

Consumer's Guide to Carpet Cleaning

**Dedicated to
educating consumers
on creating
a healthy home**

Chem-Dry On The Shore

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**Read this guide and you'll
discover:**

- How to avoid four carpet cleaning rip-offs!
- Six costly misconceptions about carpet cleaning.
- Seven mistakes to avoid when choosing a carpet cleaner.
- **Crawlin' critters and crud: a guide to the slime, grime, and livestock that's seeping, creeping, and galloping through your carpet.**
- The importance of value and price.
- Eight Questions to ask any carpet cleaner.
- 100% NO-RISK Guarantee.
- Four steps to fresh, clean healthy carpet.



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 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, healthy carpet.

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

And if you have any questions about carpet or upholstery cleaning, **you're invited to call us at 410-221-0097. We've dedicated our business to educating consumers. We'll be happy to help you in every way.**

Cordially,

Vance Morris - Owner

Chem-Dry On The Shore



Vance & Gina Morris

. . . Are the owners of Chem-Dry On The Shore. They have been in the Service Industry since 1991.

Our company is certified by the Institute of Inspection, Cleaning, and Restoration Certification (IICRC). We have a commitment to training, as our technicians carry many certifications.

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

You can email us at vance@chesapeakeservicesolutions.com

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 about \$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 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: 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.

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 then the person who takes only a sponge bath. Obviously, each carpet cleaner will be bi-ased toward his/her own method. And each method 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 used by firms that are certified with the Institute of Inspection Cleaning Restoration Certification (IICRC).

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.

6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING

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 your carpet, you grind dirt into the carpet fibers. This cuts your carpet, just as if you had used a knife. This cutting causes your carpet to wear out faster. 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 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 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 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 foam, 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 extracted 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-powered extraction**. If they use a **small unit that can be brought inside, it's called portable extraction**.

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.

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

So many problems arise from lowest-bid companies that we 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, pollens, dust mites and tobacco residues removed as well.
2. The price you see advertised may not be the price you pay. Many home owners 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 add-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.

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 **price 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 device to calculate the exact size of the carpet area.



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.**

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 means 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 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 it's 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/she offers a money-back guarantee and then make sure the carpet cleaner includes the guarantee on your written quotation.

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

Any carpet cleaner can say anything about their past jobs. And, 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.

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 certified. The carpet cleaner must earn that certification through study, experience and successful completion of formal, written examinations. In effect, cleaners who are certified have earned a college degree in carpet cleaning.

MISTAKE #7: Choosing a carpet cleaner who doesn't use a hot-water extraction system.

Companies that use foams and dry cleaning materials leave behind sticky dirt attracting residues. More on this below...

WHICH METHOD CLEANS BEST?

(Hint: It is NOT the first 3 on the list)

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 too effective.

Absorbent pad (bonnet cleaning): This method is similar to dry foam, except that the company sets a large slightly damp cotton bonnet on your carpet and with a floor polishing buffer machine on top "buffs" the carpet. The rotating motion agitates your fibers while the slight dampness of the bonnet causes the bonnet to absorb dirt from your carpet. This method is also

called bonnet cleaning. Bonnet cleaning leaves your carpet dry in one hour with no wicking or sticky residues left behind.

Absorbent powder: The dry-compound method spreads a moist, absorbent powder through the carpet. The powder is allowed to dry and then sucked into a vacuum. This method leaves dry sponge particles at the base of the carpet yarn. And because the carpet is not rinsed, this method is 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 extracted 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.**”

The secret to Chem-Dry on the Shore's carpet cleaning process is the millions of microscopic, carbonating cleaning bubbles in our cleaner we call The Natural®. The carbonating solutions penetrate deep into the base of the carpet, literally exploding dirt and grime off of the fiber's surface. Then, we use hot water extraction to lift the dirty particles to the surface where they are quickly whisked away.

This concept is almost identical to that of using club soda to remove a stain from a shirt. The awesome cleaning power of carbonating solutions creates a powerful reaction that deep cleans carpets and upholstery in a safe and gentle way.

