
Free Consumer Information Saves You Thousands!!

Having The Right Knowledge Can Save You
Thousands Of Dollars When You Need Your
Carpets Cleaned!

Las Vegas – All carpet-cleaning companies are definitely not alike. Having the right knowledge can literally mean saving thousands of dollars by preserving the life of your carpets!

The truth is choosing the wrong carpet cleaning company can cost you thousands of dollars in carpet & padding replacement and insulation. This is because improper cleaning can cause them to look dirty quicker and actually shorten the life of your carpet and padding.

Don't be fooled by bottom-dollar promises, "teaser rates" and other tactics that carpet-cleaning companies have used for years to get you to pick up the phone and call them. You need to be sure that you read the *fine print* so you don't get taken in by a promise that looks attractive on the surface.... but is lacking in quality, service and money back guarantees.

How do you choose the best professional cleaner?
How do you know that you're getting the best value?

You need to work with a carpet cleaning **professional** – not just some sales person who is only interested in getting in and out of your door as quickly as possible so they can go on to their next transaction.

Warning!

Don't Call Any Carpet Cleaning Company Until You Have Read The Following Free Consumer Information Report!!!

Hello, My name is Glen Toussaint. I'm grateful for the opportunity to provide you with information about carpet cleaning and help you choose a carpet cleaning company.

I've been in the carpet cleaning business for over nine 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.

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

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.

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 most importantly, your shoes. Not surprisingly, all those chemicals, pollens and bacteria 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, 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 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.

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 three methods of dry cleaning carpet.

When a carpet cleaner uses dry foam, he brushes shampoo into your carpet with a machine, allows 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 machine's brush does provide great agitation to break up soils, it just doesn't remove the soil well.

The dry-chem method is similar to dry foam. The major difference is that when dry-chem is used, the company sets a large cotton bonnet on your carpet. Using a machine, the bonnet spins from side to side, absorbing the dirt that's in the carpet. After the bonnet is saturated with dirt, another cotton bonnet is applied. Bonnet cleaning is like trying to use a large towel to rub the dirt out of your carpet. Like dry foam, it's not very effective in removing all the dirt, but does provide great agitation.

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.

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. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction. It is very effective at removing loose soils. It rinses the soil out of the carpet. This method has one major draw-back. It does not provide great agitation to work the cleaning solution into the carpet. It relies on the technician's physical strength scrub the carpet. A machine that scrubs the carpet is much more effective in breaking up soils.

So, the most effective way to clean carpets is to pre-scrub with a machine to thoroughly put the solution into the carpet, break up and suspend the soils. And then do a hot water extraction to thoroughly rinse out the suspended dirt, harmful bacteria, fungus, chemicals, pollens and tobacco residue. This combined method is the way my company cleans carpets.

Misconception #4: 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 shampoos 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 company that pre-scrubs with a machine and then does a hot water extraction. 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 in Las Vegas 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. I've heard many stories of two large men intimidating a lone woman to pay three to ten times the amount they were quoted over the phone.

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 put this consumer awareness guide on my website.

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 dirt removed, something you could do with a rented machine. Or do you want the bacteria, fungus and chemicals removed, which will require a thorough cleaning like my company provides. 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. Not only are you letting a company clean your carpets, but your letting them into your home. 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. How long have you been in business?
6. Are you licensed, bonded, and insured?
7. Are your technicians background checked?

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 us.

I'll be happy to answer your questions -- or come into your home and give you a free written quotation -- without obligation of any kind. To reach me, call 807-3428.

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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 your attention. I hope you found this consumer information guide helpful. If you have questions or comments -- or if you'd like to schedule a free, in-home quotation, please call me at 807-3428.