

CONSUMER'S GUIDE TO CARPET CLEANING

Read this guide and you'll discover:

- How to avoid four carpet cleaning rip-offs!
- 6 costly misconceptions about carpet cleaning.
- Crawlin' critters and crud: a guide to the slime, grime and livestock that's seeping, creeping and galloping through your carpet.
- Which methods clean best.
- 8 mistakes to avoid when choosing a carpet cleaner.
- The importance of value and price.
- Why you want a clean, healthy carpet.
- 100% no-risk guarantee.
- 4 steps to a fresh, clean, healthy carpet.

Provided as an educational service by:

The Clean Carpet Company

www.TheCleanCarpetCompany.com

Specialists in DRY Carpet Care

636-614-0173



Dear Homeowner,

Choosing a carpet cleaner isn't easy.

Why? Because you're bombarded with misleading advertising, confusing claims and simply bad information.

From super-low prices and high-pressure sales – to unqualified technicians and near-worthless methods – how do you ever find a qualified, competent, professional carpet cleaner?

You start by reading this Consumer's Guide. In this fact-filled booklet, you'll discover how to avoid four carpet cleaning rip-offs, eight mistakes to avoid when choosing a carpet cleaner, and four steps to a fresh, clean, healthy carpet.

We wrote this guide to help you better understand carpet cleaning. Now, with this information, you can make an informed, intelligent decision.

And if you have any questions about carpet, upholstery or tile and grout cleaning, you're invited to call us at **636-614-0173**. We've dedicated our business to educating consumers. We'll be happy to help you in every way.

Cordially,

Jeff Schoonover, Co-Owner
The Clean Carpet Company, LLC
www.TheCleanCarpetCompany.com
Specialists in Dry Carpet Care

HOW TO AVOID FOUR CARPET CLEANING RIP-OFFS



RIP-OFF #1: UNBELIEVABLY LOW PRICE. To some degree, all of us are attracted by low price because we want to work within a budget. But some carpet cleaners use price as the bait for their false and misleading advertising. They offer a cheap price—usually between \$3.95 and \$9.95 per room—and then, once they’re in your home, they pressure you into buying “add-ons.” It’s as if you were buying a car and found that the dealer was charging you extra for the tires and steering wheel.

Carpet cleaning is not as cheap as some unethical carpet cleaners would like you to believe.

RIP-OFF #2: BAIT AND SWITCH. Most of these companies use Hot Water Extraction with dual process carpet cleaning. This method involves the process of shampooing or heavy preconditioning, followed with hot water extraction a.k.a. steam cleaning. Unfortunately, unethical carpet cleaners who use this method often use their dual process as a bait-and-switch technique. Here’s how it’s done: first, they “bait” you with a basic cleaning (single process) at an unbelievably low price. Then, when you call, they try to “switch” you to more expensive dual-process cleaning. If you don’t fall for their switch and choose their basic service, you’ll likely receive poor workmanship using little or no chemicals and they will not guarantee their work.

RIP-OFF #3: UNSUPPORTED CLAIMS. “THIS CLEANING METHOD IS THE BEST.” You’ll read this in almost every ad. You’ll hear this from virtually every carpet cleaner. Remember this: the method that’s best for you is the method that achieves your goal. If you want a method that dries quickly, then a method that takes a long time to dry isn’t the best for you. So before you choose a carpet cleaner, identify your objectives. Then select the method that best reaches those objectives.

RIP-OFF #4: OUTDATED BELIEFS. “DRY EXTRACTION DOESN’T WORK.” This statement usually comes from “wet” cleaners who just don’t understand how Dry Extraction works. We believe that moisture control is key to getting carpets cleaner longer, keeping spots from reappearing, and preventing mold or mildew growth, rippling, shrinkage, or seam splitting as can happen with wet methods. No method is perfect, but we feel that the HOST Dry Extraction method is the best way to go when you want fresh and clean carpet. So, even if you don’t use our company, we’d recommend that you seek out a HOST Dry Extraction professional.

6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING



MISCONCEPTION #1: You should wait as long as possible before cleaning your carpet.

No. Dirt is abrasive-like sandpaper. Every time you step on your carpet, you grind dirt into the carpet fibers. This cuts your carpet, just as if you had used a knife. A dirty carpet will not last as long as a clean carpet. And while vacuuming helps—by itself, it's simply not enough. The longer you wait to have your carpet cleaned, the more damage

you do to your carpet and the faster it wears out.

MISCONCEPTION #2: The only reason to clean carpets is to remove the dirt.

No. As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, car exhaust, cigarette smoke – and hundreds of other chemicals. When you come into your home, you carry those pollens, bacteria and chemicals in your hair and on your skin, clothing and shoes. Not surprisingly, all those chemicals and toxins wind up in your carpet.

