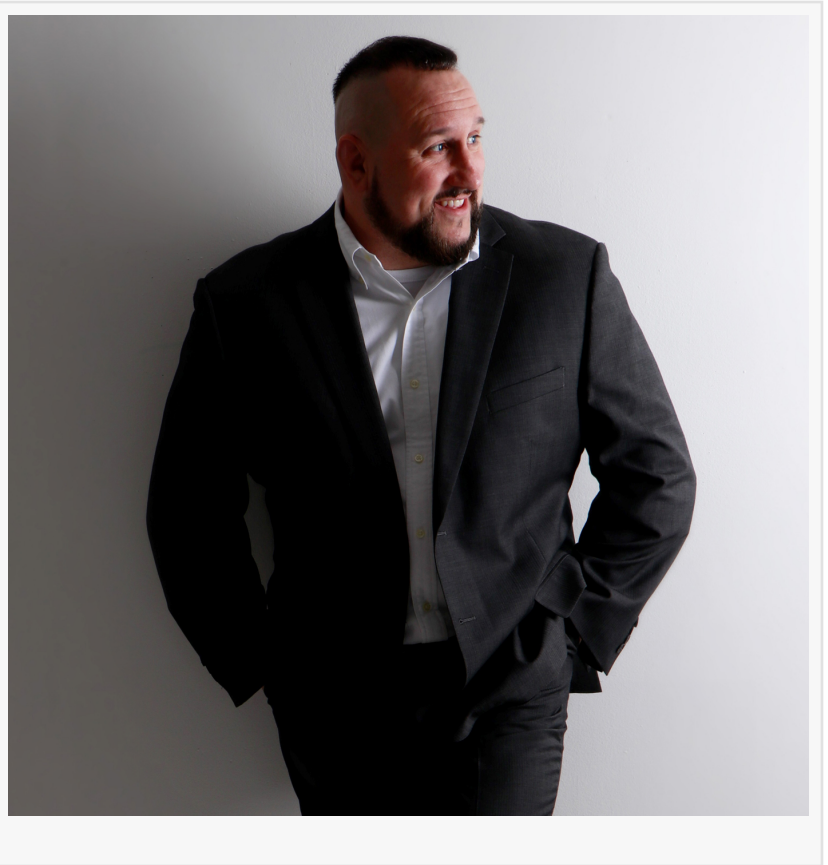
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"Our commitment is not just to our clients," Geisler shares, "but also to the broader community and ensuring that our business has a positive impact all around."

Navigating Challenges with Dedicated Solutions

Cherrywood Enterprises specializes in purchasing portfolios of charged-off loans, including auto deficiencies, while adhering to state regulations and federal guidelines. Geisler explains, "Our primary aim is to work with debtors to find solutions that respect their circumstances while dodging tactics that could be deemed unethical or predatory."

The company's strategy involves only partnering with reputable attorneys across states to pursue any legal actions necessary, reinforcing a commitment to professionalism and ethical practices.



Looking ahead, Cherrywood

Enterprises plans to expand its footprint by setting benchmarks in the industry through its distinctive approach rooted in integrity and community service. "We want to continue being a company that people trust and can rely on, expanding our services while maintaining our core principles," says Geisler.

Cherrywood Enterprises is not only a model for ethical debt buying but also a testament to how visionary leadership can reshape an industry.

Close Up Radio recently featured Craig Geisler in an interview with Jim Masters on Thursday, February 20th at 3pm EST

[Listen to the Podcast](#)

<https://podcasts.apple.com/us/podcast/close-up-radio-spotlights-craig-geisler-of/id1785721253?i=1000695232406>

<https://www.iheart.com/podcast/269-close-up-radio-242020413/episode/close-up-radio-spotlights-craig-geisler-268776213/>

<https://open.spotify.com/episode/2WP01UUf1VY7R2u07YLx5T>

For more information, connect with Craig Geisler and Cherrywood Enterprises at <https://cherrywoodenterprises.com/>

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