

**The Only thing *Worse* than Having Dirty Carpet
is.... Choosing the **WRONG** Carpet Cleaner!**

How To Choose a Professional Carpet Cleaning Company

Save Wasted Money, Time, and Frustration

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**This CONSUMERS GUIDE is
Provided as an Educational Service by
REFERRAL Cleaning & Restoration Inc.**

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Choosing a carpet cleaner isn't easy! Why?

Because you are bombarded with misleading advertising, confusing claims and simply bad information. From ridiculously low prices and high pressure sales to unqualified technicians and near worthless methods or poor results.

How do you ever find a qualified competent professional carpet cleaner you can trust in your home? You can start by reading this Consumer's Guide.

We wrote this guide to help you better understand carpet cleaning and the benefits of selecting our company. Now, with this information you can make an informed, intelligent decision before you waste your time, money and frustration.

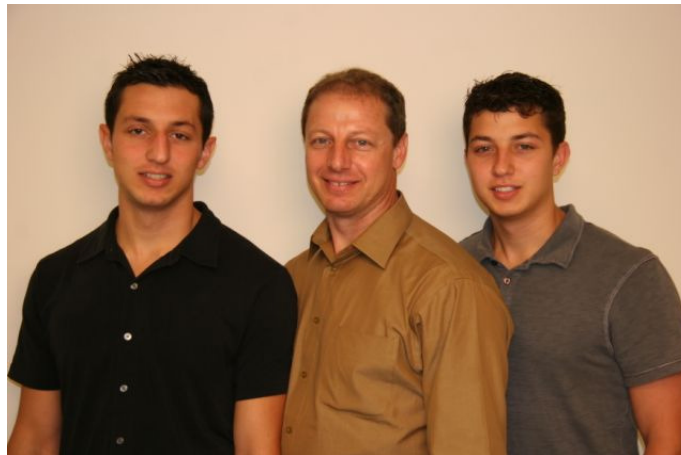
In 1977, Ron started cleaning carpets at Denny's Restaurant out of the back of his Chevy El Camino.

Since then, we have become an IICRC certified professional cleaning firm and recognized as Fort Wayne's top personalized cleaner.

We've invested in state of the art truck-powered cleaning equipment, which results in a cleaner and dryer carpet.

Our company has grown through referrals and repeat clients because of our honest reputation and self-imposed high quality standards.

We have helped thousands of particular homeowners in the Fort Wayne and surrounding area keep their carpet, oriental rugs, tile/grout, and upholstery in beautiful condition and at the same time create an indoor environment that's clean and healthy. We have dedicated our business to educating consumers on how to care for their carpet so it will look beautiful for years to come.



Alan Falls Ron Falls Ryan Falls

6 Costly Misconceptions about Carpet Cleaning

Misconception #1: You should wait as long as possible before cleaning your carpet or upholstery.

Big mistake. It is an old wives tale that once you clean your carpet it will get dirty faster. Actually, this statement had some truth in it a few years ago when carpets were shampooed. It's compared to shampooing your hair and not rinsing it out. Today's hot water extraction cleaning agents do not leave a sticky dirt attracting residue. However, some carpet cleaners pre-spray your carpet with their cleaner and do not use enough cleaning strokes to thoroughly rinse the fibers, thus leaving residue to attract soil.

Dirt is an abrasive— like sandpaper. Every time you step on your carpet, you grind dirt into the carpet fibers. This cuts into your carpet fibers, causing it to wear out much faster. While vacuuming helps, by itself, it simply is not enough. Modern carpet yarns are engineered to conceal dirt - which is good, to a degree. Regular cleaning is needed because by the time your carpet begins to show soiling, for example, in the traffic lanes, the damage has already begun. Regular scheduled cleaning can prevent this from happening. So the longer you wait to have your carpet cleaned, *more damage* is done to the fibers and the faster it wears out. *Dirty* carpets simply will not last nearly as long as a *clean* carpet. *Worn* fibers will also attract soil much faster. Cleaning should be done every 9-12 months or 6 months with pets, kids, spills or high traffic areas. But there's more than visible dirt to be removed. Learn about that in misconception #2.

Misconception #2: The only reason you should clean your carpet or upholstery is to remove the dirt.