If you have allergies, asthma, emphysema, or other breathing problems – one major source of your problem could be the pollens, fungus, smoke and chemicals in your carpet.

MISCONCEPTION #3: One method of carpet cleaning is as good as another.

We disagree. When it comes to carpet cleaning there are many methods to choose from. Some methods are better than others and some can cause damage. Over-wetting the carpet or leaving behind too much shampoo or detergent residue can lead to rapid re-soiling. Our company utilizes a Dry Extraction System to get carpets deep down clean without the inconvenience or risk associated with wet methods. With our system, there's no waiting for

carpet to dry, carpet stays cleaner longer, spots do not reappear, and there is no risk of mold or mildew growth, rippling, shrinkage, or seam splitting.

MISCONCEPTION #4: Having the right equipment is all a company needs to clean your carpets properly.

Not true. Many companies don't train their employees properly which can be very dangerous for your carpet, especially when they are using hot water extraction (steam cleaning) or bonnet cleaning. This is why it's important that you choose your carpet cleaner carefully. The best cleaners are those that have been certified by the Institute of Inspection, Cleaning and Restoration Certification, known as the IICRC. Before you choose a carpet cleaner, ask to see written proof of their IICRC certification. If they don't have them, don't use them!

MISCONCEPTION #5: The company that offers the lowest price is the company you should hire.

No. I've seen so many problems arise from lowest-bid companies that I suggest you NEVER hire the company that quotes the cheapest price. The two most common problems are:

(1) The price may not be for the services you want performed. The company may be equipped to remove only the dirt from your carpet. But you may want dust mites, mold spores, allergens and pollutants to be removed as well.

(2) The price you see advertised may not be the price you pay. Many homeowners have learned that the low price they saw advertised only lasted until the carpet cleaner got into their home. Then they were pressured into paying a lot more for a variety of add-ons. (Some carpet cleaners even break the law by using illegal bait-and-switch tactics.)

MISCONCEPTION #6: Any honest carpet cleaning company should be able to give you an exact price quote over the telephone.

I wish this were true, but it isn't.

Honest, reputable carpet cleaning companies almost never price carpet cleaning by the room. Instead, carpet cleaning is usually priced by the square foot. So if you'd like me to tell you the exact cost of cleaning your carpet, I need to know the exact number of square feet that you want cleaned. To get an accurate measurement, I use a measuring wheel to calculate the exact size of the carpet area.

To give you an idea of how we estimate the cost of cleaning, here are the three things we consider:

First, the type of carpet. Certain types of carpet are harder to clean than other types.

Secondly, the amount of soiling. Carpet that hasn't been cleaned for ten years will take longer to clean than carpet that we cleaned within the last six months.

Third, the amount of furniture we have to move. If you move your furniture, you'll save money.

CRAWLIN' CRITTERS AND CRUD: A GUIDE TO THE SLIME, GRIME AND LIVESTOCK THAT'S SLEEPING, CREEPING AND GALLOPING THROUGH YOUR CARPET.



Asphalt. Bacteria. Car exhaust.
Chemicals. Dirt. Dust. Dust mites.
Earth. Food particles. Fungus.
Germs. Gravel. Grease. Grime.
Grit. Hair. Industrial waste. Lint.
Mud. Pet stains. Pollens.
Pollutants. Rock. Sand. Scum.
Smoke. Soil. Soot. Tar. Tobacco
smoke. Urine. Vomit.

Plus, don't forget living creatures, such as dust mites, fleas and critters that live, hide and breed in your carpet.

(Will you help us? We're trying to find at least one thing that's in your carpet for every letter of the alphabet. And we don't have anything at all for these letters: J, K, N, O, Q, W, X, Y, Z. If you can think of something that could be in your carpet that begins with these letters – or any other letters – please call or write us and we'll consider including them in our next consumer's guide.)

WHICH METHOD CLEANS BEST?



Dry foam: In most cases, the carpet cleaner applies shampoo to your carpet, allows it to dry, and then sucks the dried shampoo into a vacuum. Can you imagine applying shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum? This method can leave dirty and sticky residue in your carpet, which is one reason why we don't recommend it.

Absorbent pad (bonnet cleaning): This method is similar to dry foam, except that the company sets a large cotton bonnet on your carpet and with a floor polishing buffer machine on top "buffs" the carpet. The rotating motion causes the bonnet to absorb dirt from your carpet. This method is also called bonnet cleaning. Bonnet cleaning is like trying to use a large cotton towel or mop to rub the dirt out of your carpet. It's not very effective.

