

Consumers Guide To Choosing a Carpet Cleaning Company

What distinguishes one carpet cleaning company from another?

In this Guide we'll cover a number of important facts and items to assist you in making an informed decision on how to choose a carpet cleaning company.

Here are the items we'll cover:

- * The good, the bad and the ugly in choosing a carpet cleaning company. (This can also be applied when hiring ANY property service company!)
- * Cleaning methods. The most common ones and the method PSC uses exclusively.
- * Benefits of regular carpet cleaning - *why* to regularly clean
- * Cleaning rip-offs - low ball pricing, bait and switch,, and general "Old School Sales Tactics"
- * Phone quotes
- * Questions to ask a carpet and upholstery cleaner before hiring them
- * 100% Money Back Guarantee

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Who Can You Trust?

It's way more than just the question of who can you trust to perform the work you want to have done. That's obvious. What about this: Can you trust just anyone to come into your home? Set aside the question of whether you can trust them around your personal belongings.

Can you trust them around your family?

I've been an independent property services contractor since 1992. Being in the service business for so many years, I've heard stories you wouldn't believe, and probably wouldn't want to believe.

I'm married with 6 children. I won't hire just anyone to work in my home. I don't want shady characters around my wife, my children or my property.

Why would you?

ProServices Clean (which is a division of ProServices Group) is family-owned and operated. When you hire ProServices Clean you'll have either me, a family member (one of my 4 sons) or a carefully screened employee perform all services for you. If I won't have someone work in my own home, rest assured I won't have them work in your home or business.

Cleaning Methods

There Is only one safe way to clean carpet thoroughly and on-location without using damaging amounts of liquid.

1) It's not the rotary method.

Here a shampoo is scrubbed into the surface of the carpet using one large or two small brushes. This does a fair job of cleaning the carpet surface, but the deep down dirt is either untouched or carried deeper into the carpet pile by the shampoo. And this method makes no provision for removal of the shampoo and dirt. The carpet must be vacuumed later in a separate operation.

2) It's Not The Rotary/Bonnet Method.

Such procedures may brighten the surface but can't remove the dirt deep in the carpet pile. Result: embedded dirt works up quickly to the surface to resoil the carpet.

3) It's Not The "Steam" Method.

In the first place, no steam is actually used - probably a good thing since live steam would be disastrous to your good carpet. Actually the "steam" is only hot water that is sprayed into the carpet.

In most cases, little more than half of the dirt bearing water is actually extracted from your carpet. The remainder is left behind and can result in soggy carpet, browning, mildew, shrinkage, or damaged carpet backing, padding and floors.

4) Then What Method Is It???

At **ProServices Clean** we use the Von Schrader LMX Low Moisture Soil Extraction System™.

Unlike both portable and truck mount water systems, which are produced and sold by dozens of different manufacturers, the Von Schrader LMX Low Moisture System™ is patented, manufactured and sold by only one company - The Von Schrader Company.

* The Von Schrader LMX Low Moisture Soil Extraction System uses a low moisture foam, not gallons of water to clean your carpets. And this Low Moisture Foam isn't even a little bit sticky - so there is almost no chance for re-soiling after your carpets have been restored.

* A cylindrical brush cleans down to the base of the carpet (unlike rotary brushes which merely clean the surface!)

* Vacuums immediately - powerful extractor lifts out the dirt laden low moisture foam in seconds.

Here's how it works:

Only the Von Schrader LMX Low Moisture Soil Extraction System™ applies a dirt emulsifying low moisture foam, brushes it thoroughly into the carpet (the brush is cylindrical and is shaped like a paper towel roll) and removes both the foam and dirt immediately before it can sink back down into the carpet.

Only the Von Schrader LMX Low Moisture Soil Extraction System™ has this PATENTED feature.

Because only foam containing 10% moisture is used, your carpet is ready for use within 1 to 2 hours.

And there is ZERO chance of shrinkage, soggy carpet, browning, mildew, or damaged carpet backing, padding and floors or disgusting "sour" smells.

ProServices Clean's technicians are all certified through the Von Schrader company using the LMX Low Moisture Soil Extraction System™ to clean carpets, and the Von Schrader Upholstery Cleaning System, which utilizes the same low moisture foam technology to clean all types of upholstery including leather and Haitian Cotton.

We researched every type of carpet cleaning equipment for nearly three years before we offered this service. We've also used many of the different methods firsthand.

The Von Schrader LMX Low Moisture Soil Extraction System™ is the ONLY system we would use in our own home and business!

Benefits of Regular Carpet Cleaning

1) Dirt is an abrasive - like sandpaper. Every time you step on the carpet, you grind dirt into your carpet fibers. This cuts your carpet, just as if you used a knife, causing it to wear out faster. A dirty carpet will not last nearly 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.

2) Some people feel the only reason to clean carpets is to get the dirt out. There are other reasons as well.

As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust - and hundreds of other chemicals. When you and your family members 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, pollens and bacteria wind up you guessed it - in your carpet.

