

Consumer's Guide To Carpet Cleaning

By

George Heuvelman

Enviroclean of Illinois, Inc

Read this guide and you'll discover:

- How to avoid 2 Huge rip-offs used by unethical carpet cleaners!
- 6 costly misconceptions about carpet cleaning.
- Which method cleans the best.
- 8 mistakes to avoid when choosing a carpet cleaner.
- The importance of (PVC) Price, Value, and Cost.
- Why you want a Healthy carpet.
- 100% iron clad no-risk guarantee.

Provided as an educational service by

Enviroclean of Illinois, Inc

Experts in Health & Hygienic Standards for Carpet,
Upholstery, and Tile & Grout Cleaning

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READ BEFORE YOU HIRE YOUR NEXT CARPET CLEANER



George Heuvelman is the owner of Enviroclean of Illinois, Inc. He and his wife Cathy have been working together since 1985. George has written numerous technical papers and articles regarding health and hygienic standards in the cleaning industry. He has also invented and patented dozens of devices for the cleaning, pharmaceutical, medical, lawncare, and housewares industries. He consults regularly with medical facilities, the healthcare industry, colleges, and NFL football teams regarding health standards in all phases of cleaning.

I have dedicated this business to helping homeowners cut through the misinformation and get the best quality carpet cleaning value. Cleaning is either a Health or a Cosmetic activity. When you choose Enviroclean, you can rest-assured that we guarantee the best of both, or its Free. I welcome your inquiries and will gladly answer your questions over the telephone, email, or Facebook

Enviroclean of Illinois, Inc

SPECIALISTS IN HEALTH & HYGIENIC CARPET AND TILE CLEANING

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website: www.HealthyCarpetCleaner.com

Here's a special offer for you.

We will provide you with a FREE consultation of your carpeting (at no cost to you) we will even give you ONE FREE Room of carpet cleaning up to 100sf for FREE. If you decide not to use our services it will cost you nothing, zip, nada, nothing, not a penny.....I think you get the idea. How many companies will clean one room for free. You see what we can do before actually buying our services.

OUR PROMISE TO YOU... WE GUARANTEE THE MOST THOROUGH CARPET CLEANING OR IT'S *FREE*

THANKS AGAIN!



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.

If you think all carpet cleaning companies are the same, then your decision is very simple...choose the company with the lowest price. Do your homework, because finding a professional, reputable, honest company may take a little bit of effort, but it will be worth it when you receive quality results. Often times, the first question we are asked by a telephone caller who has not done their research is, "How much to clean my carpets?" The caller is either not sure what to ask, or believes that all carpet cleaners are the same, and is looking for the lowest telephone price. I know that I can't give you a price on the phone, because every carpet has different issues to address. We have clients with dog urine, some with allergies, and some that have never had their carpets cleaned correctly. Every home has a different issue, and there are corrective actions which are specific for each issue that we are presented with.

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We'll be happy to answer your questions

And....

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 begin by reading this Consumer's Guide. In this fact-filled booklet, you'll discover how to avoid the 2 huge carpet cleaning rip-offs, eight mistakes to avoid when choosing a carpet cleaner, and six misconceptions about carpet cleaning.

We wrote this guide to help you better understand carpet cleaning and how to identify the warning signs to watch for. Now, with this information, you can make an informed decision, and you'll be ready to ask the questions.

I am here to answer any questions about carpet, upholstery, or tile and grout cleaning.

Cordially,

George Heuvelman

Enviroclean of Illinois,

**Specialists in Health & Hygienic Carpet Cleaning
100% guaranteed the Most Thorough Carpet Cleaning or its FREE**

The 2 Huge carpet cleaning

Rip-offs to AVOID .

RIP-OFF #1: (Bait and Switch) 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 \$29.95 per room—and then, once they're in your home, they pressure you into buying expensive “add-ons.” They are high-pressure salesman and not going to leave until you agree to buy one of their upsells. They give a black eye to the carpet cleaning industry which makes you as the buyer wary of hiring carpet cleaners. Honest ethical professional carpet cleaners never bait with low priced room charges. If it sounds too good to be true...it probably is. No ethical carpet cleaning company will base their rates by the room.

