

TRADE SHOW SESSION • 30 MINUTES

Stop Leaving Money in the Carpet



Growing Your Business by Adding Carpet Repair & Reinstallation

Presented by Thomas L. Cermak

IICRC Approved Instructor • Chair, IICRC RRT Technical Advisory Committee

captaincarpet@msn.com • trainemta.com • IICRC Approved School



YOUR INSTRUCTOR

Thomas L. Cermak

49 years and still loving my job!



MASTER CERTIFICATIONS

- IICRC Master Fire & Smoke Restorer (MSR)
- IICRC Master Water Restorer (MWR)
- IICRC Master Textile Cleaner (MTC)

INSTRUCTION

- **IICRC Instructor — All 5 Classes necessary to achieve Master Textile status **CCT, CRT, OCT, UFT, RRT****
- IICRC Continuing Education Provider



IICRC COMMITTEE ROLES

- **RRT TAC Committee — Chair**
- **CCT TAC Committee — Vice-Chair**
- **OCT TAC Committee — Subject Matter Expert**
- **UFT TAC Committee — Subject Matter Expert**

ADDITIONAL CERTIFICATIONS

- Certified Carpet Inspector – FCITS (#1781)
- Certified Concrete Moisture Tester
- IFTI Approved Contractor (ASTM F1869-11, F2170-11, E1907-06a, F710-11)

You're already inside the home.

No cold call. No lead cost. No stranger walking through the front door. Just a technician your customer already trusts — standing three feet from a problem you're not getting paid to fix.



The Opportunity You're Already Walking Past



You see it every day

Ripples, loose seams, pet damage, gapping transitions — your techs spot it on almost every job.



You can't act on it

Without repair skills, the visit ends with, “you might want to call someone about that, before it gets any worse”.



It goes to someone else

The lead gets referred to a flooring store or another repair company — who now has a foot in your customer's door too.

Why This Is the Right Time to Add It



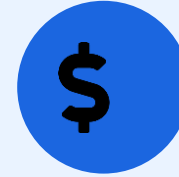
Cleaning is getting commoditized

App-based booking and franchises are turning cleaning into a price-shopped commodity.



Homeowners want one trusted vendor

One call for all their flooring needs beats finding, vetting, and scheduling a stranger.



Repair fills the gaps

It's paid work — and a warm customer relationship — in between cleaning cycles. Adding income with no additional advertising costs. Upsell is more profitable!

What “Repair & Reinstallation” Covers



Re-stretching

Fixing loose, rippled carpet



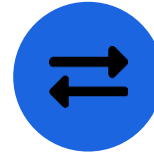
Seam repair

Re-seaming lifted or separated seams



Permanent Bonded Inserts ~~(patch)~~

Pet damage, burns, and permanent stains



Transitions

Tack strip and doorway moldings



Pad replacement

Cushion repair, partial replacement



Inspection

Diagnosing install issues pre-clean

Why This Fits a Cleaning Business Best



Trust is already built

No new sales relationship required — the customer already said yes to you once today.



You're already inspecting the carpet

Every pre-clean walkthrough is a built-in opportunity to spot repair needs.



Same trucks, same routes

Minimal new overhead — you're layering a service onto infrastructure you already run.



Your techs already know carpet

Repair is a natural extension of skills they're using on every job.

THE OPPORTUNITY, BY THE NUMBERS

What Could This Be Worth?

Illustrative example figures — not a guarantee. Use your own job volume and pricing.

1 in 5

cleaning visits reveal a visible repair
opportunity (example)

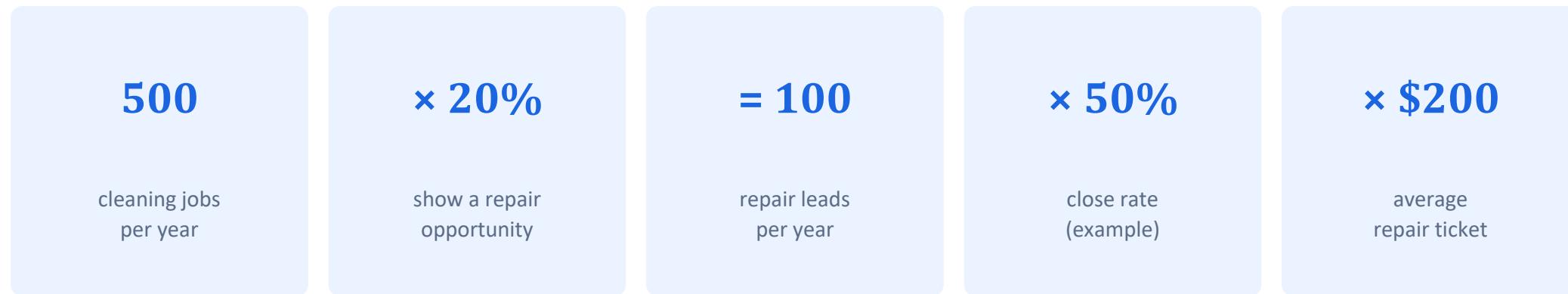
\$150–\$350

typical repair ticket (example range)

