



## 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, and 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 our team of recognized industry experts.

Ellen's 108-year old 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. Jennifer Vickery Colaco has been our office manager since 2010 and is also a Certified Master Rug Cleaner and ARCS Certified

Rug Specialist (CRS). The faculty of Master Rug Cleaner has over 100 years of industry experience and attained the highest levels of training. The Master Rug Cleaner Program is a limited enrollment opportunity to work with Ellen, Aaron, Armen and Jennifer 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 under the supervision of Ellen, Aaron, Jennifer 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 will learn family secrets of how to catch rug problems even more experienced professionals might 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 need advice, 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. Talk to us before making a major financial investment.

Ellen and Aaron pioneered Oriental rug training in 1992 and have instructed over 2,900 students since. They take 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 and 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-\$0.60/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 Dallas, TX rug plant.
- 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.***
- Urine odor removal and Dye Stripping
- Introduction to Blocking and Shearing
- 23 "Rug Facts" - consumer brochures illustrating common rug issues
- Real World Marketing
- Invitation to arrive 1 day early to work with Armen on the wash floor
- Your certification as a Master Rug Cleaner at the completion of the program.
- Customer Service Strategies
- **Send additional employees for only \$1,750.00 each, a lifetime offer that includes a book.**

Our next class begins with the first session March 14-15, 2019 at "The Casbah" in Dallas, Texas. The second session will be at "The Casbah" October 17-19, 2019. 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.

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 2019 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: \_\_\_\_\_ 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: \_\_\_\_\_

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

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

Key concerns with your rug cleaning business:

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# Payment Form

## *The Master Rug Cleaner Program*

Email the Application and Payment Form to:  
[ellen@dallasrugcleaner.com](mailto:ellen@dallasrugcleaner.com)

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

Scan: [ellen@dallasrugcleaner.com](mailto:ellen@dallasrugcleaner.com)