Not true. Not only do you want to clean your carpet for appearance reasons, you also want a *healthy carpet - germ and odor free*. Unfortunately the dirt in your carpet has lots of company. Carpet is the biggest filter in your home and it needs hot water extraction on a regular basis to be effective. As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust and hundreds of other unwanted guests. Not to mention the dirty work done by dust-mites and their allergens. Did you know tobacco smoke contains over 4000 different chemical compounds, 43 of which cause cancer. Even if you don't smoke, when you come into your home, you carry those chemicals on your skin, hair, clothing and shoes. Your pets also carry fleas and many germs on them. Not surprisingly all of this winds up in your carpet and upholstery. As you walk on your carpet all of these '*substances*' are stirred up and redistributed into the air you breathe. If you have allergies, asthma, emphysema or other breathing problems - one major source of your problem could be the unhealthy *trapped* indoor air and the '*unwanted guests*' in your carpet and upholstery. *Cleaning also flushes the fibers of odors*. You become accustomed with your homes odors, but your friends likely don't. Cleaning makes your home *smell fresh*. Many clients

notice immediately the clean smelling freshness after their carpets and furniture are cleaned. The *soil, pollen, dust, germs* and *odor* have been extracted from the fiber. Many sensitive people breathe easier after a *true* professional cleaning is performed in their home to remove these allergens and odors.

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

Not true. You can choose from two primary methods: *Dry cleaning* or *hot water extraction*. Many people believe that dry cleaning your carpet is like dry cleaning your clothing, which is a misconception. First, we'll explain dry cleaning.

Here are two common methods of "dry cleaning" your carpets:

1) The **Dry-compound method** spreads an absorbent mixture that looks like wet sawdust (host) or white powder (capture) 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 attempts to remove all the material out of the carpet. Vacuuming does not remove the cleaning product entirely. Any remaining mixture stays behind in the carpet and even gets on your baseboards. For a health safety consideration, caution is to be taken, since pets lick their paws and small children put their fingers in their mouths. Results are disappointing, because the carpet is not rinsed in any way. It relies on vacuuming up the '*product*' that was applied to the fibers. This method has proved not very effective for wall to wall carpet cleaning but may be somewhat effective on emergency spills.

2) The **Bonnet method** uses a round cotton bonnet (or mop) under a rotary floor scrubbing machine. First, a wet cleaner is applied to the carpet. The bonnet spins from side to side, absorbing the dirt. After the bonnet is saturated with dirt, another bonnet is applied. Bonnet cleaning is like trying to use a large towel to rub the dirt out of your carpet. Or imagine shampooing your clothes and not rinsing them. Carpet cleaning franchises such as Chem-Dry use this method. This method is also popular in interim carpet cleaning for large commercial carpets because of how fast large areas can be covered. Both dry cleaning methods have no means of rinsing the fibers in any way or to extract the maximum amount of dirt, germs, allergens and odor. Results are obvious on very soiled carpets since this method surface cleans and fails to deep clean. The rotary machine can leave swirl marks in the carpet pile. The bonnet system has very limited capability for soil removal and leaves much of the detergent in the pile since it employs no real extraction. As a result, rapid re-soiling often occurs. Like dry-compound, it is not very effective. Shaw Industries, America's largest carpet mill, actually recommends *NOT* to use this method.

3) **Hot Water Extraction also known as Steam-Cleaning** is the second carpet cleaning method and the *most used* by professional cleaning companies. A hot water cleaning solution under high pressure is applied to your carpet and is immediately extracted out to a separate waste water holding tank. This method extracts deeply imbedded soil, germs, allergens and odor. The 200+ degree heated cleaning solution rinses the fibers and *renews* its luster and fluffiness. Proper *cleaning pressure* and operators *cleaning technique* prevent over wetting. The carpet backing and pad would only get wet from inferior, irresponsible

cleaning firms. **For professional cleaning, Shaw recommends the *hot water extraction* method. Shaw has done their own independent extensive testing. For your carpet warranty to remain *valid*, hot water extraction method is required. Shaw requires proof of cleaning at least every 18 months by a *professional IICRC certified firm to keep your warranty in force*. Shaw also recommends the use of truck-mounted machinery instead of portable equipment.** *Truck-mounted* machines have high heated cleaning solutions with more cleaning and extraction power which leaves you with a thoroughly cleaner and drier carpet. No question about it, hot water extraction/steam cleaning is the most effective way to have your carpets cleaned *when done correctly*. Beware, there are plenty of horrible hot water extraction cleaning companies and many people have experienced them. Hence, hot water extraction is the *best*, but sadly can be the *worst* if you hire the wrong company. Misconception #4 speaks about how things other than using truck-mounted equipment is necessary for a quality cleaning job.