\$20K–\$30K

potential incremental annual revenue
2-3 jobs a week at \$200

Do the Math for Your Business



≈ \$20,000 in potential incremental annual revenue

Illustrative example — plug in your own job volume, close rate, and pricing.

It's Good for Them, Too



One trusted vendor

For cleaning and repair, instead of finding and vetting a second contractor.



Faster resolution

No separate estimate, no second stranger in the home, no second wait.



Better reviews & referrals

Solving a visible problem on the spot is exactly what customers talk about.

How It Plays Out on a Real Job



Inspect

Notice the issue during the routine pre-clean walkthrough.



Point it out

"I noticed your seam is lifting here — I can take care of that today."



Quote

Give a fast, confident price on the spot.



Close

Fix it now or book the follow-up before you leave.

If the repair cannot be done today, NEVER leave the customers home without having the job on the schedule!

What It Takes to Add This Service



A core toolkit

Knee kicker, power stretcher, seam iron & tape, stair tool, well stocked repair kit.

~\$3,000–\$4,500 starter investment (example)

*Professionally outfitted with all new equipment



Hands-on training

IICRC Carpet Repair & Reinstallation Technician (RRT) certification — 2 days.

\$350 course tuition & optional \$80 test fee



A plan to market it

Let existing and new customers know repair is now part of what you offer.

Website, upsell scripts, before/after

Certification Is the Multiplier



Protects you from callbacks & liability

Repair done right the first time, using industry-standard technique.



Instant credibility with homeowners

An IICRC credential answers “why should I trust you?” before it's asked.



Opens doors to referral panels

Insurance and vendor networks often require certified technicians.



Higher-trust, higher-ticket work

Certified techs are positioned to win the jobs that pay the best.



IICRC Carpet Repair & Reinstallation Technician (RRT)

Taught personally by Thomas L. Cermak — Over 40 years of hands on experience



2 Days / 14 Hours



\$350 Tuition



Norcross, GA + Livestream



No Prerequisites

What You'll Walk Out Knowing How to Do

- ✓ Carpet construction & inspection
- ✓ Tools of the trade
- ✓ Floor preparation & adhesives
- ✓ Cushion / pad installation
- ✓ Tackless strip & moldings
- ✓ Seaming techniques
- ✓ Proper stretching
- ✓ Repair techniques for installed textiles
- ✓ Spotting & preventing install problems
- ✓ Hands-on practice in classroom

Why Train With EMTA



IICRC-approved school

Accredited curriculum and a credential homeowners and insurers recognize.



In-person or livestream

Attend hands-on in Norcross, GA, or join remotely — your call.



Small classes, real feedback

Instructor-led, hands-on practice — not a video you watch alone.



A full curriculum beyond RRT

CCT, UFT, WRT, FSRT and more — round out your whole team's skill set.

WHAT'S INCLUDED

- Hands-on training with power stretchers, knee kickers & seaming irons
- Carpet construction, floor prep, adhesives & cushion installation
- Tackless strip, moldings, seaming & proper stretching technique
- Real repair scenarios techs face on the job
- Instruction from IICRC-approved, industry-experienced instructors
- 14 IICRC CECs toward your certifications



Hands on training where you see your progress



In-person or livestream

Attend hands-on in Norcross, GA, or join remotely — your call.

You can always get the tools and carpet ready if you are taking the class Live Stream, and follow right along with us to get the most out of the class!



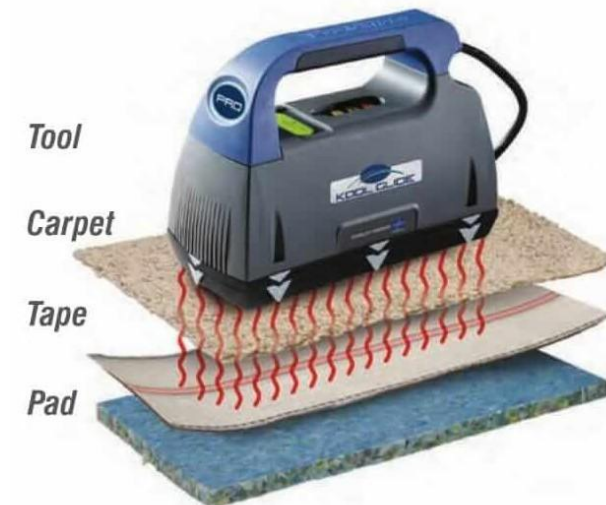
Small classes, real feedback

Instructor-led, hands-on practice — not a video you watch alone.



