

CONSUMER'S GUIDE TO CARPET CLEANING

**By James Leal
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Specialists in Carpet Cleaning**

Read this guide and you'll discover:

- How to avoid four carpet cleaning rip-offs!
- Six costly misconceptions about carpet cleaning.
- Which method cleans best
- Seven 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
- Four steps to fresh clean healthy carpet.

Provided as an educational service by:



James Leal, Owner

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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, seven 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 or upholstery cleaning, you're invited to call us at 775-787-6540. We've dedicated our business to educating consumers. We'll be happy to help you in every way.

Cordially,

James Leal

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Specialists in Carpet Cleaning
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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 \$15.95-\$19.95 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. Dual process carpet cleaning describes the process of shampooing or heavy preconditioning, followed with hot water extraction cleaning. Unfortunately, unethical carpet cleaners often use 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 chemical 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 cleans the deep-down soil in the carpet, then a method that top cleans only would not be in 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. “HOT WATER DAMAGES YOUR CARPET.” Years ago, many people believed this was true because carpets were damaged by “technicians” who didn’t know how to properly clean using hot water. But today, we know it’s false. By washing and then rinsing your carpet with hot water, your carpet is thoroughly cleaned – in the same way that the person who showers and then rinses off the dirt and soap will be much cleaner than the person who takes only a sponge bath. Obviously, each carpet cleaner will be biased toward his/her own method. And each method does have advantages. So I suggest you look to what carpet manufactures say. Shaw Industries, the largest carpet manufacturer in the world, recommends only hot water extraction cleaning with a truck-mounted unit used by firms that are certified with the Institute of Inspection Cleaning Restoration Certification (IICRC).

6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING

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

No. Dirt is an 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. This cutting causes your carpet to wear out faster. 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 carpet is to remove dirt.*

No. As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust – 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.*

No. The dry cleaning method – which is dry foam, dry chemicals, and dry compound – do not rinse your carpet in any way. Instead they leave a dirty residue. You might say they clean your carpet only halfway. The most effective cleaning method is hot water extraction.

Hot water extraction means a hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet.

Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction as the primary method of cleaning carpets, along with an IICRC approved firm.

Carpet cleaner's use one of two types of hot water extraction. If they use a large unit that operates from a van or truck outside your facility, it's called truck-mount extraction. If they use a small unit that can be brought inside, it's called portable extraction. Shaw's first choice is the truck-mounted unit – and it recommends the small, portable unit only in areas where the truck-mounted unit won't reach.

The truck-mount extraction cleans much better because it heats the water to a high temperature – which breaks up the dirt, bacteria, chemicals and pollens in the carpet. Then the machine uses high suction to draw the dirt and chemicals out of your carpet. This is the method my company uses.

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

Not true. Many companies own hot-water cleaners but very few companies teach their employees how to use them properly. This is why it's important that you choose your carpet cleaner carefully. The best cleaning companies 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 the company's IICRC certification.

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 bacteria, fungus, pollens, dust mites tobacco residues removed as well.

(2) The price you see advertised may not be the price you pay. Many home owners have learned that the low price they saw advertised lasted only until the carpet cleaner got into their home. Then they were pressured into paying a lot more for a variety of add-ons. (Some 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 an electronic device to calculate the exact size of the carpet area.

On which type to choose, Shaw's Technical Bulletin states:

“(cleaning) can be done from a truck mounted unit outside the facility with only the hose and wand brought inside, or where a truck mounted unit cannot reach, by a portable, self-contained system brought into the facility.”

WHICH METHOD CLEANS BEST?

Dry foam: The carpet cleaner applies shampoo to your carpet, allows it to dry, and then, without rinsing, 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 leaves dirty residue in your carpet, which is one reason dry foam is not too effective.

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 to “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 mat to rub the dirt out of your carpet. It’s not very effective.

Absorbent powder: The dry-compound method spreads a moist, absorbent powder through the carpet. The powder is allowed to dry and then sucked into a vacuum. This method leaves dry sponge particles at the base of the carpet yarn. And because the carpet is not rinsed, this method is not very effective.

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.

In a recent Technical Bulletin, Shaw Industries, the world’s largest carpet manufacturer, “recommends the hot water extraction system, which research indicates, provides the best capability for cleaning.”

This isn’t surprising. You see, the truck mounted unit cleans much better because it heats the water to a high temperature – and shoots the cleaning solution into the carpet at higher pressure. This breaks up the dirt, bacteria, chemicals, and pollens in the carpet. Then the machine produces a huge vacuum volume to draw the dirt and chemicals out of your carpet. This is the method my company uses.

No question, the most effective way to clean carpeting is with a hot water unit mounted in a truck. It’s the most powerful cleaning machine on the market and the only machine that cleans your carpet of dirt, harmful bacteria fungus, chemicals, pollens and tobacco residue and dust mites.

Some people believe that hot water damages your carpet, but this isn’t true. By washing and then rinsing your carpet with hot water, we clean your carpet completely – in the same way that the person who showers and then rinses off the dirt and soap will be much cleaner than the person who only takes a sponge bath.

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 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 disinfected, as only a truck-mount hot water extractor can do.

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. Earth. Food particles. Fungus. Germs. Gravel. Grease. Grime. Grit. Hair. Industrial waste. Lime. 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 to us and we'll consider including them in our next consumer's guide.)