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

Not true. Many companies own hot water extraction machines. But, a large number of employees and even owners don't know how to use them or clean with the proper technique. This will result in a low quality cleaning job and often times over wetting. There are many different cleaning agents with different results to choose from. Hot water extraction cleaning can be the *worst* if not *done right*. Many clients have been turned off with hot water extraction because of soaked carpets caused by *improper cleaning technique* or *poor machine maintenance*. With good reason, they have been lured to advertisements of dry cleaning. They didn't have soaked carpets but they also were disappointed and frustrated with the poor dry-cleaning results. There are different quality levels of machinery. Referral Carpet Cleaning recently spent \$50,000 updating just *one* of our top of the line machines. There are many choices, and we could have spent less, but you have to invest in the best equipment to do the best high quality work. Some clients have resorted to cleaning their own carpet because of receiving such a poor quality cleaning job, supposedly done by a professional cleaner. But can cleaning your own carpet get the same results? Read #5.

Misconception #5: I can get the same results by renting a machine and 'doing it myself.'

Not true. In fact, do it yourself machines are so inferior to our powerful equipment, it's not even a fair comparison. The 'do it yourself' machine does not have the 200 degree hot water, higher cleaning pressure and powerful vacuum that a truck-mount machine does. The low quality cleaning agents used by the consumer do not clean well and are not as concentrated leaving a residue in the carpet that will attract soil quickly. Referral Carpet Cleaning uses quality cleaning agents that are very concentrated, using less than 1/5 oz. per gallon of water. Lack of vacuum power or poor suction causes damage by over wetting. A true professional's years of experience enables them to do a better job. They have made an investment in training to understand the equipment, to know the proper

cleaning agents for the situation at hand, and to recognize the differences in fibers and carpet construction. Professional truck-mounted equipment will leave you with a cleaner and drier carpet.

Misconception #6: The cleaner with the lowest price is the company you should hire.

All of us like finding a bargain. But in the carpet cleaning business, companies know what they're worth and price their work accordingly. Pricing is across the board. Cleaning is a service, not a commodity. If brand X is sold at Walmart for \$100 and the identical item brand X is also sold at a high end department store for \$150, then it's clear you have found a better price. Perhaps customer service and other things may still draw customers despite the cost. Remember, *price is what you pay* and *value is what you receive*. What value is there in spending half of what you should have spent on a quality service if the cheaper service doesn't perform up to standards?

Problems regularly arise from a consumer trying to save on their cleaning. Often, they found out the hard way the old saying, "you really do get what you pay for". Many have *wasted* their money and were left with an ineffective cleaning, lost time and unbearable frustration. The *lifespan* of their carpeting is often shortened. A lower priced cleaner may be cheaper because they speed through the job. They may even use inexpensive portable machines, or cheaper ineffective cleaning solutions. Perhaps they hire technicians that leave much to be desired. Can you trust them? Will you feel safe? Maybe they use unethical advertising methods such as the bait and switch technique where they offer a low price like \$25.00 a room to get their foot in the door. By the time they leave they have pressured you into buying extras like spotters, deodorizers or carpet protector. You paid a lot more than you expected, likely because they are paid on commission. If you don't buy additional things they make no commission and are more likely to rush your cleaning job. It's not wrong to recommend these items if they are actually needed, but the client should never feel pressured into buying anything. Warning: Most low quality cleaning companies price by the room instead of by the size or sq.ft. of the area being cleaned. Hallways, baths and closets may not have as much sq.ft. but are still priced as a room, which is in their favor, not yours. Large areas or rooms such as great rooms and basements are considered multiple rooms, which again is in their favor, not yours.

Some people are so hung up on price that they fall victim to low priced carpet cleaners and then are "surprised" when they get short changed. Being in business since 1977, Referral Carpet Cleaning has seen many cleaners come and go. Often new companies just copycat other competitors low pricing when starting in business. They don't understand how much it costs to run a quality cleaning service and soon are cutting corners and then out of business.