Carpets That Stay Cleaner Longer

Due to the natural power of carbonation, Chem-Dry on The Shore does not have to use excessive amounts of moisture to

clean your carpet or upholstered items. Because the bubbles do the work for us, Chem-Dry does not need to use soapy cleaning chemicals that other Maryland carpet cleaners or do-it-yourself machines rely on so much. Soapy residues attract dirt like a magnet, causing your carpet to get dirty again faster than before.

Chem-Dry's primary carpet cleaner contains no soaps, detergents or surfactants. You save money when your carpet stays cleaner longer. Less cleanings means better bang for you buck and one less thing to worry about.

Reappearing Carpet Stains?

Carpet stains reappear in the same place after cleaning for two reasons. First, they were never thoroughly removed to begin with. Often the unwanted material is forced down below the surface of the carpet by a high pressure steam cleaning unit, only to resurface as the carpet dries. Second, the cleaning solutions used by many steam cleaners creates a sticky residue that attracts more dirt and grime to the carpet or upholstery fabric.

Through the use of our carbonated carpet cleaner, Chem-Dry thoroughly removes stains quickly and efficiently. We apply our solutions so sparingly, and without high pressure, resurfacing of stains is not a problem. However, if a spot does reappear, then so will we until the problem is solved.

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.

Compare the Difference

Chem-Dry's patented Carbonating Cleaner is applied using a

low pressure spray machine, covering your carpet with millions of microscopic carbonated bubbles. The carbonation makes dirt and grime release from the fibers of your carpet and raise to the surface where it is easily extracted and swept away. Due to the minimal amount of moisture used, carpets cleaned the Chem-Dry way are dry in only 1 to 2 hours.

This process differs drastically from that of steam cleaners, which simply douse your carpet in buckets of hot, soapy water, then attempt to suck it all back out. While this process does temporarily clean your carpets, it also leaves behind a layer of sticky residue which collects dirt quicker, in addition to leaving moisture at the base of your carpet. This excess of moisture causes the carpets to take longer to dry and allows for mold and bacteria to grow.

Overall, Chem-Dry offers a healthier, more thorough carpet cleaning experience.

The Difference Between Chem-Dry and Steam Cleaning



- Flat, inactive cleaning solution
- High pH cleaning solution
- Encourages resoiling
- High water quantity
- High pressure application
- Long drying times
- Harsh chemicals, excessive water
- Carbonating, active cleaning solution
- Neutral pH cleaning solution
- Resists re-soiling
- Low water quantity
- Low pressure application
- Short drying time
- Green solutions and cleaning method
- Safe for Pets and Children: Non-Toxic

Not surprisingly, having a carpet thoroughly cleaned with high quality hot-water extraction costs more than renting a 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 mite residues.

On the other hand - 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 six months to one year, depending on the amount of soiling and foot traffic it receives.

DO YOU WANT A CLEAN, HEALTHY CARPET?

Which is more important to you: a clean carpet - or a clean and healthy carpet? Yes, we assure you, there is a big difference.

Each carpet cleaning method has advantages and disadvantages. Some methods will get out only the dirt. Other methods will get out dirt and grease. Still others will get out virtually everything. And, 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 we respectfully ask you to call another company.

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 our company.**

Chem-Dry is the most effective cleaning system available to-day. 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.

Have you ever seen how dirty a little boy's pants get when he plays outdoors? 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 who will "brush off" your carpeting and make you think it's clean. Or, if you want the job done right, we'll wash your carpets with safe, non-toxic solutions using our 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. And if you give us the go-ahead, you're further protected with our . .

100% 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 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. And if you still aren't pleased, you pay nothing. Not one cent. . . If you still aren't pleased, we will refund your

money. 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 100%.

If You're Thinking About Having Your Carpets Cleaned, I Offer the Following Four Recommendations

RECOMMENDATION #1: Make a commitment to yourself to get your carpets cleaned. The longer they remain soiled, the sooner they will wear out. Plus the longer you have to breathe all the pollen, fungus, chemicals and dust mite poo that reside in your carpet.

RECOMMENDATION #2: List your objectives. Do you want only the dirt removed? Or do you want the bacteria, fungus and chemicals removed which will require a thorough 5-step process, Like I use? Do you want to work with an honest, reputable company— or are you willing to risk working with the company that offers the lowest price — knowing that your carpet and upholstery could be poorly cleaned and permanently damaged?