Dry, absorbent compound: This is the method that our company uses and the one we obviously recommend. The HOST Dry Carpet Cleaner product is all natural and contains a balanced blend of moisture and detergent. HOST traps greasy, oily dirt, spots and odors as it is brushed into the carpet. To remove, we vacuum with the HOST extractorVAC machine. Because HOST is a low-moisture cleaner, carpet can be walked on during cleaning and is DRY and ready for use immediately after cleaning.

Hot water extraction: This is a fancy way of saying that a hot water cleaning solution under high pressure is forced into your carpet and then sucked out of your carpet.

The problem with this method is that it leaves carpets wet and requires long dry times and much inconvenience. Untrained technicians can do a lot of damage to a carpet with this method if they're not careful.

Be especially weary of companies that use portable versions of this method. These machines do not have the power to pull much of the water back out of the carpet.

A question to consider:

If Hot Water Extraction (a.k.a. “steam cleaning”) requires that water and detergent be forced down into the carpet under high pressure and then that the resulting dirty water and detergent be sucked back out...

AND the carpets are still damp when the cleaning is complete...

Isn't there still dirty water in the carpet?

8 MISTAKES TO AVOID WHEN CHOOSING A CARPET CLEANER



MISTAKE #1: Choosing a carpet cleaner based on equipment alone - No question, your carpet cleaner needs first-rate equipment. But he also needs something else. He needs employees who are skilled at operating that equipment. Many companies own hot-water extractors, but very few companies teach their employees how to use them properly. The best way to know that the carpet cleaner's employees have been properly trained is to make sure the cleaner has been certified by the Institute of Inspection, Cleaning and Restoration Certification (IICRC). Before you choose a carpet cleaner, ask to see written proof of the company's and the technician's IICRC certification.

MISTAKE #2: Choosing a carpet cleaner based on low price - Low price could be a problem in three ways: (1) low price can be the bait that attracts your phone call. But once the cleaner gets into your home, he pressures you into a much more expensive job. (2) Low price can be for single-process cleaning. Rarely does the consumer know what this means and, when told, asks for dual-process cleaning instead, which costs much more. (3) Low price means the carpet cleaner has cheap equipment, which will not effectively clean your carpet.

MISTAKE #3: Choosing a carpet cleaner based on a single telephone call - Instead, invite the person to your home and ask for a specific written quotation. Then you'll know exactly what the carpet cleaner recommends – and you won't be the victim of high-pressure tactics when the technician steps into your living room.

MISTAKE #4: Choosing a carpet cleaner who doesn't offer a money-back guarantee - In my view, every carpet cleaning company should be fully accountable for its work. And if you aren't pleased with the job in every way, you shouldn't have to pay for it. Period. Not all carpet cleaners offer a guarantee. Or, if they do, the guarantee may be "limited." Ask the carpet cleaner if he offers a money-back guarantee and then make sure the carpet cleaner includes his guarantee on his written quotation.

MISTAKE #5: Choosing a carpet cleaner who isn't certified by the Institute of Inspection, Cleaning and Restoration Certification (IICRC) - If

your carpet cleaner isn't a close friend, you may not know whether he has the knowledge or experience to clean your carpet well. If you want to be sure you're hiring a competent professional, make sure he is IICRC certified. The carpet cleaner must earn that certification through study, experience and successful completion of formal, written examinations. In effect, cleaners who are certified by the IICRC have earned a college degree in carpet cleaning.

MISTAKE #6: Choosing a carpet cleaner who isn't a member of Ethical Services™ (ethicalservices.com). The members of ethical services vow to be ethical at all times and to never use bait and switch tactics in order to sell their services. They are dedicated to educating the consumer so that they can make wise service decisions. They also have very strong guarantees to ensure quality work.

MISTAKE #7: Choosing a carpet cleaner without hearing what others have to say about their work. Any carpet cleaner can say anything about his past jobs. And, sadly, some of what he says may not be true. Make sure you ask for references from current customers so you can depend on the carpet cleaner and his work.

MISTAKE #8: Choosing a carpet cleaner that uses a "wet" method - You might expect this from me, since we don't use this type of system. But there are several good reasons. With the HOST "DRY" system there is no carpet downtime and no danger of over-wetting that can cause spots to reappear (a.k.a. "wicking"), as well as mold or mildew growth, rippling, shrinkage, and seam splitting. There's just no need to take those risks. So, again, even if you don't use our company, please consider using another HOST Dry Extraction professional.

THE IMPORTANCE OF VALUE AND PRICE

Price is what you pay. Value is what you get.

When you select a carpet cleaner, you'll choose from a wide variety of cleaning methods and prices.

Not surprisingly, having your carpet thoroughly cleaned with our dry extraction system costs more than renting a shampooer at the corner grocery store.