RIP-OFF #2: Dry chemical or foam shampoo types of carpet cleaning. The fact is that you would never “dry” clean your dishes, countertops, or bathrooms, so why would you attempt to dry clean the giant floor filter which has trapped all of the airborne germs? Foam shampoo cleaning means that the service technician scrubs a foamy-soap into your carpeting and then lets it dry with the hope that vacuuming it after it dries will remove the soap and dirt. Imagine soaking your hair with shampoo, and then letting it dry, or washing your clothing in the clothes washer and then letting the clothing dry with all the soap still in them. Your clothes and hair may perhaps “look” better, but the soap residue would be terrible, and worst of all would contribute to additional problems. All soapy residues are enemies of carpeting. Dry chemical (carbonated) cleaning was created under the belief that hot water hurts carpeting. Shaw Industries the worlds largest carpet maker, only recommends hot water extraction with a truck-mounted system by certified technicians.

Why you Need Healthy Carpeting

Carpeting that “looks” good may not necessarily be healthy. Which is more important to you?: a cosmetically enhanced carpet – or a healthy carpet? Yes, I assure you, there is a big difference.

Most carpet cleaners clean primarily to make carpeting “look” good, and then they wrongly assume that it must be healthier because it looks better. Most carpet cleaning efforts actually contribute to an unhealthy home, because the technicians are not trained properly, and they do not follow health and hygienic cleaning standards. Carpeting “cleans” the air and removes airborne contaminants which makes your indoor air quality much healthier.

The biological contaminants living in your carpeting need to be removed as they build up. At Enviroclean, our focus is to remove the biological contaminants which are living in the carpeting, and after we've done that correctly, then the side effect is carpeting that looks great and lasts longer.

If you want to protect your health – protect your investment in carpeting – if you want to protect your family from the billions of: bacteria, dust mite feces, fungus, pollens and dust mites that reside in your carpet, then I invite you to call me and your carpet and after we perform our service, your carpeting will feel clean, soft, and smell great with no deodorizing chemicals.

A typical day for us produces extraordinary results for our clients.

Properly cleaned carpeting will help to reduce the volume of indoor air impurities. Carpeting cleans the air by trapping the contaminants as they land, and then not allowing them to become airborne once again. Smooth floors such as wooden floors cannot capture the contaminants and those contaminants land upon the floor, and then freely return back into the air with the smallest disturbance, where they can once again infiltrate the next human body they come into contact with.

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

FALSE. 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, we will schedule a FREE carpet cleaning consultation and you will have the exact amount in writing.

To give you an idea of how we estimate the cost of cleaning, here are several issues we must consider.

1. The type of carpet. We determine what the carpeting is made of; nylon, polyester and olefin are examples. Certain types of carpeting are harder to clean than other types.
2. The amount of soiling. Carpeting that hasn't been cleaned for a year or more will require additional efforts to improve versus carpeting that we have cleaned within the last six months.
3. The amount of furniture we have to move. If your house is free flowing without us moving very much furniture, that will save you money.
4. Are we cleaning for health, appearance, or both? Do you have allergies or asthma? Pets stains, bleached stains, red stains, or you may have a compromised immune system.
5. There are many other issues which we take into consideration as well. If a carpet cleaner gives a price without addressing those, how do you know if they're going to fix them?

8 MISTAKES TO AVOID WHEN CHOOSING A CARPET CLEANER

MISTAKE #1: Choosing a carpet cleaner based upon 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 truck-mounted (van-mounted) 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 upon lowest price. You've heard the axiom, "You get what you pay for." Nowhere is that truer than in the carpet cleaning industry, therefore, you need to be aware of the scams out there, which is why I wrote this guide. If you think that all carpet cleaners are the same, then your job is simple, just look for the cheapest price. Think about it, is there even one person who is exactly the same as another? Apply this to your own industry...Are all of the companies and people who work for those companies the same? Of course not. Some of us have greater motivation, knowledge, inspiration, drive, determination, goals in life. Some carpet cleaners strive to improve all the time, some have no clue what they're doing, but their business card says that they are a carpet cleaner. Do your homework, I can't emphasize that enough. I have heard enough horror stories to fill the pages of an encyclopedia.

MISTAKE #3: Choosing a carpet cleaner based upon a 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 without getting comments from his other clients. Get references. 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 or read comments from current customers so you can depend on the carpet cleaner and his work or request to see video testimonials from actual customers.

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 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. At Enviroclean, we go a step further. Our technicians are educated and required to learn about biological contaminants which reside within your home.

Misconception #4: Having the right equipment is the only thing a company needs to clean your carpeting.

FALSE. Many companies own van-mounted hot-water extraction cleaners, but very few companies understand and then 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, and those which have received extensive training with health and hygienic cleaning standards.

