

# Entrepreneur's Startups



## SUCCESS PROFILE

### Door-To-Door Dry Cleaning: Daring To Standardize an Industry



We recently sat down with John and Joey Dame, co-founders of Door-To-Door Dry Cleaning®. We were curious how they have rapidly become the new face of dry cleaning.

#### How are you standardizing an industry?

Due to our mobility and ability to go to where our customers are, we are creating a national brand dry cleaners. Once a company achieves national status, it is possible to create the industry standard. Door-To-Door Dry Cleaning® has done this and elevated quality, customer service, attention to detail, and uniformity in processes. We have standardized these traits and raised expectations of what a dry cleaner should do for their customers.

#### Why has no national image emerged in this industry with such a long history?

Logistically, it was nearly impossible. With store locations averaging only a 5-mile market radius, a cleaner would need to be on every corner. This is the case in most towns, but all individually owner-operated. Customers constantly had a different experience every time they took their clothes in. Our marketing radius is greater than 25 miles, allowing us to service a much larger customer base from one location, creating consistency in a fragmented industry.

#### What has made you so successful so quickly?

Our success is through our company identity and business concept. Dry cleaning is not necessarily known as a "high class" customer friendly, industry. We are changing that. We guarantee our work 100%, and we've opened the door for life-long customer relationships. We store all customer preferences in our proprietary software database, allowing us to offer the ultimate in personalized customer care.

Not only do we take care of our customers at an unparalleled level, we take care of our business owners that way as well. Our franchisees have support from start to finish: from how to run a route the most efficiently to something as simple as setting up an email account. Corporate takes care of all the details so that our owners are free to focus on more important things, like growing their bottom line.

#### Is it true more millionaires are made in the dry cleaning industry than in any other?

I'm not sure if we are the number one industry, but I know that we are in the top five. Dry cleaning is like the little engine that could. It's not as glamorous as some industries, but the pay off is pretty amazing.

#### Why do people choose your franchise over others within the market?

Identity, identity, identity. We have spent a lot of resources creating the highest quality, most professional, consistent identity. This identity that draws our franchisees to us is the same one that thousands of our customers are also drawn to. We have raised the standard in this industry and are emerging rapidly into the national brand people choose for their dry cleaning needs.

But a national brand isn't just packaged nice. Your substance must match your identity and ours more than lives up it through: proven business systems; multiple marketing campaigns; large, protected territories; proprietary software; assistance with cleaner partnerships; ongoing support; the most efficient route system, and so forth. We offer a simple concept, which if followed correctly, will be extremely successful.

When you think dry cleaning, think Door-To-Door Dry Cleaning®. *The Mobile Laundry Solution™*.

To be a part of revolutionizing an industry, please visit: [www.MyDoor.biz](http://www.MyDoor.biz) or call: (877) 7MY-DOOR