

Regional Meetings are Around the Corner!

We can't wait to see you and share important information with you during the Regional Meetings being held around the country this fall! Below is the schedule of dates and locations as well as the Meeting Agenda. Sign up today!

- **Earn 1 Full IICRC CEC** for attending the full day of Diversification Training
- **FREE \$150.00 Products Credit (per franchise)** for attending the full day of Diversification Training

Fall Regional Meetings Schedule

October 28 & 29 – Newark, NJ
October 30 & 31 – Baltimore, MD
November 4 & 5 – Chicago, IL
November 6 & 7 – Nashville, TN
November 11 & 13 – Ontario, CA
November 13 & 14 – Dallas, TX
November 18 & 19 – Raleigh, NC
November 20 & 21 – Tamarac, FL

Fall Regional Meetings Agenda

Day 1

- Marketing, 1:00 p.m. – 4:00 p.m.
 - Website Optimization
 - Google+, SEO/SEM
 - Continuing Education Cycle
 - Beyond Agent Marketing
 - Using Lunch & Learns
 - Leads by Phone
 - PR 101 Toolkit
 - Events
 - Red Cross
 - Angie's List
- Company Update, 4:00 p.m. – 5:00 p.m.
- Cocktail Reception

Day 2

- Carpet Care 101, 8:00 a.m. - 12:00 p.m.
 - Commercial vs Residential Markets Overview
 - Fundamentals of Cleaning
 - Fiber identification
 - Dry soil removal
 - Soil suspension
 - Extraction (Using Nautilus)
 - Finishing and drying, including neutralization
 - The Cleaning Pie (CHAT)
 - Understanding PH
 - Understanding cleaning solutions and dilutions
 - Spotting overview using the BP spotting kit
 - Carpet/fabric protection
 - Review of current approved PCS cleaning agents and solutions.
 - Understanding Encapsulation cleaning and market potential
 - Marketing your services
 - Q & A
- Upholstery Care (Lunch & Learn), 12:00 p.m. - 12:30 p.m.
 - Using the Nautilus for upholstery cleaning
- Tile & Grout Cleaning, 12:30 p.m. - 3:00 p.m.
 - Pricing and income potential
 - Products listing to include Nautilus HP model
 - The fundamentals
 - Educational resources
 - Marketing
 - Commercial and residential opportunities
 - Q & A

For a detailed agenda and hotel information for these valuable meetings Please contact [Debbie LaFever](mailto:dlafever@puroclean.com) at extension 130 or email dlafever@puroclean.com to RSVP today!