



Rug Doctor

Introduced first direct to consumer model using brand response TV and generated over \$20 million in sales in first 18 months. Retail price point ranged from \$500-\$1200 helped increase rental business 15% year over year growth



“Rick Cesari and his team have been great partners. They learned about our product and produced a great direct response branding campaign that we are proud of and that is working for us financially, sales have increased over 300%! We have experimented with other Agencies, but none has outperformed Cesari.”

-Tim Wall, CEO and President, Rug Doctor, LP