

The Consumers Awareness Guide to Carpet Cleaning

Everything you **MUST** know before
choosing a carpet cleaner!

Presented to you by



"the dry guys"

262-605-1290

www.thedryguys.com

www.ethicalservices.com

CONSUMER'S GUIDE TO CARPET CLEANING

"the dry guys"
Lake Shore Dry Carpet Cleaning

Read this guide and you'll discover:

- How to avoid four carpet cleaning rip-offs
- 6 costly misconceptions about carpet cleaning
- Different carpet cleaning methods explained
- The importance of carpet to Indoor Air Quality
- Carpet isn't clean until it's dry
- Carpet cleaning that's kind to the environment
- Your carpet is an investment & the importance of value and price
- 4 steps to a fresh, clean, healthy carpet
- Our 100% NO RISK Guarantee

Provided as an educational service by



"the dry guys"
Specialists in Carpet Cleaning
MIKE JOHNSON, OWNER
262-605-1290

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 questionable 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, eight mistakes to avoid when choosing a carpet cleaner, and four steps to a fresh, clean, healthy carpet.

We wrote this guide to help you better understand carpet cleaning, the best method to achieve the highest quality clean, and why it is important for your home, your health, and your family. Now, with this consumer's guide, you can make an informed, intelligent decision.

If you have any questions about carpet or upholstery cleaning, you're invited to call us at 262-605-1290. We've dedicated our business to educating consumers. We'll be happy to help you in every way.

Cordially,

"the dry guys"
Lake Shore Dry Carpet Cleaning
Specialists in Carpet Cleaning



MICHAEL JOHNSON

...is the owner of Lake Shore Dry Carpet Cleaning. He has been in the Cleaning Service Industry since 1990.

I have dedicated this business to helping homeowners get the highest return from their carpet investment. We welcome your inquiries and will gladly answer your questions over the telephone.

"the dry guys"

SPECIALISTS IN CARPET CLEANING

262-605-1290

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 \$3.95 and \$9.95 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 cleaning. If you don't fall for their switch and choose their basic 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: Not all carpet cleaners are created equal, so before you choose a carpet cleaner, identify your objectives and do some research. Then select the method that best reaches your objectives. You can locate pre-screened carpet cleaners in your area and read reviews from their clients at www.ethicalservices.com.

RIP-OFF #4: OUTDATED BELIEFS. “HOT WATER IS THE ONLY WAY TO CLEAN CARPET.”

Years ago, many people believed this was true because hot water extraction, or “steam cleaning”, was the only method they knew. But we know it's false. There are several carpet cleaning methods to choose from – among them are dry foam, bonnet cleaning, steam cleaning.... and the HOST Dry Extraction System (all of which are explained later in this consumer guide). But there are also problems and risks associated with some of these methods that are important for a consumer to know and understand before choosing the best carpet cleaner for their home. Read on for more information in the next section - 6 costly misconceptions about carpet cleaning.

6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING

MISCONCEPTION #1: *You should wait as long as possible before cleaning your carpet.*

This is false. 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. 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.

MISCONCEPTION #2: *The only reason to clean carpets is to remove the dirt.*

This is also false. There are numerous benefits to having your carpet cleaned. 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, those pollutants are carried in and usually end 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. Here again, vacuuming can help, but the only way to remove oily or greasy residues on your carpet is to have it professionally cleaned.

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

We disagree. When it comes to carpet cleaning, there are many methods to choose from. But be careful, there are also problems associated with some of these methods. Over wetting the carpet or leaving behind too much shampoo or detergent residue leads to rapid resoil. With the HOST Dry Extraction System, we get your carpet deep down clean without the mess or risk associated with wet methods. There is no waiting for carpet to dry, carpet stays cleaner longer, spots do not reappear, and there is no risk of mold or mildew growth, rippling, shrinkage or seam splitting. Bottom line – drier is better when it comes to cleaning your carpet.

