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# Cleveland Business

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**Former Browns receiver Joe Jurevicius is cleaning up off the field**

By **Chuck Soder**



Photo by REBECCA R. MARKOVITZ Former professional football player Joe Jurevicius wants to change how people do laundry in Cleveland.

Joe Jurevicius wants your dirty laundry.

The former Cleveland Browns receiver is in the process of launching WashClub Cleveland — a service that will allow people in Northeast Ohio to do their laundry without ever leaving the house.

Think of it like Uber for laundry: You click a few buttons on your computer or smartphone, and soon someone shows up at your door to pick up your laundry. Within 24 to 48 hours, they bring it back, clean and/or pressed.

That “someone” could be Jurevicius himself.

The former NFL veteran — who owns two local laundromats and is opening a third — said he might end up driving a delivery van to get a feel for how the service works.

“People might get a surprise and get a former, has-been football player delivering their laundry,” he said with a laugh.

Jurevicius, who graduated from Mentor's Lake Catholic High School in 1993, bought exclusive rights to represent WashClub in Northeast Ohio. The company that developed the software, WashClub NYC, has roughly 10,000 customers in the New York City area. So far, it has signed licensing deals with laundromat owners in eight other cities, including Cleveland and Columbus.

On Wednesday, June 10, Jurevicius told *Crain's* that the local service would launch within a matter of days. When that happens, people throughout the region will be able to access the service through the WashClub app and at WashClubCleveland.com. The website was not yet up and running on Thursday, June 11.

He plans to serve customers from Avon Lake to Concord out of his two Spins laundromats in Cleveland. He plans to open a third

laundromat under a new brand name, 4th Quarter, in the Collinwood neighborhood by the end of June. Eventually he aims to own 12 stores throughout the area.

The WashClub app will give him a way to serve customers who might not use a laundromat today, Jurevicius said.

Doctors. Lawyers.

Busy parents with a few extra dollars to spend.

"It's reaching out to people who use landscapers. People have ... their driveways plowed. Why not have their laundry done for them?" Jurevicius said.

He also thinks that businesses and schools could use the app.

For instance, he's already convinced his former lawyer, Shannon Polk, to give WashClub a try once it's up and running.

Polk also is a sports agent with IHC Sports in Cleveland. Part of his job is to help young athletes adjust to their new lives as they enter the pros.

Polk plans to tell them to give the app a try. And he might use it to address the growing pile of white dress shirts in his basement.

"I'd be happy about it. My wife would be happy about it. It would save us a lot of time and energy," he said.

Jurevicius was a standout receiver at both Lake Catholic and Penn State University. He was drafted by the New York Giants in 1998. He won a Super Bowl ring with the Tampa Bay Buccaneers following the 2002 season, and he played for the Seattle Seahawks when they went to the Super Bowl three years later.

He played for Cleveland in 2006 and 2007 before being sidelined by a knee injury and a serious bacterial infection. The Browns released him in 2009.

However, he wasn't interested in being "the athlete who blows his money."

His financial adviser, who owns a stake in Jurevicius' laundromat businesses, pointed him in a better direction by introducing Jurevicius to the man who would become his mentor: Bob Schwartz, a Penn State alum who owns the SuperSuds chain of laundromats on the East Coast.

Schwartz, who will represent WashClub in the Washington, D.C., area, encouraged Jurevicius to get into the laundry business.

So Jurevicius spent the next few years learning as much as he could about the industry.

"People would ask, 'What are you doing?' I'd say, 'I'm studying laundromats,'" he said.

The first Spins laundromat on Lorain Avenue opened in June 2013. Jurevicius built that building.

For his second location, he acquired an existing laundromat near East 79th Street and Euclid Avenue. And he gutted the space that will house his new store in Collinwood. He learned something new each time, he said.

Jurevicius also has learned a lot about the washers and dryers in his laundromats over the past few years.

He does a lot of repairs himself — which might be confusing for people who recognize him.

"You'll hear stories. 'Joe must be broke,'" he said with a laugh.

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