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

FALSE. 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 lowest priced company may also be the lowest quality carpet cleaning that you could receive. Instead of removing the dirt, bacteria, fungus, pollens, dust mites and tobacco residues from your carpeting they add water and extract very quickly (and I mean quickly). Most of the water, soap, and dirt is left in the carpet & padding and they have pushed the dirt and other contaminations further into your carpet and padding. So when your carpet dries (possibly days later) all the contamination comes back to the top of the carpet and your wondering what did I just pay for.
- (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 #3: When I have my carpet cleaned it seems to re-soil more rapidly.

FALSE when performed correctly, but TRUE if performed incorrectly.

- 1) dry cleaning methods used – which are dry foam, dry chemicals and dry compounds – Do not rinse your carpet in any way. Instead, they leave a dirty residue.
- 2) Improperly trained technicians using any method of cleaning will lead to premature problems ranging from quick re-soiling to unsanitary issues. The most effective cleaning method is hot water extraction when performed correctly. Properly trained technicians can solve nearly every carpet cleaning issue.

Hot water extraction means a hot water cleaning solution, is applied under high pressure into your carpeting and then rapidly extracted along with the all of the dirt and contaminants. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction as the primary method of cleaning carpets, from an IICRC-approved firm with expertise in health and hygienic procedures.

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-mounted 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-mounted extraction cleans much better because it heats the water to a higher 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.

MISTAKE #7: Choosing a carpet cleaner who lacks professionalism.

- (1) Do they look professional ?
- (2) Are they uniformed, neat and clean ?
- (3) Would you trust them if you left them alone?
- (4) How does the equipment look? Look inside their van. Clean or dirty? The last thing in the world you want brought into your home is dirty, un-sanitized equipment. All those germs from everyone else's homes. Yuck!

MISTAKE #8: 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 germ spreaders, they regurgitate the unsanitary exhaust back into your home's air. Although Truck-mount systems are the Rolls Royce of carpet cleaning equipment, they still require expert skilled technicians.



THE IMPORTANCE OF (PVC) Price, Value, and Cost

There is a huge difference between price, value, and cost.

PRICE...the actual dollar amount you pay.

VALUE... Your perception of the quality level of the product or service that you were provided. Good value usually means that you feel you received more than what you paid for, and a poor value is of course the opposite.

COST... the total amount of time, effort, and expense that you either saved or lost while attempting to achieve a desired result. It's the TRUE cost of all the aggravation or benefit you either received or lost as a result of purchasing the service or product

Frequently, we are enticed by a low priced product or service which has been dangled in front of us. Its irresistible, and once we buy it and then discover that the low-priced product or service does not live up to our expectations, we are filled with buyer's remorse. This forces us to reluctantly re-purchase the same product to replace the defective product, and as a result, we spend the money twice. We are left with a bad taste in our mouths, and we end up cursing the entire industry. This is a common occurrence in the carpet cleaning industry. The client is baited into a low price, and they are left with low quality product, which they believe is emblematic of the entire industry. There are, hidden gems mixed in among the many unethical companies out there. Many of the large so-called franchises are guilty of providing sub-par unethical service. It is the buyer's responsibility to check references and even ask for free sample cleaning before choosing a carpet cleaner.

Low price is enticing. Value is your perception. Cost can be a whole lot more than the check you write.

6 Costly Misconceptions about Carpet Cleaning

Misconception #1: The only reason to clean your carpeting is to make it look better.

FALSE. The most important reason to clean is to remove the unhealthy biological contaminates. Appearance cleaning usually consists of masking the dirt to temporarily improve cosmetic enhancement. Your indoor air contains: biological contaminates such as dust mites, dust mite excrement, dead skin cells, bacteria, pollens, fungus, mold spores, lint, and more. When you enter your home, you carry many additional contaminates as well as, on the soles of your shoes. Not surprisingly, all those chemicals and toxins wind up in your carpet. The carpeting acts like a filter and removes the germs from the air. If you have wood floors or even tile floors there is nothing on the floor to trap those contaminates, so they are not trapped, which means they are free to become airborne.

If you have allergies, asthma, emphysema, or other breathing problems - you want those contaminates to be trapped in your carpet, and then have a professional cleaning company remove them.

Misconception #2: You should wait as long as possible before cleaning your carpet.

FALSE...Dirt is an abrasive much like sandpaper. Every time you step on your carpet, you grind dirt into the carpet's 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. All wear damage is permanent. If you're cleaning for health, would you wait as long possible before washing your hands? Of course not. You wash your hands to remove germs many times each day, you don't wait as until your hands are covered with germs.