The longer we live the more we learn that there's almost always a reason you will pay more or less for anything you purchase. The information presented so far has likely given you a new perspective on carpet cleaning, but to be fully educated learn the 21 mistakes to avoid when choosing a cleaner.

21 Mistakes Even “Smart People” Make When Choosing a Professional Carpet Cleaner And Personal Testimonial Quotes from Referral’s Clients

Mistake #1: Choosing a company you don’t feel safe or comfortable with in the privacy of your home.

Does having some stranger come into your home concern you? Be careful, let’s face it, you have to be cautious who you trust nowadays. There are reports where unscrupulous technicians steal right under your nose or have cased your home for future robbery. Also, often only the lady of the house is home alone. It’s critical she *feels* safe. Referral Carpet Cleaning is a family owned and operated company that you can trust in your home. Referral’s appearance is clean cut, uniformed and neatly groomed. We are well mannered, polite, friendly, honest, trustworthy and are non-smokers. Life is busy. Both spouses



often work or are busy running errands. We regularly clean for our clients when no one is at home. We take that trust very seriously. Our clients are considered to be our friends. You’re going to love us.

Mrs. Probst - *I appreciate being able to trust you in my home when I am not home and being able to leave a blank check for you to fill out when finished.*

Mary Ann Oberholtzer - *I was 'referred' to Referral by my next door neighbor. After 14 years we both still use your company. In that time, I've only seen your operators a few times as I trust them enough to leave a key and blank check while I'm at work. Now that says something!*

Mistake #2: Choosing a company that just treats you like another job.

Are you still searching for a better carpet cleaning company because you felt that the job you received was inferior to your standards and that you didn’t receive any specialized attention? Referral offers personal friendly service. As a small family business we value each one of our clients and work hard to build a lasting relationship with every client. We have a vested interest in our company and that means we satisfy your specific needs so you will be a client for life.

Mrs. Eley - *You made us feel very comfortable. Referral made us feel like we were more than just a customer, they treated us like we were their friends.*

Mistake #3: Choosing a company that does not have a professional image.

This may not cross your mind until an inferior company shows up to clean in your

home. Are their trucks taken care of, professionally lettered? Are the technicians uniformed, clean cut and well groomed? You will have no disappointment when you have us. Our professional appearance will let you feel at ease.

***Mr. & Mrs. Cornwell** - Both men were so well dressed and clean! How they look should not have mattered, however their clean cut appearance made it very comfortable to have them in my home. I love family owned businesses.*

***Mr. & Mrs. Bruick** - I have already told people you define the word "professional." Your company saved our carpet and gave us a peace of mind. You took your time and produced a flawless carpet!*

Mistake #4: Choosing a company that does not treat your home as their own and perform a detailed cleaning.

It's very uncomfortable to confront some careless worker in your home that you would rather just ask them to leave. Referral caters to even fussy clients, who are very particular, with higher expectations. We are meticulous. We use our small hand tool to reach in tight areas and along walls with dark edges. We exercise care while working with your furnishings, woodwork, walls or anything in your home.

***Lynn & Jan Lipp** - I am a neat freak, that's what my husband calls me. Alan and Ryan cared for my home the way I do. They protected my walls and woodwork while cleaning our carpet to perfection. They actually got down on their hands and knees in the tight areas and along the woodwork. WOW!*

Mistake #5: Choosing a company that is not experienced.

You'd be *shocked* how quickly most companies let a new employee be in charge of their own truck. Training is sometimes the blind leading the blind. Referral Carpet Cleaning has been in business since 1977, we're not rookies anymore. We have cleaned multiple thousands of homes. The difference between a rookie and a professional is often in the details. Over two-thirds of our business every year are repeat clients who love our detailed service experience.

***Mr. & Mrs. Kline** - We love Referral and have been customers since 1985.*

Mistake #6: Choosing a company who can not schedule an appointment to fit your needs.

Does the telephone representative listen to your needs? Referral schedules you as quickly as possible and at a time that's convenient. We go out of our way to accommodate same day, short notices or emergencies for our clients. We always call you when we are headed to your home.

***Mrs. Probst** - You always try to work me into your schedule as soon as possible.*

Mistake #7: Choosing a company that doesn't use hot-water extraction, or doesn't use truck-mounted equipment.