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

Not true. Many companies own their own equipment – but more importantly, the employees must know how to use it correctly. Thorough training of employees is critical to quality service. This is why it's important that you choose your carpet cleaner carefully. The best resources for researching a carpet cleaner are their past customers. You can ask for references, or in our case, you can log onto www.ethicalservices.com to see what our clients have to say about their experience with “*the dry guys*”.

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

Maybe – but not always. Any ethical carpet cleaner should be able to explain the value of the service for the price they charge.

The price you see advertised may not be the price you pay. Some carpet cleaners advertise room cleaning between \$3.95 and \$9.95 per room, and then pressure you into paying a lot more once they get inside your home. Sadly, some carpet cleaners may even break the law by using illegal bait and switch tactics. That's why we've created this consumer guide, as a way of safeguarding the public. The only way you can make an intelligent decision is to have all the facts you need. There are no hidden costs with *"the dry guys"*. The price you are quoted before we begin cleaning is the price you will pay.

A good rule of thumb, especially when it comes to cleaning your carpet, is that you get what you pay for. A company that has slightly higher prices will likely be able to deliver higher quality care and better customer service.

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

We 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 us to tell you the exact cost of cleaning your carpet, we need to know the exact number of square feet that you want cleaned. To get an accurate measurement, we use a measuring tape to calculate the exact size of the carpet area. We will also take into consideration the style and condition of the carpet. Certain types of carpet are harder to clean than other types, and carpet that hasn't been cleaned for ten years will take longer to clean than carpet that we cleaned within the last six months. Many factors contribute to the price of quality carpet cleaning, and it is not always possible to determine every factor over the phone. The best way to get the most accurate price for carpet cleaning is to have an in-home estimate.

DIFFERENT CLEANING METHODS EXPLAINED

Dry foam: The carpet cleaner applies thick foam to your carpet, allows it to dry, and then, without rinsing, sucks the dried foam into a vacuum. The word “dry” differentiates this method from shampoo methods; however, the carpet is still wet when the process is complete. The amount of foam that is left behind and the quality of the product will determine the resoiling rate (the rate at which the carpet will get dirty again) of your carpet after using this method.

Spin pad (Bonnet cleaning): With this method, a large absorbent bonnet is placed on the bottom of a rotary machine after being moistened with water and/or cleaning solutions. As it spins across the carpet, the rotating motion causes the bonnet to absorb dirt. This method is also called bonnet cleaning. Bonnet cleaning will tend to smear the dirt and soil throughout the carpet unless the bonnet is changed or rinsed frequently. A heavy residue is left behind, contributing to a very high resoiling rate in addition to possible distortion of the texture of the carpet.

Hot water extraction (Steam cleaning): With this method, hot water cleaning solution under high pressure is forced, and then sucked out of, your carpet. You can choose from two different types: Truck-mount extraction, which is done with a large machine mounted on a truck or van, or portable extraction, which is done with a small, hand-held unit. Either way, your carpet is saturated with water and cleaning detergents, left wet for several hours after cleaning, and dirty solution that was not completely extracted can remain in the carpet. All that moisture can lead to mold & mildew growth, rippling in the carpet, loosening of the backing of the carpet, shrinkage & seam splitting, and high amounts of downtime.

HOST Dry Extraction Method: This low-moisture method eliminates many of the problems and challenges presented by wet methods of carpet cleaning. The HOST Sponges cleaner uses less than 1 teaspoon of liquid per square foot of carpeting. Working just like your kitchen sponge, it carries the proper amount of moisture and safe cleaning solvent to the carpet fibers, dissolves and absorbs the dirt, soil and other contaminants through agitation, then carries it away into a high-powered vacuum system. Carpet is left clean, dry, and ready for immediate use. The resoiling rate is very slow which means your carpet will stay cleaner longer, spots will not reappear, matted down pile and traffic lanes are lifted, and indoor air quality is improved.

