



# Clayton D. Freeman

By Dani Grigg  
Special to *Idaho Business Review*

When Clayton Freeman and a colleague presented ideas for turning around a struggling title and escrow branch as part of an exercise in leadership training, they assumed it was just that: an exercise.

Instead, they soon found themselves shipped off to Las Vegas, tasked with taking over the branch described in the case study and turning it around in the midst of a recession-whipped real estate market.

"That was a big break for me," says Freeman, who was then a newly minted Master of Business Administration and an escrow officer with TitleOne Corp.

Freeman spent 2009 and 2010 implementing his strategies and bringing the branch back up to company standards. From there, he was promoted to his current job as vice president of operations for a new TitleOne venture called NITA Solutions, that integrates independent title agents in markets all over the nation into one interface. His work in that role has helped the operation grow the number of open order transactions by 300 percent.

"Clayton's story is truly one of success and leadership," says TitleOne president Mark Tidd. "His success has come the old-fashioned way: through hard work and dedication. Clayton joined TitleOne as an escrow assistant and today is a vice president and critical part of our senior leadership team."

One trait Freeman says is essential to real success in business and in life is uncompromising integrity, a quality his father embodies.

"I always felt, even when I was a small child, if I was having a conversation with my dad and he told me something, I always knew that what he was saying was the truth, and he was going to follow up on whatever he promised," he says.

His mother, too, contributed to his strong sense of who he is and who he should be, so much so that her voice sounds in his head even today, reminding him that "You are a Freeman, and Freemans don't do that."

Freeman plans to stick with the company that has nurtured his talents from the start of his career. He wants to help it to grow into a national leader.

"My major goals are simple," he says. "I want to be like the people I work with at TitleOne every day, and most of all, I want to resemble my parents."



**34 / Team leader  
TitleOne Corp.  
Word: integrity**