Take your skills to a new level with the Kool-Glide Seaming Iron

Stronger, faster and more precise repairs, for higher customer satisfaction



Your Path to Launch

1



Get RRT Certified

Two days, hands-on, at EMTA.

2



Get Tooled Up

Invest in a starter repair kit or go all out, new, used, its all up to you!

3



Train Your Techs

Teach the team to identify & pitch it.

4



Market It

Before/after, site, upsell scripts.

How Fast Does It Pay for Itself?

Illustrative example — not a guarantee. Use your own costs and pricing.



Course (\$350) + IICRC Test fee(\$80) starter tools (~\$3,000) $\approx$ \$3,430 total investment

At an average \$200 repair ticket, that's about:

~17 jobs

to break even — often inside the first 30 to 60 days depending on how aggressively you market.

Four Things to Remember



You're already in the home — the hardest part of selling is already done.



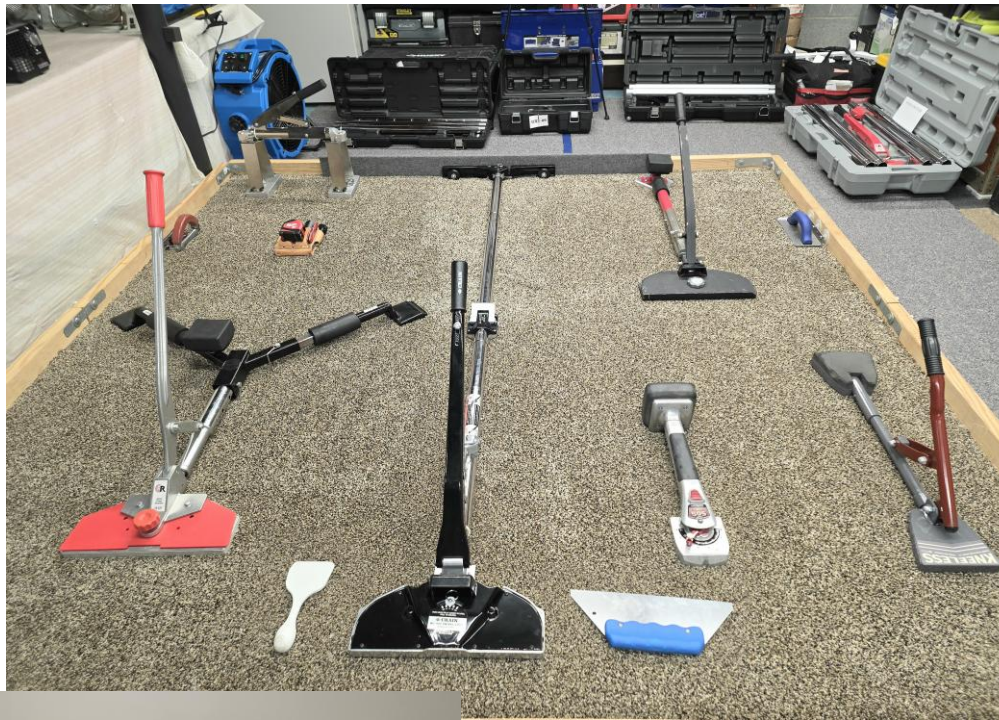
The tools and training are affordable and fast to acquire.



Certification builds trust and protects your business.



This is margin-rich work you're already positioned to win.



EMTA

EMERGENCY MITIGATION TECHNICIAN ACADEMY

IN-PERSON | NORCROSS, GA ONLY

RRT CERTIFICATION TRAINING

Carpet Repair & Reinstallation Technician

SEATS ARE LIMITED. RESERVE YOUR SPOT TODAY

Carpet cleaners and restorers run into damaged, buckling, or poorly seamed carpet on almost every job. This two-day, hands-on RRT class teaches you how to fix it instead of walking away from the work.

