



## 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, 4<sup>th</sup> generation rug cleaner Armen Dohanian, our office manager Jennifer Vickery and Andrija Malbasa. 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 114-year-old company, Oriental Rug Cleaning Company in Dallas ([www.dallasrugcleaner.com](http://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.

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. Armen is a Certified Master Rug Cleaner, ARCS Certified Rug Specialist (CRS), served on its Board of Directors as well as a member of the International Society of Appraisers. Jennifer Vickery Colaco has been the office manager since 2010 and is also a Certified Master Rug Cleaner, ARCS Certified Rug Specialist (CRS) and serves on its Board of Directors. Andrija Malbasa joined our company in 2022, bringing 20+ years experience

from Robert Mann Rugs in Denver Colorado and served on the ARCS Board of Directors.

The faculty of Master Rug Cleaner has over 100 years of industry experience and attained the highest levels of training and expertise. The Master Rug Cleaner Program is a limited enrollment opportunity to work with Ellen, Aaron, Armen, Andrija and Jennifer. Classes are held in our training room known as “The Casbah” at Oriental Rug Cleaning Company. 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, Armen and Andrija.

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 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 or any other 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 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 3,600 students since. They take rug training to the next level with the Master Rug Cleaner Program - small classes, in-plant hands-on cleaning, personal attention, and a one-of-a-kind mega-resource guide which you will use 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 resource guide that includes commonly encountered rugs, over 425 pages with 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 \$3.50+/sq. ft.

The Master Rug Cleaner Program includes:

- One week in Ellen's Dallas, TX rug plant.
- Hands-on cleaning.
- Basic rug identification.
- The most profitable add-on sales.
- Hands-on introduction to the two most profitable repairs.
- On-going consulting and coaching.
- Advanced training and continuing education offered.
- A copy of ***A Comprehensive Guide to Oriental and Specialty Rug Cleaning.***
- Urine odor removal and dye stripping (yes you can fix those bleeders)
- Introduction to blocking and shearing
- 23 "Rug Facts" - consumer brochures illustrating common rug issues to inform your customers of their problems – a \$295.00 value
- Real World Marketing
- Invitation to arrive 1 day before (Friday) or after (Monday) the class to work with Armen on the wash floor
- Customer Service Strategies
- Your certification as a Certified Master Rug Cleaner® at the completion of the program.
- **Send additional employees for only \$2,750.00 each that includes a book and all resource materials.**

Our next class is March 10-15, 2025, at "The Casbah" in Dallas, Texas. Complete the application below and include a check or credit card information 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 option is available. Visa and MasterCard are accepted.

**This will be the only class during 2025.**

# 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: \_\_\_\_\_

Billing 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: \_\_\_\_\_

Trade Association Membership: \_\_\_\_\_

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: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

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

## **PAYMENT OPTIONS:**

*-Credit Card Information Due at the Time of Deposit to Reserve Your Space*

*-\$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 or Visa          Expiration date: \_\_\_\_\_

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

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

**Credit card billing address (if different from**

**above):** \_\_\_\_\_

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

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

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