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

In addition, as you may know, tobacco smoke contains over 4000 different chemical compounds, 43 of which cause cancer. And even if you don't smoke, those chemicals get in your shoes; you track them in to your home and leave them in your carpet.

If you're sensitive to cigarette smoke, you might find that you'll breathe easier after you hire a company to get those harmful chemicals out of your carpet. So in addition to getting rid of dirt, another important reason to clean your carpet is to get rid of pollens, fungus, bacteria, chemicals and the tars and residue from tobacco smoke.

It's important to schedule carpet and upholstery cleaning services at regular intervals. These intervals can be monthly (for businesses), quarterly, semi-annually or at the very least on an annual basis.

Carpet Cleaning Rip-Offs

The price you see advertised may not be the price you pay.

Many homeowners have learned that the low price they saw advertised was not the amount they were charged.

And if you've ever hired a carpet cleaner, you too may have been the victim of false or misleading advertising. You probably learned the hard way that some carpet cleaners offer a cheap price - usually between \$3.95 and \$9.95 per room - and then pressure you into paying a lot more once they get inside your home. Some of them may even break the law by using illegal bait-and-switch tactics.

As in all businesses and professions, the carpet cleaning industry has its share of bad apples. I take no pleasure in telling you this, but some are unethical, and sadly a few are dishonest. By their misleading advertising and false promises, they cast a dark shadow on our entire industry.

Then you'll find other carpet cleaners - professionals like **ProServices Clean** who work hard to earn your trust and respect.

As a way of improving our profession, I've dedicated my business to educating the public. The only way

you can make an intelligent decision is to have all the facts you need. This is why I've printed this message.

Phone Quotes & Questions to Ask Before Hiring a Carpet Cleaner

Should a carpet cleaning company be able to give you an EXACT price over the phone?

I wish this were true, but it isn't. While we CAN give you a basic price, there are certain things that must be factored in.

First, honest, reputable carpet cleaning companies usually price carpet cleaning 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 have a measuring wheel I use to calculate the exact size of the carpet area.

There are situations where there can be a basic price per room, up to certain number of square feet. All legitimate companies may also have a basic Minimum Job Cost just to show up. This is simply a reality of being in business.

You'll be glad to know that the carpet area to be cleaned is not nearly as great as most people think. For example, if you want your entire home cleaned and your home is 2000 square feet, the amount of carpeting to be cleaned might be only 1200 square feet. This is because most home measurements are outdoor measurements. Plus I deduct the area taken up by walls, room dividers and the like. The result is that the actual area to be cleaned may only be about 60% of the square footage of the home.

So even though we can't give you an exact quote over the telephone, here are things that must be considered when quoting a price.

First, the type of carpet. Certain types of carpet are harder to clean than others. So before I can give you a quote, I need to know the type of carpet you want cleaned.

Second, the amount of soiling. Carpet that hasn't been cleaned for ten years will take longer to clean than a carpet that has been cleaned in the last six months.

Third, the amount of furniture that has to be moved. If we have to move your furniture, the bid must include that labor. But if you move your furniture, you'll save money.

To recap, we consider the type of carpet, the amount of soiling, and the amount of furniture that has to be moved or worked around. So, as you can see, every quote is different.

The following are our four recommendations:

Recommendation # 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, chemicals and dust mites that live in your carpet.

Recommendation # 2: List your objectives. Do you want only some of the surface dirt removed, something you could do with a rented machine? Or do you want the bacteria, fungus and chemicals removed which will require the Von Schrader LMX Low Moisture Soil Extraction System™, like 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 company probably can't perform the service like we can, or even be in business tomorrow?

Recommendation # 3: Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are the some questions I suggest you ask:

1. What method of carpet cleaning do you recommend?
2. What type of equipment do you use to clean carpet?
3. What does your equipment remove from my carpet?
4. What type of chemicals do you use? Are they safe?
5. How often should I get my carpets cleaned?
6. What training and experience does the person coming to my home have?
7. Are you a member of any trade associations, and if so which ones?
8. Do you guarantee your work?
9. Do you have general liability insurance or workers compensation?
- 10) How long have you been in business?

Recommendation # 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 recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want a cheap surface carpet cleaning job, many companies in the phone book can help you. Or you can rent a shampooer and do the job yourself.

But if you want the carpet to be thoroughly cleaned - removing the bacteria, fungus, chemicals, pollens, dust mites, and tobacco products - then I invite you to call me.

I'll be happy to answer your questions, provide you a cost estimate over the phone or come into your home and give you a free written quotation - without obligation of any kind. To reach me, call 484.639.3112.

100% Money Back Guarantee

One last thing I want to mention is our guarantee. It is simply this: "**The Most Incredible Carpet Cleaning Ever Seen or It's Free**" That is right; if you are not satisfied we will promptly return to re-clean any and all areas of concern. And if you are still not satisfied we will refund 100% of your money.

Fair Enough?