

Warning!!!

**Do not have your carpets cleaned
Before you read:**

**The Consumers
Awareness Guide
To Carpet Cleaning**

By: Jerry & Martha Young

Young's Chem-Dry

Chem-Dry®
Dries. Cleans. Healthier.®

Drier. Cleaner. Healthier.®

Carpet Cleaning

Specialist in Carpet & Oriental Rug cleaning

817-460-7260

www.youngscarpetcleaning.com

Young's Chem-Dry

Carpet Cleaning

Hello!

We are Jerry & Martha Young, owners of **Young's Chem-Dry**. We are grateful for the opportunity to provide you with information about carpet cleaning, and to help you choose a carpet cleaning company.

We have been in the carpet cleaning business for over twenty five years. And in that time, we have learned that carpet cleaning is the subject of much confusion. In fact, people have so many misconceptions about carpet cleaning that we decided to offer this **Consumers Awareness Guide**, so that when you select a carpet cleaning company, you can make an informed, intelligent decision.

In this Guide, we will share with you six costly misconceptions about carpet cleaning and we will provide four recommendations. We will give you seven questions that you should ask a carpet cleaner before you invite them into your home.

List of Services

- Carpet Cleaning
- Upholstery Cleaning
- Oriental Rug Cleaning Specialist
- Carpet Stretching & Repair
- Carpet Protector
- Pet Odor Removal (Purt)
- Specialty Spotting
- 24 Hour Water Extraction
- Rust Removal
- Wax Removal
- Ink Removal
- Red Stain Removal
- Tile & Grout Cleaning

What separates us from all the rest?

Let's Take A Look!

- **Carpets are: Drier. Cleaner. Healthier.**
- **Carpets dry in one to two hours!**
- **We give free audits, not estimates (No hidden charges)**
- **A solid 100% written guarantee!**
- **Honest, courteous, professional, service!**
- **CHEM-DRY is the WORLD'S largest carpet cleaning company!**
- **We stay in touch with our clients by building relationships!**
- **A referral system that rewards our clients!**
- **Safe and Non-Toxic Products!**

Misconception #1: You should wait as long as possible before cleaning your carpets.

No... Dirt is an abrasive -like sandpaper. Every time you step on the carpet, you grind dirt into the carpet fibers. This cuts your carpet, just as if you had used a knife, causing it to wear out faster; vacuuming helps, but by itself, it's simply not enough. The longer you wait to have your carpet cleaned, the more damage you do and your carpets wear out faster.

Misconception #2: The only reason to clean carpet is to get out the dirt.

No... Outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust and hundreds of other chemicals. You and your family members carry those pollutants into your home, and they usually end up in your carpet.

If you have allergies, asthma, emphysema, or other breathing problems, a major source of your problem could be these pollutants in your carpet.

You could greatly benefit yourself and your family by hiring a company to remove those harmful pollutants.

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

No... You can choose from many methods, most of which are insufficient to truly clean your carpet. The only two effective methods are **hot carbonating extraction** or **bonnet cleaning** with a low moisture process.

Certain carpets are better serviced with one cleaning method over the other. Our expert staff would be glad to recommend the process that best fits your individual situation.

First, let me explain steam cleaning: Steam cleaning frequently uses high pressure that forces water down through the carpet straight to the pad. This can lead to excessive water being left behind and a soapy, dirt attracting residue deeply imbedded in your carpet. This may create the risk of reappearing spots and a potential breeding ground for mold and bacteria. This system takes hours to dry, and in some cases days.

Chem-Dry's Patented Hot Carbonating Cleaner: is applied using a low pressure applicator, using only **65 psi**, that applies millions of microscopic carbonating bubbles deep into the base of the carpet, then the power of carbonation literally explodes the dirt, grime, bacteria, and pollens off of the fibers and up to the surface. Next, everything is extracted and swept away forever. This process leaves your carpet in a drier, cleaner, healthier state than does steam cleaning.

When using our hot carbonating extraction system we use a machine called the Powerhead. This machine uses five vacuum slots and five spray jets turning at **130 rpm** that sprays and vacuums simultaneously on the carpet which produces a tremendous deep cleaning action. This machine makes **650 cleaning passes per minute**, clearly a superior process compared to regular steam cleaning which uses a single pass wand and makes approximately 20 to 40 cleaning passes per minute. The drying time for this system is two to three hours, leaving the carpet soft and fluffy, with no dirt attracting residue.

Bonnet Cleaning: Uses a cleaning solution that is sprayed on the carpet and extracted using a floor machine. A bonnet is used to absorb the dirt and moisture at the same time.

Young's Chem-Dry basic cleaning package: This cleaning system uses a patented carbonating cleaner called the **Natural**. Applying cleaner to the carpet releases millions of carbonated bubbles which emulsify the dirt and grime. The cleaner effervesces, lifting the soil to the surface and is extracted with a bonnet. This low moisture system dries in one to two hours, leaves no dirt attracting residue, and is recommended for moderately soiled carpets.