The other methods described mention residue that is left behind. The only thing left behind with the HOST Dry Extraction system is a small amount of HOST Sponges that may lie at the base of your carpet after cleaning. It is dry, not sticky, natural & organic, nonresoiling, safe for people, pets & the environment, and will be easily removed with normal vacuuming.

The HOST Dry Extraction System and its products have been developed and researched since 1938. It is safe for cleaning all types of carpet, is approved by carpet and fiber manufacturers world-wide, and is acknowledged by all stain-resistant treatment producers as acceptable under their warranties.

CARPET CLEANING AND INDOOR AIR QUALITY (IAQ)

When properly maintained and cared for, the millions of vertical fibers that make up your carpet are an excellent filter for dust and particles that would otherwise be airborne in your home. Research suggests that the carpet does not release these particles back into the air; however, it is still essential to have your carpet professionally cleaned on a regular basis. The indoor air quality of one's home is important for everyone, but especially for those with allergies and other respiratory concerns. When it comes to choosing a professional cleaner, remember drier is better when it come to IAQ. "Moisture is the major cause of mold and other indoor air problems" (*Cleaning & Maintenance Management Magazine, November 2002*).

The HOST System of applying HOST Dry Carpet Cleaner to the carpet, brushing it through the carpet and then vacuuming up the HOST Dry Carpet Cleaner removes dirt and reduces allergens. Research studies have shown that one cleaning with the HOST System using HOST Machines reduces: Dust mites by 78%, Dust Mite Allergen by 75%, Cat Allergen by 85%, Mold Spores by 85%. (*EPA Establishment No. 074202-WI-001*)

CRAWLIN' CRITTERS AND CRUD: THE SLIME, GRIME AND LIVESTOCK THAT SLEEPS, CREEPS AND GALLOPS THROUGH 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. Rock. 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. If you can think of something for the letters: J, K, N, O, Q, W, X, Y, Z – please call or write us and we'll consider including them in our next consumer's guide.)

CARPET ISN'T CLEAN UNTIL IT'S DRY

One of the most critical steps of properly cleaning carpet is the drying principle. In other words, a carpet isn't clean until it's dry. A bold statement such as this was the basis of an entire article in *Contracting Profits* magazine (March/April 2004).

The very first sentence of the article states, "The relationship between carpet and moisture is a tenuous one at best. Most carpets do not react well to trapped moisture, so cleaning them becomes a complicated balancing act between adding moisture to the fibers of the carpet to clean them without damaging the fibers or padding underneath". The article goes on to add that carpet cleaners must be concerned with moisture levels and do what they can to accelerate drying time. While no carpet cleaning system is 100% moisture-free, the key element to remember here is the amount of moisture that is used, and also left in the carpet: "... one of the biggest problems that excessive moisture can

cause is damage to the structural integrity of the carpet itself". Quoted in the article is Barbra Wilson, manager of technical information for the Carpet and Rug Institute. She states that "moisture extraction is important because moisture that is left in the carpet can make the carpet delaminate, which means the backing comes apart". Phil Auserehl, president of Castle Cleaning & Rug Company in Berthoud, Colorado adds "If you saturate carpet, it will start penetrating all of the way into the carpet, and that is the 'no-no' – you don't want the inner workings of the carpet's construction to get wet". Contamination and traffic on wet carpet need to be considered as well, and are commented on by Greg Chancey, president of Denver-based All-Dry Cleaning: "If the carpet stays wet, it can mold and mildew, damaging the carpet fibers and backing, as well as creating a health hazard", and "if the carpet is still moist and it has traffic before it is dry, then the carpet is more apt to get dirty at a faster rate". At 12-24 hours as a standard range for carpet to dry after it has been cleaned, that is an awfully long time to keep *all traffic* out of highly used rooms and walkways.