You're getting short changed if anything other than truck-mounted equipment is used. Referral has invested in the best of the best, top of the line van powered truck-mount. Our mobile power plant generates high pressure, hot water, and strong vacuum- all key elements in quality carpet cleaning.

***Mr. Rich** - You are professionals who take pride in doing an excellent job. You*

have the proper equipment and the know how to handle any cleaning requirements.

Mistake #8: Choosing a company who uses unsafe chemicals.

Unsafe chemicals being used is something most people don't even think about. But you should. We use cleaning agents that are safe for kids, pets, allergy sufferers and the environment. We also bring our own pre-softened water. Soft water cleans better, requiring 50% less cleaning agent.

***Mrs. Kildaski** - Their special attention to allergy and health concerns is greatly appreciated.*

Mistake #9: Choosing a company that leaves your carpet soaking wet.

Most steam cleaning carpet cleaners have a 'not so good reputation' of leaving the carpets unusually wet, in fact, in some cases soaked for days. Referral does not even wet the carpet backing, or the pad. Our clients love how fast their carpet dries. We maintain our equipment properly, adjust our water pressure lower than other companies, take extra effort in additional vacuum passes and we utilize fans to speed dry areas while on site. We usually have rooms dry before we depart many jobs. Your carpet and upholstery is safe with us from over wetting.

***Mrs. Tyler** - There is no worry about wetness. Previously we used a dry cleaner because we were worried about over wetting carpets and padding. Referral left our carpets looking beautiful and almost dry upon completion.*

***Mrs. Romary** - The carpet doesn't feel saturated after cleaning. The carpets are thoroughly clean and dry in a few hours.*

Mistake #10: Unknowningly choosing a company who has a reputation of rushing their work .

Ask, 'How long will it take for your cleaning job?' If you feel you are a victim of a quick job, don't hesitate to watch the crew the entire time. Request for them to slow down, clean more passes in the traffic areas and to take additional dry vacuum strokes. Or next time just hire Referral because we *Never Rush Our Work*, even in the event of running behind schedule. Every job receives our high quality workmanship. It's evident in the time we take to thoroughly perform our services. Even with the proper equipment and cleaning agents, your carpet may still not be as clean if the technician has a poor cleaning technique. Referral's cleaning technique separates us. We take as many cleaning strokes as needed to remove as much dirt as possible. We do not "scrub" your carpet, by cleaning with the pressure spraying in both directions, which can be faster, but it can result in over wetting.

***Mrs. Schweizer** - Referral does a great job. They are never in a hurry to get the job done. They are there taking their time being particular and getting the job done the right way.*

***Mrs. Keplinger** - Referral is different from other carpet cleaners because of the time they put into cleaning the carpet. They spend over 75% longer than any other carpet cleaner and the carpet is not soaking wet when they are done.*

Mistake #11: Choosing a company who does not provide follow up advice on how to care for your carpet.

It would be appreciated to receive some follow-up information after the job is complete. Referral sends helpful advice on how to keep your carpets clean at no extra charge. We will also give you a complimentary bottle of a safe and effective spot cleaner, along with 24 hour access to a spotting guide on our web site. Just another added value of Referral's service.

***Mr. & Mrs. Fruchey** - They answered all my questions and gave me some great tips for future carpet problems.*

***Mr. & Mrs. Steele** - Alan told me the proper way to spot clean and which products to use.*

***Mrs. Rorick** - The follow-up information was a first for me. No other cleaner wanted any feedback. I appreciated the thank you letter, tips on drying the carpet and the paper on 12 ways to keep the carpet clean.*

Mistake #12: Choosing a company that is not certified by the Institute of Inspection, Cleaning and Restoration Certification. (IICRC)

The better cleaning companies are those that have been certified by the Institute of Inspection, Cleaning and Restoration Certification, known as the IICRC. You cannot buy this certification. It must be earned through classroom study, experience and successfully completing a formal written exam. However, often in larger companies, the owner gets their certification but does not invest in every technician to do so. The travel cost of sending technicians, often out of town to 2-5 day classes, along with paid lost work time, can be several hundred dollars per technician per course. Before you choose a carpet cleaner, ask to see written proof of the companies IICRC certification. The technician should have his own personal plastic card (credit card size) stating every course the technician has completed. For more information visit their website at www.IICRC.org



The IICRC gives out names of certified firms on a rotational bases. Because of our dedication to education, our company and technicians are certified by the IICRC. This training allows us to be true experts. As of January 1, 2008, most carpet mills are requiring proof of hiring an IICRC Cleaning Firm every 12-18 months to keep your carpet warranty in effect.

