

# CONSUMER'S GUIDE TO CARPET CLEANING

Read this guide and you'll discover:

- How to avoid four carpet-cleaning rip-offs!
- Six costly misconceptions about carpet cleaning.
- Crawling critters and crud. What's in your carpet?
- 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.
- 200% NO-RISK Guarantee
- Four steps to a fresh, clean, and healthy carpet.

**Appointments: 303.441.9555**

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Dear Homeowner,

Choosing a carpet cleaner isn't easy 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, and healthy carpet.

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

If you have any questions about carpet or upholstery cleaning, You're invited to call us at 303.441.9555 or 970.498.9555. We've dedicated our business to educating consumers, we'll be happy to help you in every way.

Cordially,

Keith Wroblewski  
Owner  
Carpet Masters



**Keith Wroblewski**

I am the owner of Carpet Masters. I have been in the Cleaning Service Industry for 17 years.

The Institute of Inspection, Cleaning, and Restoration Certification (IICRC) certifies my company. We have a commitment to training, as our technicians carry over 20 certifications.

I have dedicated this business to helping homeowners get the highest return for their carpet and hard surface floor covering investment. I welcome your inquiries and will gladly answer your questions. You can email me at [wroblewskifamily@cs.com](mailto:wroblewskifamily@cs.com)

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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 \$13.95 and \$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 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 the best for you. So before you choose a carpet cleaner, identify your objectives. Then select the method that best reaches those objectives.



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**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. Each 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 carpets.**

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. This cutting may cause your carpet to wear out faster. A dirty carpet will not last as long as a clean carpet. While vacuuming helps – by it self, it's simply not enough. The longer you wait to have your carpets 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 the 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 in to 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 methods – which are dry foams, 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 cleaners 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—they recommend the small, portable unit only in areas where the truck-mounted units won't reach.

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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 carpets. Then the machine uses high suction to draw the dirt and chemicals out of your carpet. This is the method Carpet Masters uses.

**MISCONCEPTION #4: Having the right equipment is all a company needs to clean your carpets 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 and also for the certification of the technician who is going to do the job! 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 bacteria, fungus, pollen, dust mites and tobacco residues 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 lasted only until the carpet cleaner got into their home. Then they were pressured into paying a lot more for a variety of ad-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.

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

- (1) First, the type of carpet. Certain types of carpet are harder to clean than other types.
- (2) Second, the amount of soiling. Carpet that hasn't been cleaned for ten years will take longer to clean than carpet that we cleaned with the last six months.
- (3) Third, the amount of furniture we have to move. If you move your furniture, you'll save money.



## **CRAWLIN' CRITTERS AND CRUD**

### **What's in your carpet?**

- Asphalt
- Bacteria
- Car exhaust
- Chemicals
- Dirt
- Dust
- Earth
- Food particles
- Fungus
- Germs
- Gravel
- Grease
- Grime
- Grit
- Hair
- Industrial waste
- Lint
- Mud
- Pet stains
- Pollens
- Pollutants
- Rocks
- 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. 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 letter – or any other letters – please call or e-mail us and we'll consider including them in our next consumer's guide.)

## **7 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/she also needs something else: 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, they pressure 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 could mean 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 detailed 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. If you aren't pleased with the job in everyway, 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/she offers a money-back guarantee and then make sure the carpet cleaner includes the guarantee on your written quotation.

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**MISTAKE #5: Choosing a carpet cleaner without getting comments from his/her other clients.**

Any carpet cleaner can say anything about their past jobs. Sadly, some of what is said may not be true. Make sure you ask for references or read comments from current customers so you can depend on the carpet cleaner and his/her work.

**MISTAKE #6: 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 or not he/she has the knowledge or experience to clean your carpet well. If you want to be sure you're hiring a competent professional make sure they are IICRC certified. The carpet cleaner must earn the 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 #7: Choosing a carpet cleaner who doesn't use a truck mounted, hot water extraction system.**

You might expect this from me, since my employees and I use this type of system. But, there are several good reasons. Portable hot water systems are good, but they aren't as good as truck-mount systems. Truck-mount systems are the Rolls Royce of carpet cleaners. Compared with portable hot water systems, truck-mount systems use hotter water, higher pressure and stronger suction. So all the way around, you get a much better job. No two ways about it!

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## 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 very 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 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 mat to rub the dirt out of your carpet. It’s 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.”

You can choose from two different types: Truck-mount extraction, which is done with a large machine mounted in a truck or van, or portable extraction, which is done with a small, hand-held unit.

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.”

As you can see, Shaw recommends the truck-mounted unit first.

This isn’t surprising. You see, the truck-mounted unit cleans much better because it heats the water to 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. The machine produces a huge vacuum volume to draw the dirt and chemicals out of your carpet. This is the method my company uses.

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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 effectively cleans your carpet of dirt, harmful bacteria fungus, chemicals, pollens, 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 takes only a sponge bath.