4 STEPS TO A FRESH, CLEAN, HEALTHY CARPET

If you're thinking about having your carpet 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 pollens, fungus 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 all the bacteria, fungus, chemicals, and dust mites removed, which will require a hot water truck-mount cleaner, as we use. 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 six tough questions to ask a carpet cleaner before he/she begins to clean your carpet:

1. What method of carpet cleaning do you recommend?
2. What type of equipment do you use to clean carpet?
3. What will your equipment remove from my carpet?
4. How often should I get my carpets cleaned?
5. What training have you had in cleaning carpets?
6. Are you certified by the IICRC and will you show me your certification certificates?

STEP #4: Once you're satisfied that you're working with an honest, competent professional, invite him/her 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 your carpeting to be completely and healthfully cleaned – removing the bacteria, fungus, chemicals, pollens, and tobacco products – then we invite you to call us.

We'll be happy to answer you questions and come into your home and give you a FREE CARPET AUDIT – without cost or obligation of any kind. To reach us, call 775-787-6540

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.

Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction from a truck-mounted unit, and using a portable unit only in areas where the truck-mounted unit won't reach.

Here's why: A truck-mounted unit cleans much better than a portable unit for three reasons:

- (1) It heats the water to a higher temperature. For every 18 degree increase in temperature above 118 degree F°, you double the water's cleaning ability. So if the water temperature is 136 degrees F°, it will clean twice as well as water that is 118 degrees F°. 154 degree water will clean four times as well as 118 degree water. And so on, until you reach a water temperature of 250 degrees F°.
- (2) It shoots the cleaning solution into your carpet at higher pressures, which breaks up the dirt, bacteria, chemicals and pollens. 300 to 400 pounds per square inch is the optimum pressure for truck-mount hot water extraction.
- (3) The machine uses stronger suction to draw the dirt, chemicals, bacteria, pollens and tobacco smoke residue out of your carpet.

Not surprisingly, having a carpet thoroughly cleaned with truck-mount hot water extraction costs more than renting a shampooer at the corner grocery store.

If you bought the cheapest carpet you could find, then renting a small shampooer might be all you need. No question, it will get it out some of the dirt but the key work here is "some". It will not get out many of the pollens, chemical, bacteria and dust mist residues.



Have you ever seen how dirty little boy's pants get when he plays outdoors? If you have, then you know you can brush off his pants and make him think they're clean. Or, if you want the job done right, you can machine wash them in hot water and detergent and you'll KNOW they're clean.

The same is true for your carpet. You can hire someone for \$23 to \$50 who will “brush off” your carpeting and make you think it’s clean. Or, if you want the job done right, I’ll wash your carpets with hot water and detergent using my state-of-the art cleaning machine and you’ll KNOW they’re clean.

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....

200% NO-RISK GUARANTEE

We want you to be absolutely delighted with every carpet and upholstery job we do. So every job comes with our iron clad, risk-free guarantee. If you are not happy with our work, we’ll re-clean the area for free. If you still aren’t pleased, we will pay another company of your choice to re-clean those same areas. 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 200%. If you have any questions or concerns please call all us right away.

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. 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 \$15.95 per room – then I respectfully ask you to call another company.

But if you want to protect your health – if you want to protect your investment in carpeting-if you want to protect your family from the countless bacteria, fungus, pollens and dust mites that reside in your carpet, then you’re invited to call me.

The truck-mounted hot water unit we use is the most effective 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 carpet.

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 or upholstery – please call us at 775-787-6540

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!

James Leal

Fiber Care Plus

Specialists in Carpet Cleaning

Premium member of:

 Ethical Services™



As seen on:



www.ethicalservices.com

and

Institute of Inspection Cleaning and Restoration
Certification (IICRC)



What people are saying about Fiber Care Plus

“James Leal is very personable, professional and thorough and does an exceptional job. Our carpet is eight years old and now looks as good as new. His carpet cleaning is by far the best I have ever seen! I highly recommend his services.” – George Flamer S. Reno Resident

“Fiber Care Plus is the best professional carpet cleaning company we have ever used! From the beginning, customer friendly contact by phone, to the scheduling, quality of service and guaranteed work, they can't be beat! We have done business with them for over four years and plan to keep them as our professional carpet cleaners forever.” -Karla Madison, Reno, NV

“If you really want your carpets clean and your carpets to stay clean, then Fiber Care Plus is the carpet cleaning company for your life. I really trust James and Tanille with my carpets, runners, and wool runners. They do a super job! Tanille is so sweet and always answers the phone with a smile to take care of me. Our society is missing customer service but with Fiber Care Plus you get service, plus a whole lot more! Thanks a lot for your cleanings and I'll see you for many more to come.” - Devon and Rob Parke, Reno, NV

“The quality is beyond any other service. Employees are more courteous than any other. We have many vendors that do work for us, but none are as professional, courteous and have the quality of work that Fiber Care Plus does.” – Lucille Lazarri, Reno, NV

I've tried other carpet cleaning companies and was disappointed with the quality of cleaning. I will stay with Fiber Care Plus. They are professional, on time, they remind you of your appointment, they are reasonable, honest. I can't say enough about them. They do a great job. I would recommend them to anyone. I also love the newsletters.
-Judy Dalton

My search for a qualified carpet cleaning company is over! I can say I am 100% happy with Fiber Care Plus. The technician was knowable and professional. He made my eight year old carpet look brand new. He even worked his magic on removing the red gatorade spot. I will continue to use Fiber Care Plus for all my carpet cleaning needs they have earned my confidence in their ability to really give my carpet a deep cleaning. Thank you Fiber Care Plus!
-Renee Harris

For more check out

www.ethicalservices.com