

**Consumer
Awareness
Guide**

By

Rich Moore

Hi! This is Rich Moore. I'm grateful for the opportunity to provide you with information about carpet cleaning and help you choose a carpet cleaning company.

I'm the owner of PowerPro Carpet Cleaning. I've been in the carpet cleaning business for over 22 years. And in that time, I've learned that carpet cleaning is the subject of much confusion. In fact, people have so many misconceptions about carpet cleaning that I decided to offer this consumer education message so when you select a carpet cleaning company, you can make an informed intelligent decision.

In just a moment, I'll share with you six costly misconceptions about carpet cleaning. Plus I'll offer four recommendations. And I'll give you seven questions you should ask a carpet cleaner before you invited him into your home.

If you'd like to skip over this consumer information and just call me or my staff directly you can reach us at 1-800-253-2669

Now, here's

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 the carpet, you grind dirt into your carpet fibers. This cuts your carpet, just as if you had 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.

People who have had their carpets shampooed or steam cleaned in the past may have noticed that the carpet has re-soiled rapidly. This is due to the amount of soap scum that has been left in the carpet from the carpet cleaner's inferior cleaning process. You see, when carpet is wet for 24-48 hours after cleaning with shampoo the water evaporates and the soap remains in the carpet leaving behind soap residue or soap scum attracting soil and dirt onto the cleaned carpet. This will NOT happen with our cleaning process because of the NEW process that we use Guaranteed!. We do NOT Steam clean nor do we Shampoo or use any soap, detergent, surfactants, or harsh chemicals. We do use an all natural cleaner and degreaser. We also have the benefit of having carpets cleaned and dried in 2 hours and they are left soft, fluffy like it was brand new.

Misconception #2: The only reason to clean carpets is to get out 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 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 on your shoes, you track them in to your home and you leave them in your carpet.

If you're sensitive to cigarette smoke, you might find that you'll breath 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.

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

No. You can choose from two primary methods: Dry cleaning or hot water extraction.

First, I'll explain dry cleaning. Many people believe that dry cleaning your carpet is like dry cleaning your clothing. This is not true. All carpet cleaning methods use water in one form or another. Here are the some methods of dry cleaning carpet.

When a carpet cleaner uses dry foam, he applies shampoo to your carpet, allow 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 a residue in your carpet, which is one reason dry foam is not very effective.

The dry-compound method spreads an absorbent mixture that looks like wet sawdust all over your carpeting. Then the machine brushes the mixture into the carpet, which in theory causes dirt to absorb into the mixture. When the mixture has dried, a vacuum cleaner sucks the material out of the carpeting. Because the carpet is not rinsed in any way, this method is not very effective. Carpets should not be over wet and filled with shampoo and other residue types of soapy solutions. So then how does PowerPro Carpet Care clean the carpet? First we use a heavy duty commercial grade vacuum to remove all the ground in soil and dust and dust mites and debris that are in your carpet, then we spray a mist of our cleaning solution onto your carpet which will dampen your carpet fibers but **will not** penetrate into your carpets backing and padding. (this can cause buckling and even worse bacteria and mold spores) We use an all natural cleaner and degreaser which has ZERO soaps and detergents and surfactants. Then we use a special machine and a solution scrub brush to gently scrub the carpet and loosen all the stains and traffic area's , then we use a special cotton bonnet pad which is very absorbent and will remove all the soil and stains, traffic area's and all the problems in the carpet leaving it clean, fresh and fluffy. Then we rake and groom the carpet and then we do a final inspection to make sure that all the carpet is completely cleaned and if needed a spotting solution will be used if there are any stubborn spots and stains left from the regular cleaning process.

The second carpet cleaning method is called hot water extraction. This is a fancy way of saying that a hot water cleaning solution under high pressure is forced into the carpet and then sucked out of the carpet. This method is also referred to as steam cleaning even though steam is not used. Heavy soaps and detergents are used in cleaning the carpets and left in for 24-48 hours, this can cause rapid resoling and over wetting as described above.

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

Not true. Many companies own carpet cleaning machines -- but a large number of employees don't know how to use them. You probably know someone who bought the newest computer on the market -- but didn't learn how to use it for a year or more. The same is true with carpet cleaning machines. The company may own good equipment, but the employees may not know how to use it correctly. This is why it's important that you choose your carpet cleaner carefully.

The best carpet cleaning companies are those that have been certified by the Institute of Inspection, Cleaning and Restoration Certification, known as the IICRC. A carpet cleaning company cannot buy this certification. The carpet cleaner must earn the certification through study, experience and the successful completion of formal, written examinations. Cleaners who are certified by the IICRC have, in effect, earned a degree in carpet cleaning.

The IICRC provides written credentials to the companies it certifies. So 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.

Maybe -- but not always. Here are two important points to consider.

Point #1: The price you see offered may not be for the services you want performed. Before you select a company, decide what you want to accomplish. If you want the carpet cleaner to remove only some of the dirt, you can choose from hundreds of companies that use small shampooers or other cleaning methods. Or, you can even rent a machine at the grocery store and do the job yourself.

On the other hand, if you want your carpet thoroughly cleaned -- if you want to remove the harmful dirt, bacteria, pollens, chemicals and tobacco residues -- then you need to hire a professional company. This is the only way to assure that your carpet remains healthy and free from dirt, disease-causing bacteria, and hurtful chemicals.

So remember that the price you see offered may not be for the services you want performed.

Point #2: 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 me 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 made this book and recorded this message 1-888-266-7062 ex. 9006

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. Consumers often think that if they want to clean four rooms and the price is \$6 per room, then the price will be \$24. But this isn't always true.

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 tape I use to calculate the exact size of the carpet area.

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 is usually only about 60% of the square footage of the home.

So even though I can't give you an exact quote over the telephone, here are things I consider 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 carpet that was cleaned within 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, I consider the type of carpet, the amount of soiling, and the amount of furniture that has to be moved. So, as you can now imagine, every quotation is different.

If you're thinking about having your carpets cleaned, I offer these 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 the surface dirt removed, something you could do with a rented machine. Or do you want the deep soil and stains along with traffic area's removed and not to mention the bacteria, fungus and chemicals removed, which will require a professional cleaner, like I am. 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 might not 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 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. How often should I get my carpets cleaned?
5. What training have you had in cleaning carpets?
6. Are you a member of any trade associations and, if so, which ones?
7. Are you certified by the IICRC and will you show me your certificate?

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 quick, cheap 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 your carpeting to be completely and thoroughly cleaned -- removing the bacteria, fungus, chemicals, pollens, and tobacco products -- then I invite you to call me.

I'll be happy to answer your over the telephone -- or come into your home and give you a free written quotation -- without obligation of any kind. To reach me, call 1-800-253-2669

Here's one last point: I know that many consumers are skeptical about carpet cleaning companies. Before I got into the business, I was skeptical too. So in addition to dedicating my business to consumer education, I do one more thing as well.

I guarantee my work. That's right. I fully guarantee every carpet cleaning job we do. If you aren't happy with our work, we'll reclean the area for free. And if you still aren't pleased, you pay nothing. Not one cent.

What could be more fair?

As a matter of fact, add this question to the list. Question #8 is "Do you guarantee your work?" Not all companies do -- and it's important that you have this information before you make your decision.

Thanks very much for reading this. I hope you found this consumer message helpful. If you have questions or comments -- or if you'd like to schedule a free, in-home quotation, please call me at 1-800-253-2669.

On behalf of PowerPro Carpet Care -- I thank you for your kind attention.

This is Rich Moore