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. ARE YOUR CLEANING SOLUTIONS SAFE AND NON TOXIC?*
- 2. WHAT TYPE OF EQUIPMENT TO YOU USE TO CLEAN CARPET?*
- 3. DO YOU USE AND SOAP OR DETERGENT BASED CLEANERS LEAVING BEHIND DIRT ATTRACTING RESIDUE?*
- 4. ARE YOUR CLEANING SOLUTIONS GREEN CERTIFIED?*

5. *HOW DO YOU DISPOSE OF THE WASTE WATER?*
6. *ARE YOU A MEMBER OF ETHICAL SERVICES?*
7. *ARE YOU A MEMBER OF ANY TRADE ASSOCIATIONS, AND IF SO, WHICH ONES?*
8. *ARE YOU CERTIFIED AND INSURED? WILL YOU SHOW ME YOUR INSURANCE CERTIFICATE?*

RECOMMENDATION #4: Once you are satisfied that you are working with an honest, competent professional, invite them into your home and ask for a specific quotation in writing. A written quote 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, brush-the-dirt-off-the-surface" cleaning job, there are many companies in the phone book to choose from. Don't even think of doing it yourself with a machine rented at the grocery store. I know of folks that have damaged their carpet and injured themselves by trying this.

However, if you want your carpets and upholstery to be completely and thoroughly cleaned—removing the bacteria, fungus, pollen and chemicals— then I invite you to call us.

Here's one last point: I know that many consumers are skeptical about carpet cleaning companies. So, in addition to dedicating my business to consumer education, I do one more this as well. I GUARANTEE MY WORK.

HOME SPOTTING GUIDE

This information is given for those who want to try to remove spots on their own. If you prefer not to attempt to clean spots on your own, we are happy to come out and remove them for you.

To avoid damaging your carpet, carefully follow the instructions below. Do not use these procedures on upholstered furniture, where spot cleaning can cause permanent stains. You are safer leaving your furniture for us to clean.

1. Act Quickly! Most carpet available today has been treated with a stain-resistant treatment, so many spills can be removed if immediate action is taken. The longer the delay, the higher the probability of a spill becoming a permanent stain. Remember, staining is influenced by many factors, and no carpet is completely stain proof.

2. Blot liquids with a dry, white, absorbent cloth or white paper toweling (no printing).

3. Do not scrub the area! Scrubbing may cause pile distortion in the affected area. Continue to use a dry cloth or paper towels until the area is completely dry. For semi-solids, gently scrape up with a rounded spoon. Solids should be broken up and vacuumed until completely removed.

4. Pretest any spot removal agent in an inconspicuous area to be certain the solution will not damage the fiber or the dye. After applying several drops to the testing area, hold a white cloth on the wet area for 10 seconds. Examine the carpet and cloth for color transfer, color change, or damage to the carpet. If a change occurs, another cleaning solution should be selected.

5. Apply a small amount of the selected cleaning solution to a white cloth and work in gently.

6. Work from the edges of the spill to the center to prevent the spill from spreading. Do not scrub! Blot to absorb as much of the stain as possible. Repeat if necessary.

7. Continue using the first cleaning solution as long as there is a transfer of the spill to the cloth. It is not necessary to use all of the cleaning solutions if the first solution removes the spill.

8. Be patient! Complete removal of the spill may require repeating the

same step several times. Do not continue to step 9 until the stain has been completely removed.

9. Rinse the affected area thoroughly with cold water, and blot with a dry cloth until all of the solution has been removed. Some cleaning solutions will cause rapid soiling if the solution is not completely removed.

10. Apply a one-half inch layer of white paper towels to the affected area, and weigh down with a flat, heavy object. Continue to change paper towels as needed. A dry, absorbent, cleaning compound may be used as a substitute to accelerate drying time.

THANKS AGAIN!

... for reviewing our **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 a FREE In-Home Written Healthy Home Action Plan to clean your carpet, upholstery or hard-surfaces - please call us at 410-221-0097.**

We've dedicated our business to consumer education and Raving Fan service. We'll be pleased to help you in every way. We look forward to your call.



Certified Firm



www.ethicalservices.com



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