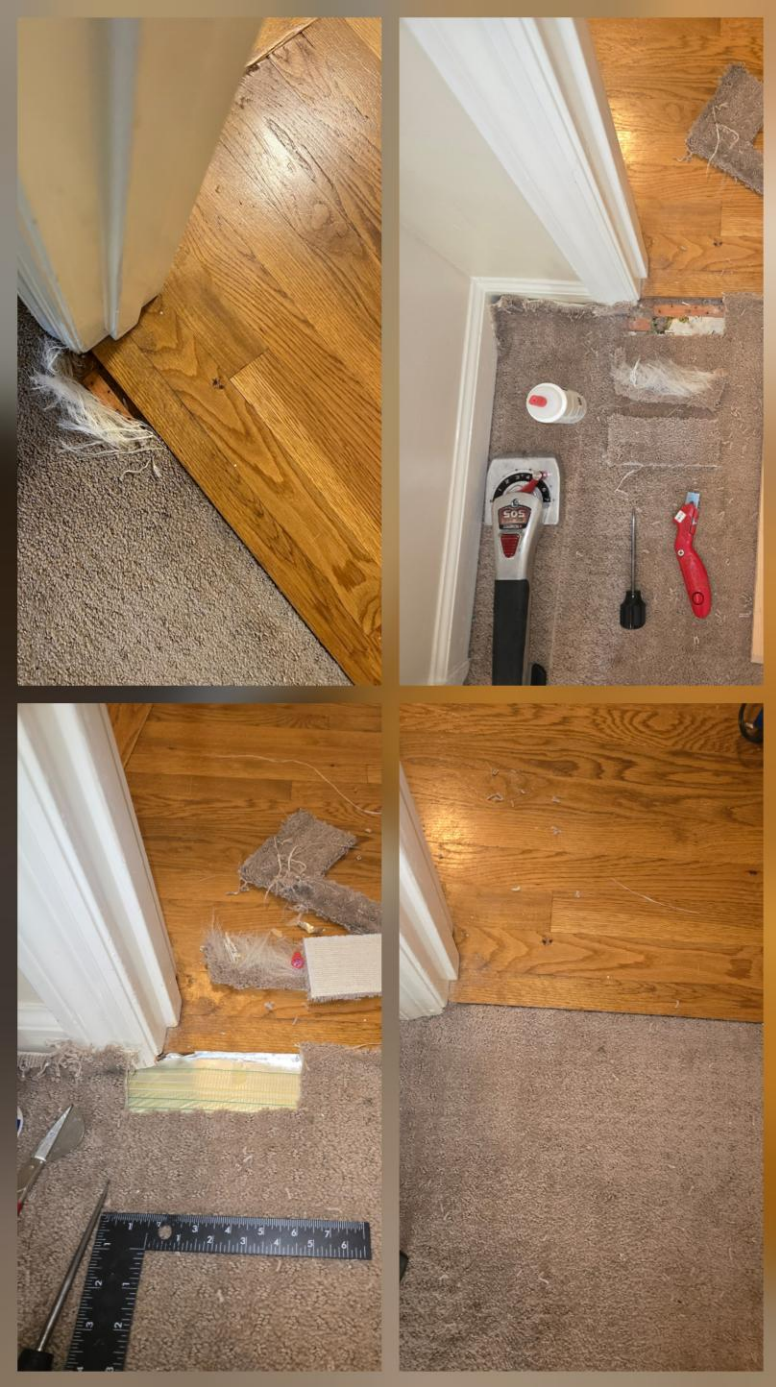
You'll get real practice with power stretchers, knee kickers, seaming irons, and re-installation techniques on our training floor, taught by instructors who work in the field every day.

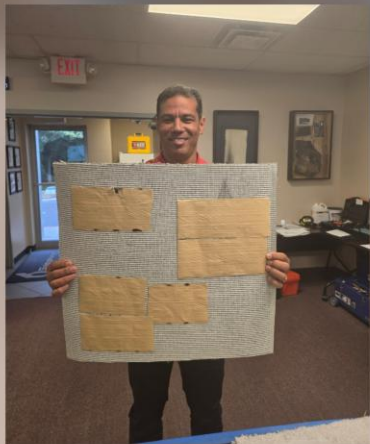
DATES	August 26 to 27, 2026
LOCATION	EMTA Classroom, 5926 Goshen Springs Rd, Norcross, GA 30071
FORMAT	In-person only, hands-on, small class
IICRC CECs	14 CECs upon completion











Ready to Add Repair & Reinstallation?

Enroll in the IICRC Carpet Repair & Reinstallation Technician (RRT) course.



trainemta.com



captaincarpet@msn.com



(678) 856-7143





Thank You. Any Questions?

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