***Mrs. Keller** - I was impressed with the knowledge that Alan and Ryan had. They did not belittle me because I did not know much about carpet. They are truly experts.*

***Mr. Kidd** - You are knowledgeable and you seem to really know carpet. The technicians seem better trained to identify, treat, and instruct how to care for carpet.*

Mistake # 13: Choosing a company who pays its employees on commission.

You will resent it if a tech is not paid enough per hour. The tech must rely on commissions to up-sell to make a decent living. Referral Carpet Cleaning refuses

to use high pressure tactics. Our technicians are paid hourly, not commission. This takes the pressure off the tech. He can now concentrate on providing the proper amount of time and effort to each and every clients cleaning job. We are friendly professional *consultants*, helping you make educated decisions in your flooring investment to keep your home clean and healthy.

Mrs. Worrell - *The technician was not a salesman and did not try to push any products or extra services.*

Mrs. Dougan - *I especially appreciated not having to deal with a high pressure salesman. Thank you so much!*

Mistake #14: Choosing a company that is not a member of the Better Business Bureau.

Referral has been a member with an excellent record since 1982.

BEWARE! Unfortunately, even bad cleaning companies can remain a B.B.B. member in good standing if they handle their complaints. In fact, their past history is cleared every 3 years.

Instead, why not choose a company that does not have a record of producing complaints.



Mistake #15: Choosing a company that is unqualified in stain removal or re-occurring spots.

Not all companies are successful at removing spots. Spots that re-occur often are caused from 1) quickly cleaning over the surface, 2) not performing enough cleaning passes to ensure deep down cleaning, 3) the spot was not pre-treated with a neutralizer. The result is spots wick back in a day or two. Referral Carpet Cleaning has the training, equipment, cleaning solutions and experience to remove your stains forever!

Mrs. Phillips - *I had spots on my carpet that were VERY bad and I thought I was going to have to replace the carpet. I had two other companies come and clean and they were never able to get them out (they came back both times) I called Referral and they came out and cleaned. The spots have never come back. My carpet looks like new again.*

Mrs. Cole - *After Referral cleaned it we had no returning spots and the new spots clean up and stay gone.*

Mistake #16: Choosing a company that doesn't use the hot water extraction/steam cleaning method.

Dry cleaning and bonnet cleaning simply are *inferior* to hot water extraction and will only produce mediocre results. Referral uses the hot water extraction method from a truck-mounted unit, which is the recommendation of carpet manufactures. Shaw Industries, (the largest carpet manufacturer) recommends the hot water extraction system utilizing *truck-mounted equipment*. Shaw's research indicates truck-mounted equipment provides the best capability for cleaning compared to a portable cleaning system.

Mistake #17: Choosing a company that doesn't Guarantee their work.

Beware, many companies advertise they guarantee their work, which

may *lure* a customer into thinking that they do good work. However, many clients have stated they were so dissatisfied with the company and cleaning, they would not allow the company back in their home to correct the problem. "A guarantee is only as good as the company that stands behind it." If your cleaning company doesn't have a track record stating they'll be available today, tomorrow and more importantly, next year, you're being short-changed. Referral has been in business since 1977. **Referral offers an Iron-Clad Satisfaction Guarantee.** Referral backs up their work 100%. Referral wants *complete satisfaction* and our job is not completed unless you are satisfied. We will let you know up front what we can, and in specific unusual situations, what we cannot promise. *If for any reason we need to correct anything that was promised or even expected, we will promptly return with no hassles to make it right.* What could be more fair? It's the right way to do business. Referral honors such a guarantee because we take pride in our reputation and have a *self-imposed*, high standard of quality.