Most carpet cleaners will utilize or advise additional equipment such as extractors, dehumidifiers, and fans in order to accelerate drying after the cleaning process has taken place. All of this adds expense and lengthens the amount of time it takes to actually clean your carpets completely. Because "*the dry guys*" use the HOST Dry Extraction System, "dry" means that your carpets are left clean AND DRY as we pull out of your driveway. No kidding. The HOST Dry Extraction System allows deep, yet gentle cleaning of your carpet fibers with less than 1 teaspoon of water per square foot – no saturation, and the backing stays dry. We don't need to mess with fans and dehumidifiers, because there is never a moisture problem in the first place.

CARPET CLEANING THAT'S KIND TO THE ENVIRONMENT

That's right – not only will "*the dry guys*" improve your indoor air quality by using the HOST Dry Extraction System, we're also promoting a healthier environment on the outside. HOST is Green Seal Certified, which means it has been tested according to science-based procedures, that it works as well or better than others in its class, and that it has been evaluated without bias or conflict of interest. According to the official Green Seal website (www.greenseal.org), *The Green "Seal of Approval" has come to stand for reliability, fairness, and integrity.* HOST bears the Green Seal and is better for human health and the environment because it reduces waste, causes less toxic pollution, and conserves resources and habitats. After rigorous testing, HOST has been shown by Green Seal to be non-toxic, contain no carcinogens, be nonirritating to the skin or eyes, contain readily biodegradable organic ingredients, and contain no optical brighteners or ozone-depleting compounds.

So not only do "*the dry guys*" care about the indoor air quality of your home and the health and well-being of you and family, we also care about the outdoor environment and doing what we can to preserve the world around us. What more could you ask for?

YOUR CARPET IS AN INVESTMENT

Just as you wash your car, change the oil, and rotate the tires on a regular basis to protect your investment and extend the life of your vehicle, your carpet also needs regular maintenance for the same reasons.

If you want your carpet 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 every six months to one year, depending on the amount of soiling and foot traffic it receives. Regular vacuuming between professional cleanings is important as well.

As with any important investment, price is what you pay - value is what you get. This applies to both the purchase of your investment and the care and maintenance. If you shop for price and go with the lowest bidder, you will get exactly what you pay for, and chances are you will not be pleased. Not only that, but you run the risk of damaging your carpet which could eventually lead to premature replacement. On the other hand, if you shop for value – a reputable company with trained technicians, quality systems and products, exceptional customer service, and guaranteed work – then you will be truly protecting your carpet investment. Your carpet will look better and last much much longer.

When you count on “*the dry guys*” for your professional cleanings, you can rest assured that you are taking the very best care of your carpet, while at the same time investing in your family’s good health.

4 STEPS TO A FRESH, CLEAN, HEALTHY CARPET

If you’re thinking about having your carpets cleaned, we encourage you to follow these four steps:

STEP #1: Make a commitment to yourself to get your carpets cleaned on a regular basis. The longer they remain dirty, the sooner they’ll wear out. Remember, if your carpet looks dirty, you’ve waited too long.

STEP #2: List your objectives. Do you want only the dirt removed, something you could do with a household vacuum? Or do you want all the contaminants in your carpet removed and the fibers cleaned? Do you want to have to wait up to 24 hours to use your carpet again? 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 eight tough questions to ask a carpet cleaning company before they begin to clean your carpet:

1. What method of carpet cleaning do you use?
2. What type of equipment do you use to clean carpet?
3. Are there any concerns I should have after the cleaning is complete?
4. How often should I get my carpets cleaned?
5. What training have you and your technicians undergone?
6. How do you determine the cost and what is included in the price?
7. How will the stain resistant treatment on my carpet be affected by your cleaning? Will it affect the warranty?
8. Do you guarantee your work in writing?

STEP #4: Once you’re satisfied that you’re working with an honest, competent professional, invite him into your home and ask for a specific quote in writing. A written quote gives you the assurance that you know exactly what your job will cost – no surprises.

"the dry guys"

100% No Risk Guarantee

This means clean & dry or it's FREE!

