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Rainbow International® of Rowlett Franchise Owner Opens Area Business

Local business owner Jerry Toten sees his job as more than just carpet cleaning and structural cleaning and restoration – he also enjoys dealing with the diverse customer base he serves every day.

Jerry is the owner of the **Rainbow International Restoration and Cleaning** franchise of Rowlett. For many years he owned and operated Jerry's Carpet Service.

Jerry will celebrate the grand opening of his new business at 8 AM Wednesday, November 5, 2008 at the Rowlett Chamber of Commerce, 3910 Main Street.

“That’s one of the great aspects of my job,” said Jerry. “Every day brings new faces and challenges. We can help families suffering from water damage get back into their home sooner by using the latest drying technology. In addition, we can clean the carpets after a toddler’s birthday party punchbowl disaster. So many different kinds of wonderful people make up our area that each day is different.”

Jerry became a part of the *Rainbow International* family in August 2008.

“The *Rainbow International* concept of courteous and professional service is what fuels us,” added Jerry. “I believe the key to business success lies in more than just doing a job for the customer. I think building relationships with my customers, in addition to providing top-notch service, is the secret to success. I also believe this philosophy flows over into and enhances my personal life as I treat others as I would like to be treated.”

“Jerry and *Rainbow International* are a terrific addition of world-class front line service for area residents,” said *Rainbow International* president David Bethea. “We’re excited to have him on the *Rainbow International* team and know he will do a great job serving his customers.”

Rainbow International of Rowlett offers comprehensive water, fire and smoke damage restoration and cleaning services to residential and commercial customers.

Rainbow International of Rowlett may be reached at (972) 412-7641 or visit rainbowintl.com/rowlett for more information or to schedule a service appointment.

About Rainbow International®:

Established in 1980, *Rainbow International* is a global franchise organization providing residential and commercial restoration and cleaning services. Recognized by Entrepreneur magazine among its “Franchise 500,” *Rainbow International* franchisees offer a broad range of damage restoration services (ranging from water, smoke and fire damage to carpet and upholstery cleaning and deodorization) to more than 330 locations worldwide. The new Rapid Structural Drying Network of *Rainbow International* has established a network of elite water loss mitigation franchises across the United States. *Rainbow International* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit www.rainbowinternational.com.