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## 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 only using a portable unit for areas where the truck-mounted unit won't reach. Here's why: a truck-mounted unit cleans much better than portable unit for three reasons:

- (1) It heats the water to a higher temperature. For every 18 degrees increase in temperature above 118 degrees 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. Water at 154 degrees will clean four times as well as 118 degrees water, and so on, until you reach a water temperature of 250 degrees F.
- (2) It shoots the cleaning solution into you carpet at a higher pressure, which breaks up the dirt, bacteria, chemicals and pollens. The optimum pressure is 300 to 400 pounds per square inch for truck-mounted 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 a truck mounted hot water extraction unit costs more than renting a portable 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 many of the pollens, chemicals, bacteria and dust mites residues.

On the other hand – if you want to preserve the quality of your carpet and have it continue 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. You need to have it cleaned thoroughly and disinfected, as only a truck-mounted hot water extractor can do.

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## **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 only the dirt. Other methods will get out dirt and grease. Still others will get out virtually everything. 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 \$13.95 per room, then I respectfully ask you to call another company.

However, 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 Carpet Masters.

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

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Have you ever seen how dirty a little boy's pant get when he plays?

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 per room who will "brush off" your carpeting and make you think it's clean. Or, if you want the job done right, we will 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. Plus if you give us the go-ahead, you're further protected with our 200% No Risk Guarantee.

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## **200% NO-RISK GUARANTEE**

We want you to be super pleased – in fact, absolutely delighted with every carpet and upholstery job we do. So every job comes with our 200% iron clad, risk-free guarantee. What does this mean? Simply this: if you aren't happy with our work, we'll re-clean the area for free. If you still aren't pleased, then I will refund your payment in full and on top of that I will pay another company to clean your carpets. 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 ever have any questions or concerns about our work, please call us right away.

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## 4 STEPS TO A FRESH, CLEAN, AND 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 carpets.

**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 seven important questions to ask a carpet cleaner before he/she begins to clean your carpet:

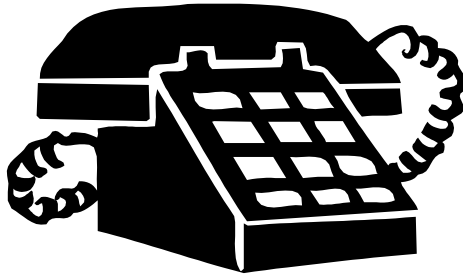
- (1) What method of carpet cleaning do you recommend?
- (2) What type of equipment do you use to clean carpet?
- (3) What will your equipment remove from my carpets?
- (4) How often should I get my carpets cleaned?
- (5) What training have you had in cleaning carpets?
- (6) Are you certified by the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

**STEP #4:** Once you're satisfied that you're working with a honest, competent professional, invite him/her into you home and ask for a detailed 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 yellow pages can help you. Or you can rent a shampoo machine 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 your questions and come into your home and give you a FREE CARPET AUDIT—without any cost or obligation of any kind. To reach us, call 303.441.9555 or 970.498.9555



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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 303.441-9555 or 970.498.9555.

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.

Sincerely,

Keith Wroblewski  
Owner  
Carpet Masters

## Testimonials

**Shane Butterfield:** “Friendly, personable, expert, quality oriented. With our new looking carpet, first impressions will go a long way.”

**Carie Mahan:** “Friendly staff, prompt service. Great job with carpets. Very knowledgeable.”

**Jenny Evarts:** “Last time when the stain couldn’t come up, technician made a special trip back with a different cleaner to try on the stain.”

**Alinga Allen:** “Crew has uniform shirts, truck looks good. Arrived on time, courteous, and helpful with moving items.”

**Cindy Adams:** “My puppy has had many “accidents”. You have removed them greatly. You do a great job. Very happy with your service.”

**Cheryl Dial:** “Removed, numerous stains (pop, coffee, etc) Also used you when my son’s waterbed broke & you had to dry out carpet, floor & re-stretched the carpet back into place. EXCELLENT!”

**Kelly Craig:** “easy to schedule an appointment. Never a problem, always on time, does a thorough job.”

**Roxanne Slater:** “I had a flood in my basement, and Carpet Masters was able to get discoloration out of my carpet. Carpet Masters also was able to remove Vaseline stain from my carpet.”

**Alyssa Capritta:** “My 18 month old son rubbed A&D ointment on our couches and carpet. Carpet Masters was able to remove all the stains and the technician also removed a milk spill/smell from the carpeting in my new van.”

**Nancy Dudek:** “Persistence in getting out tough stains. Technician had a pleasant demeanor.”

**St Andrew Presbyterian Church:** “The carpet in our parlor looks better then it has in years. Tony was able to get out almost all of the stains!!”

**Marie Raines:** “The urine stains are gone and my carpets look great, like they are new again.”

Find more testimonials online at [www.colorado-carpet-masters.com](http://www.colorado-carpet-masters.com).