



Master Rug Cleaner® Program

The Master Rug Cleaner Program is a rare opportunity to be personally tutored and mentored by a 3rd generation rug cleaning expert, Ellen Amirkhan, and industry expert, Aaron Groseclose. This series of courses is not just theory for a quick certification or a correspondence course, but a truly comprehensive, hands-on training course in all aspects of the rug cleaning business taught by two recognized industry experts.

Ellen's 104-year old company, Oriental Rug Cleaning Company (www.dallasrugcleaner.com) is one of the most successful companies in the rug cleaning and repair business. The 100+ years of experience passed down to Ellen will be shared with you to give an incredible competitive advantage to your business. Whether just starting out or looking to improve your existing business, the Master Rug Cleaner Program will put you on a fast track to building a successful rug cleaning business.

The Master Rug Cleaner Program is a limited enrollment opportunity to work with Ellen and Aaron over a one-year period. The UK course will be held at Red Dragon Rug Spa Crosshands, Wales. The program consists of two 3-day sessions. During the first part, we discussed the basics of starting your own rug cleaning business.

Part II will continue with more time spent on rug identification and marketing. There is special emphasis on rug identification because **“the best marketing tool is your product knowledge.”** You will learn family secrets of how to catch rug problems even more experienced professionals could miss.

Ellen and Aaron are available for consultation at no additional charge during your one-year Master Rug Cleaner Program. This is a key feature of our coaching program because when you get into trouble where do you turn? If it looks like a problem rug and you are not sure what to do, email a photo **before** you have a “situation”. If you have a marketing question, your team of experts is just an email away.

We focus on practical knowledge and demonstrate economical and sensible chemical and equipment packages for start-ups or to improve efficiency of an established business. One size definitely does not fit all.

Ellen and Aaron pioneered Oriental rug training in 1992 and have instructed over 2,800 students since. The Master Rug Cleaner Program began in 2006, taking rug training to the next level with small groups in a rug cleaning facility, hands-on training, personal attention and a one-of-a-kind book to use as a resource guide long after the course is over. Ellen and Aaron co-authored ***A Comprehensive Guide to Oriental and Specialty Rug Cleaning***. Three years in the making, this book serves as a mega resource that includes commonly encountered rugs, over 425 pages and 900 photographs and illustrations, and a no-nonsense approach to identification, cleaning and much, much more. The £340.00 book was included in the price of the Master Rug Cleaner Program Part I. During Part II you will receive the DVD series ***Unraveling The Riddle of Rug Identification*** a £225 value. Also included with the course is the CD ***Rug Facts*** containing consumer brochures illustrating common rug faults a £50 value only available to MRC's.

The Master Rug Cleaner Program UK includes:

- Two 3-day sessions. Part I was held May 2014, but is not required to attend Part II May 2015.
- Hands-on cleaning.
- Advanced rug identification.
- The most profitable add-on sales.
- Hands-on introduction to the three most profitable repairs.
- On going consulting and coaching during the yearlong program.
- Advanced training and continuing education offered.

- Tricks of the trade for urine odor removal and dye bleed correction (everybody gets a surprise from time to time!).
- Your certification as a Master Rug Cleaner at the completion of the program.
- **Send additional employees for only £495.00 each session, a lifetime offer.**

Part II will be back in Wales 13-15 May 2014. Complete the application below and include your credit card details for the first payment of £275 to reserve your place in the program. The form can be faxed to (1) 214 821-9136 or emailed to ellen@dallasrugcleaner.com.

Payment in full or the monthly payment plan is due 30 days prior to the beginning of each session. Visa, MasterCard, and American Express are accepted.

This will be the only course during 2015 in the U.K.

www.masterrugcleaner.com



Master Rug Cleaner School

Application for Master Rug Cleaner Program UK Part II

Name(s): _____

Company: _____

Billing Address: _____

City: _____

Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

Website: _____

How did you hear about us? _____

Years in Business: _____ Do you currently clean rugs? _____

If so how many per week: _____ Size of facility: _____

Type of rug cleaning equipment: _____

IICRC Certifications: _____

Member of Trade Associations: _____

Key concerns with your rug cleaning business:

Date: _____ Applicant Signature: _____

Payment Form

The Master Rug Cleaner Program UK Part II

Name: _____

Company: _____

Address: _____

City: _____ Postal Code: _____

E-mail: _____

Telephone: _____

Payment:

The Master Rug Cleaner Program consists of two 3-day sessions. Each session is £1,650 (US\$2,500). Payment in full is required before each session. Additional employees may attend for £495.

Payment options: payment in full by credit card; or, six monthly payments by credit card of £275 (US\$412.50).

Master Card, Visa or AMEX Expiration date: _____

Card Number: _____ V-Code _____

Name on Card: _____

Card Billing Address (if different from above): _____

Amount of Payment: _____

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