If you bought the cheapest carpeting you could find, then renting a small shampooer might be all you need. No question, it will get out some of the dirt – but the key word here is “some.” It will not get out much of the dry dirt and many of the allergens, mold spores and dust mites that are in your carpet.

On the other hand – if you want your carpet to look good and give you years of dependable service – then you need to take extra good care of it. This means you need to have it cleaned by a skilled, qualified technician at least every six months to one year, depending on the amount of soiling and foot traffic it receives. And you need to have it cleaned thoroughly and without excess moisture.



- Ben Franklin

WHY YOU WANT A CLEAN, HEALTHY CARPET!

Which is more important to you: a clean carpet – or a clean and healthy carpet? Yes, I assure you, there is a big difference.

Each carpet cleaning method has advantages and disadvantages. Some methods will get out only the dirt. Other methods will get out dirt and grease. Still others will get out virtually everything. Most will leave your carpets wet. And, to be sure, some are more expensive than others.

If all you want is a cheap, rinse-the-dirt-off-the-top cleaning – which you might find for around \$3.95 per room – then I respectfully ask that you call another company.

But if you want to help protect your family's health from the countless dust mites, mold spores, allergens and pollutants that end up in your carpets, then we invite you to call us.

Our Extraction machine is the most effective DRY cleaning system available today. Likewise, it's one of the most expensive units on the market. But we bought this unit for a good reason: more and more families want the good-health benefits that come from having a fresh, clean and DRY carpet.

You can hire someone for \$25 to \$50 who will suck the dirt off the top of your carpeting and make you think it's clean. Or, if you want the job done right, I'll use my state-of-the-art dry extraction cleaning machine and you'll KNOW they're clean and ready to use.

So if you want a thoroughly clean carpet – if you're willing to invest in your family's good health – you're invited to call us. You'll receive a written estimate, at no cost or obligation. And if you give us the go-ahead, you're further protected with our...

100% NO-RISK GUARANTEE



We want you to be super-pleased – in fact, absolutely delighted – with every cleaning that we do. So every job comes with our iron-clad, risk-free guarantee. What does this mean? Simply this: if you aren't happy with our work, we'll re-clean the problem area for free. And if you still aren't pleased, we'll refund your money. Many companies don't guarantee their work – but we feel nothing is more important than your complete and total satisfaction. We stand behind every job 100%. If you ever have any questions or concerns about our work, PLEASE CALL US RIGHT AWAY at **636-614-0173**.

4 STEPS TO A FRESH, CLEAN, HEALTHY CARPET

If you're thinking about having your carpets cleaned, we encourage you to follow these four steps:

STEP #1: Make a commitment to yourself to get your carpets cleaned. The longer they remain dirty, the sooner they'll wear out. Plus, the longer you have to breathe all the mold spores, allergens and chemicals that hide in your carpet.

STEP #2: List your objectives. Do you want only the dirt removed, something you could do with a rented shampooer? Or do you want to dramatically reduce the dust mites, mold spores, allergens and pollutants that end up in your carpets? Do you want to work with an honest, reputable company – or are you willing to risk working with the company that offers you the lowest price – knowing that the company might not be in business tomorrow?

STEP #3: Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are eight tough questions to ask a carpet cleaner before he begins to clean your carpet:

1. What method of carpet cleaning do you use?
2. What are the benefits of your method over other methods?
3. Are there any concerns that I should have after the cleaning is complete?
4. How often should I get my carpets cleaned?
5. What training have you and your technicians undergone?
6. Are you certified by the Institute of Inspection, Cleaning and Restoration Certification (IICRC) and will you show me your certificate?
7. How do you determine the cost and what is included in the price?
8. Do you guarantee your work in writing?

STEP #4: Once you're satisfied that you're working with an honest, competent professional, invite him into your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost – no surprises.

By following these four steps, you'll gain all the information you need to make an informed, intelligent decision. If you want a quick, cheap carpet cleaning job, many companies in the phone book can help you. Or you can rent a shampooer from the grocery store and do the job yourself.

But if you want to help protect your family's health from the countless dust mites, mold spores, allergens and pollutants that end up in your carpets, then we invite you to call us.

We'll be happy to answer your questions – provide you with a ballpark cost estimate over the telephone – or come into your home and give you a free written quotation – without cost or obligation of any kind. To reach us, call **636-614-0173**.

THANKS AGAIN!

...for reviewing our new CONSUMER'S GUIDE TO CARPET CLEANING. I hope you found this information helpful.

If you have any questions or comments – or if you'd like us to give you an exact written quotation to clean your carpet, upholstery or tile and grout – please call us at **636-614-0173**.

We've dedicated our business to consumer education and service. We'll be pleased to help you in every way. We look forward to your call.

Thanks!

Jeff Schoonover

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