This is the original Chem-Dry system that has been used to clean thousands of carpets for over twenty five years!

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

Not true... many companies own hot water cleaners, but only a few know how to use them correctly. This is why it's important that you choose your carpet cleaner carefully. Young's Chem-Dry uses highly trained technicians, and continually adopts any new techniques and products that improve our current system. We offer a 100% guarantee with the **hot carbonating extraction system** when choosing the Healthy Home Premium and Stain Fighter Packages!

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 service that you want performed. If you want the carpet cleaner to remove only some of the dirt, then you can choose from hundreds of companies that use small shampooers or other

cleaning methods or you can rent a machine at the grocery store and do the job yourself. On the other hand, if you want your carpet thoroughly cleaned in a way that removes dirt, bacteria, pollens, chemicals and tobacco residues...then you need to use a company that offers both of the two methods mentioned above like Young's Chem-Dry.

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 ultimately charged. In fact, either you or someone you know may have been the victim of false or misleading advertising. Some carpet cleaners advertise room cleaning between \$9.95 and \$12.95 per room and then pressure you into paying a lot more once they get inside your home...some companies 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. We take no pleasure in telling you this, but some are unethical-and sadly, a few dishonest. By their misleading advertising and false promises, such companies cast a dark shadow on the entire industry.

Then you'll find other cleaning companies like Young's Chem-Dry, which work hard to earn your trust and respect.

In an effort to improve the perception of our profession, we have decided to devote time and energy toward educating the public. Isn't it true that the only way you can make an intelligent decision is to have all the facts you need? This is the reason we have a free recorded message and this free written guide.

Misconception #6: All carpet cleaners charge by the square foot.

No... there are many carpet cleaners that charge a fair and exact price over the phone. An honest company should be able to give you an exact price over the phone if they have all the facts based on the number of rooms you have and what method you want to use. Some of the questions that the carpet cleaner should ask when calculating a price are: How many rooms do you have? Are the living and dining rooms combined? How many baths, halls and closets are there? Are there stairs? How much soiling is there? Are there excessive or heavy stains? Are there any pet stains or odors? What type and color is the carpet? How old is the carpet? When was the last time you had it cleaned? It's important to keep in mind that certain types of carpet are harder to clean than others and carpet that hasn't been cleaned in years is harder to clean than carpet that was cleaned in the last six months.

If you're thinking about having your carpets cleaned, we offer these four recommendations:

Recommendation #1

Make a commitment to yourself to have your carpet cleaned. The longer it remains dirty, the sooner it will wear out, and you also increase your and your family's exposure to the pollens, fungus, chemicals, and dust mites which live in your carpet.

Recommendation#2

List your objectives. Do you want a healthy home with a thorough cleaning like the type Young's Chem-Dry performs, or would you be satisfied with a light cleaning like many companies provide? Do you want to work with an honest, reputable company that has trustworthy, professional, knowledgeable and friendly employees that you feel comfortable allowing into your home?

Recommendation #3:

Ask questions. The way you learn about a company is to ask questions, and then listen carefully to the answers. Here are the questions we suggest you ask:

1. What method of carpet cleaning do you use?
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. What sets your company apart from other carpet cleaner?
7. Do you offer a guarantee?

Recommendation #4:

Once you're satisfied that you are working with an honest, competent, and professional company, then invite them into your home to perform a thorough carpet cleaning. **Ask for a total price before the** cleaning begins so there won't be any surprises.

By following these four recommendations, you'll gain all the information you need to make an informed, intelligent decision.

If you would like to have your carpets completely cleaned with a process that removes the bacteria, fungus, chemicals, pollen and tobacco, then we invite you to give us a call. We will be happy to answer any additional questions that you may have regarding carpet cleaning. Our trained customer service staff will be happy to give you a phone quote that has been prepared exclusively for you and your particular needs or we will come to your home for a written quote. **Please call 817-460-7260.**

Here's one last point. We know that many customers are skeptical about carpet cleaning companies. So in addition to our dedication to consumer education, we provide one more thing as well.

We **guarantee our work**. That's right! We fully guarantee every cleaning job we do. If you aren't happy with our work, we'll re-clean the area for **free!** If you still aren't happy, you pay nothing, not one red cent! **What could be more fair? (So, what's the risk?)**

We understand that choosing a carpet cleaning company isn't easy.

Why? This may be 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?

We appreciate that you have taken the time to read this guide. We hope you found it helpful. If you have any questions or would like to schedule a free, in home quote, please call us at **817-460-7260**, or visit www.youngscarpetcleaning.com for information and testimonials about our carpet cleaning procedures.

On behalf of **Young's Chem-Dry Carpet Cleaning** and our **Staff**, we thank you for your kind attention!

Remember at **Young's Chem-Dry Carpet Cleaning**: We don't cut corners, we clean them!

Cordially,

Jerry & Martha Young