



Topic:
How to Diversify and Make Money in Stone Care

Meet The Experts - Wednesday, October 6, 2021

6:00 PM PST

CFI Production, Meet the Experts, a Webinar Series

Meet The Experts

with Host, Tim Baker and Steve Marsh
1st Wednesday of Every other Month - 6:00 pm PST

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*Dan Humbert:
 Valley Stone Care,
 Third Generation Expert in Stone Care!*

My Father, and his father before him (my Grandfather), passed down the art of Stone Care from generation to generation. I was fortunate to have generations of expertise and knowledge at my fingertips to become the craftsman that I am today.

The stone restorer applies his art by choosing how to make the stone look its best while being ever so conscious of the customers' time and money. I have the pleasure to teach my passion throughout the United States to eager stone restoration students. Please join me on this live interactive webinar on Wed, October 6, 2021 to see if diversifying into Stone Care is right for you. The information that I will be sharing doesn't come from books, but from three generations of experience and

knowledge.

Also, stay tuned for my upcoming CFI hands-on training course in 2022.

Dan will be speaking about:

- Great potential income stream and ROI (Return on Investment).
- How difficult is it to learn and master the stone care craft?
- What necessary equipment do you need?
- How to minimize risk and what to avoid when first beginning.
- How to market this service to existing or new clients.

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Host - Tim Baker

Tim Baker brings nearly three decades of experience to the cleaning industry, starting his career at Chemspec in 1990. Ten years later, Prochem founder Jim Roden persuaded Tim to come work for Prochem and later the industry leader, Legend Brands.

Tim enjoys working with the passionate people within the industry he loves. Tim always goes above and beyond, to help the individual cleaner. Imparting his knowledge and dedicating his time to elevate and assist all of us, is what makes Tim a leader and educator.

It is a pleasure to have Tim be a part of the CFI Webinar series.



Co Host - Steve Marsh

Steve has taught IICRC carpet and upholstery certification classes for over 15 years and for six years taught the only advanced hands-on upholstery cleaning class in the country.

As a contributor to Cleanfax magazine for over 12 years, Steve wrote the column Single Truck Success, making him the longest running columnist for the magazine. He has published two audio seminars, Single Truck Success and Be Competition Free. Steve has developed and taught the Single Truck Success system where owners can profit \$200,000 per year from a single truck.

Steve is currently offering his National Program, Single Truck Success and his business platforms FREE to CFI members.

Produced by CFI - Carpet & Fabricare Institute. This CFI Webinar Series is made possible by the Committee members who see the vision developed by the CFI Board & its members. These members have volunteered to mentor those following in the same path.