



## Master Rug Cleaner Program

[www.MasterRugCleaner.com](http://www.MasterRugCleaner.com)

The Master Rug Cleaner Program is a rare opportunity to be personally trained and mentored by a 3<sup>rd</sup> generation rug cleaning expert Ellen Amirkhan, industry expert Aaron Groseclose and 4<sup>th</sup> generation rug cleaner Armen Dohanian. This series of classes 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 three recognized industry experts.

Ellen's company, Oriental Rug Cleaning Company ([www.dallasrugcleaner.com](http://www.dallasrugcleaner.com)) is one of the most successful companies in the rug cleaning and repair business and has been for over 100 years. 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.

Armen Dohanian's family owns a 100 + year old rug cleaning business in the Boston area which he was involved in from an early age. Since 2007, Armen has served as vice-president of operations at the Oriental Rug Cleaning Company in Dallas. Armen is a Certified Master Rug Cleaner, ARCS Certified Rug Specialist (CRS), as well as a member of the International Society of Appraisers.

The Master Rug Cleaner Program is a limited enrollment opportunity to work with Ellen, Aaron and Armen over a one-year period. Classes are held in our training-room known as "The Casbah" at Oriental Rug Cleaning

Company in Dallas. During the first set of classes, you learn the basics of starting your own rug cleaning business or enhancing your existing business. There are classroom lectures and presentations as well as hands-on cleaning for the students, including “tricks of the trade” all under the supervision of Ellen, Aaron and Armen.

Six months later, it’s back to “The Casbah” for three more days of advanced training. There is special emphasis on rug identification because “**the best marketing tool is your product knowledge.**” You learn family secrets of how to catch rug problems even more experienced professionals can miss.

The team is available to you 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 rug care team of experts is just an e-mail 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. Talk to us before making a major financial investment.

Ellen and Aaron pioneered Oriental rug training in 1992 and have instructed over 2,700 students since. They are now taking rug training to the next level with the creation of the Master Rug Cleaner Program with small classes, in-plant and hands-on training, personal attention, and a one-of-a-kind training manual to use as a resource guide long after the class 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 manual and 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 book retails for \$495.00 and is included in the price of the Master Rug Cleaner Program.

With proper training and guidance, rug cleaning can be profitable and we’ll show you how. Why clean wall-to-wall carpet for \$0.35-\$0.75/sq ft when you can work with for \$3.00+/sq ft.

The Master Rug Cleaner Program includes:

- Two 3-day sessions in Ellen's plant, Oriental Rug Cleaning, Company in Dallas, TX.
- Hands-on cleaning.
- Basic rug identification.
- The most profitable add-on sales.
- Hands-on introduction to the three most profitable repairs.
- On-going consulting and coaching during the year-long program.
- Advanced training and continuing education offered.
- A copy of ***A Comprehensive Guide to Oriental and Specialty Rug Cleaning.***
- Tricks of the trade for urine odor removal and dye bleed correction (everybody gets a surprise from time to time!).
- Real World Marketing
- Your certification as a Master Rug Cleaner at the completion of the program.
- **Send additional employees for only \$1,500.00 each, a lifetime offer that includes a book.**

**EXPERIENCE SHOW PROMOTION (Expires October 2, 2015)**

**Take \$1,000 off the purchase price.**

Our next class begins with the first session on March 17-19, 2016 at "The Casbah" in Dallas, Texas. The second session will be at "The Casbah" October 20-22, 2016. Complete the application below and include a check or credit card for \$1000.00 (**\$500 non-refundable**) made payable to Master Rug Cleaner to reserve your place in the program. The cost for the full year including all training materials and ***A Comprehensive Guide to Oriental and Specialty Rug Cleaning*** is ~~\$6,000.00~~ \$5,000.00. If you already own this text, bring it to class and we will trade it in for the latest edition.

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

**This will be the only class during 2016 in the U.S.A.**

# Application for Master Rug Cleaner Program

Master Rug Cleaner 3907 Ross Ave. Dallas, TX 75204  
[ellen@dallasrugcleaner.com](mailto:ellen@dallasrugcleaner.com) 443/562-5714 (Aaron)

Name/Company: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Shipping address (if different): \_\_\_\_\_

City: \_\_\_\_\_

State/Province/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell \_\_\_\_\_

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: \_\_\_\_\_

Current IICRC Certifications: \_\_\_\_\_

Member of Trade Associations: \_\_\_\_\_

Key concerns with your rug cleaning business:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_ Applicant Signature: \_\_\_\_\_

# Payment Form

## *The Master Rug Cleaner Program*

- Do you already own a copy of *A Comprehensive Guide to Oriental & Specialty Rug Cleaning*?       Yes       No

***Trade in your copy for the latest edition***

Name/Company: \_\_\_\_\_

Shipping address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province/Postal Code: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

### **PAYMENT OPTIONS:**

***Credit Card Information Due at the Time of Deposit to Reserve Your Space  
Payment Due in Full Before Second Session***

***\$500 Non-Refundable if unable to complete the class or paid funds may be applied  
to the next class***

- Payment in full by check or credit card

Check payable to:                      ***Master Rug Cleaner Program  
3907 Ross Avenue, Dallas, TX 75204***

- \$1,000 deposit by credit card with monthly payments of \$500 by credit card

***\$25.00 FEE FOR EACH DECLINED TRANSACTION***

Master Card, Visa or AMEX              Expiration date: \_\_\_\_\_

Card Number: \_\_\_\_\_ V-Code \_\_\_\_\_

Name on Card: \_\_\_\_\_

***Credit card billing address (if different from shipping):*** \_\_\_\_\_

Total Tuition: \_\_\_\_\_

**Fax: 214/821-9136 Mon-Fri, 9AM-4:30PM, Central Time**