Every job we perform comes with our no risk guarantee. Your carpets will be cleaned to your satisfaction - and dry when we leave. If you are not happy with our work, we'll re-clean the area for free. If you still are not pleased, you don't pay. We feel that nothing is more important than your complete and total satisfaction.

- * We will treat areas affected by pet and human bodily fluids & waste. However, due to their nature and the variable effects they have on your carpet, we cannot guarantee 100% removal of odors caused by such conditions.
- * We will also treat stains. But because a stain is a condition that has permanently changed the color of your carpet, we may only be able to minimize this discoloration and cannot guarantee 100% removal.
- * Dry means safe immediate use by children, pets and placement of furniture by the time we leave.

At Lake Shore, *"the dry guys"* goal is simple:

- ▶ **Deliver the Highest Quality Service** - Provide every home and business that we service with a cleaner and healthier environment to live and work in.

- ▶ **Present a Professional Image** - Our trained technicians will always be honest, courteous and clear while displaying the highest professionalism.

- ▶ **Protect Your Investment** - Your decision to have your carpets professionally cleaned by *"the dry guys"* is not only a good decision in terms of keeping your carpet looking much cleaner, but it is also an excellent way to protect your investment, as it will lengthen the life of your carpet and avoid the high cost of premature replacement.

"the dry guys"

Michael Johnson

Owner
Lake Shore Inc.

7012 30th Avenue

Kenosha, WI 53142

 **Ethical Services™**

www.ethicalservices.com

THANKS AGAIN!

...for reviewing our CONSUMER'S GUIDE TO CARPET CLEANING.
We 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 quote to clean your carpet or upholstery – please call *"the dry guys"* at 262-605-1290.

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.



"the dry guys"

TESTIMONIALS

"I was very impressed with how clean he was able to get my carpet and it was great to be able to walk on it immediately. I will definitely use The Dry Guys again and refer them to my friends and family."

- Rachelle of Pleasant Prairie

"Technicians arrived on time and were very professional and thoughtful. Don was very helpful when I scheduled the appointment and I appreciated that a follow up call was received to make sure I was satisfied with their work."

- Bob of Pleasant Prairie

"The techs that came were on time and very professional and courteous. It is great that they move all of the furniture and are able to put it back as soon as they are finished. It is very convenient that we were able to walk on it right away since we have a dog and a young child that love to run around."

- Tracy of Racine

"We had "the dry guys" clean the carpet in our church. They did the library and the nursery as well as the stairs going to the church office. They were on time, did professional work and the carpets looked great. We appreciate their attention to detail and friendly attitude."

- Geoff of Racine

"the dry guys" are very professional, on time and very pleasant. My appointment was at 8:30 am, they arrived exactly at 8:30! They gave me an estimated time they would be done, and he was right on the nose! You guys are awesome!! I will be calling again in the future. Well worth the money."

- Peggy of Paris

"From start to finish our service was exceptional. From the first call for the estimate to the actual cleaning of the carpet, the service was fast and professional."

- Lisa of Kenosha

"The service was exceptional. I am 100% satisfied with the work. I will use "the dry guys" again."

- Mary of Kenosha

We were very satisfied with the work done. Your representative took extra care in making sure that we were pleased with how the carpet looked. When the time comes for another cleaning we will be sure to give you a call. Will also recommend you to other people.

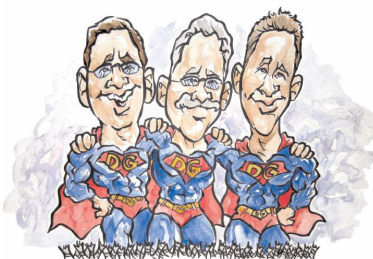
- Robert of Franksville

Carpets look fantastic with no waiting for them to dry – showed up on time and took time they said it would. Very satisfied.

- Tina of Kenosha

Thank You!

brought to you by



"the dry guys"

(Phone) 262-605-1290

7012 - 30th Ave - Kenosha