Mrs. Thompson - *I've used several carpet cleaners over the years and Referral Carpet Cleaning is by far the most superior and professional. I give them a 10 out of 10. I can't think of anything you could do to provide better service.*

Mrs. Needham - *I appreciated the call after cleaning to assure that I was satisfied.*

Mistake #18: Choosing a company that doesn't Stand Out as the

BEST. From the initial call, you should expect a courteous and helpful office staff. Their vans should be clean and professionally lettered. Uniformed technicians should be well groomed, polite, friendly, honest and trustworthy. Technicians should respect your home and furnishings, provide meticulous workmanship, never rush, and take pride in their work. Technicians should never high pressure sell, but instead offer suggestions and solutions to choose from. We are proud to state that our clients feel Referral Carpet Cleaning stands head and shoulders above our competition in these areas.

Mrs. Beck - *Oh my gosh! You won't believe them until you see them! Words almost can't explain it. There is no comparison between Referral and other cleaning companies.*

Mrs. Palmer - *Referral is the Best carpet cleaning company in Fort Wayne.*

Mrs. Keplinger - *When I want it done right, Referral is the only place I will use.*

Mrs. Knuckles - *I have had other carpet cleaners in my house and now realize after I had Referral Carpet Cleaning, that I never really had clean carpets. They actually clean 10 times more than "other" carpet cleaners. You cannot even compare them to other carpet services. Referral is so far superior.*

Mistake #19: Choosing a company that leaves a cleaning residue, which attracts dirt.

You're at the mercy of your carpet cleaner as to what type of cleaning agent is being put into your carpet. Many companies use a pre-spray and follow with a water only rinse or an acid rinse. Water only rinses will not rinse cleaning agents completely from the carpet, and the cleaning outcome is inferior with this type of process. Acid rinses are reported to actually leave a dirt attracting residue. Referral uses effective, professional-grade cleaning agents designed specifically

for hot water extraction/steam cleaning. Referral does not leave a dirt attracting residue which results in a long-lasting clean. Referral also cleans with softened water which requires 50% less cleaning agent.

Mrs. McCulloch - *Referral does excellent work and they get all the stains out. The cleaning process doesn't attract dirt later.*

Mrs. Phillips - *My carpets look beautiful and most important to me, continue to look beautiful!*

Mistake #20: Choosing a company that you do not feel comfortable referring to your family and friends.

You can be confident when you refer family and friends to Referral. We will do more than thank you, we feel it's only right to "reward" you for believing in us and recommending us.

Mr. and Mrs. Hogan - *I'm now a regular Referral customer. The best thing in the entire city. I've already told 10 people! Thank you.*

Mrs. Odem - *Anytime someone talks about carpet cleaning, I always recommend you. Thank you again.*

Mrs. Waterhouse - *I am telling all my friends to use Referral.*

Mistake #21: Choosing a company that does Not Deliver VALUE.

Get the *most value* for your money. Some people know the *price of everything—but but the value of nothing*. Price is what you pay. Value is what you get. In the carpet cleaning industry, prices are across the board and so is the quality of work. Companies know what value or price they are worth. How can you receive value if an inexperienced, commission incentivized operator zooms through your job, leaving your carpet soaked, with most spots reappearing the next day? This is a common complaint. You'll be frustrated, see your hard earned money wasted, your time lost, and the life span of your carpet shortened.

Mr. and Mrs. Art - *People said I could have paid less elsewhere, but I was too impressed with your overall quality!*

Mr. & Mrs. Mauk - *Although your price may be a bit higher...this is one of those cases where you really feel like you have received a bargain.*

Mrs. Richmond - *I was really happy with how my carpets looked afterwards! You cost more than others but you get what you pay for. My carpets looked new when you were done. I had people ask me if I got new carpet.*

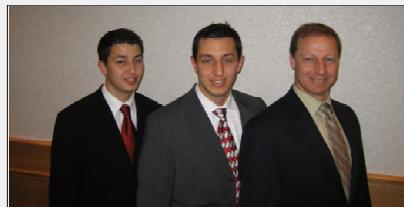
Mr. Johnston - *You are expensive but very good. Our carpets are cleaner than any prior cleaner was able to get them.*

Mr. Coffee - *They may cost more than other companies but it is worth the money.*

Thank you for reading the "Consumer Guide To Carpet Cleaning".
You are now an informed consumer on
how to choose a professional carpet
cleaning company.

If you have any other questions, explore
our website or call Referral and we will
be happy to help you in every way.

Sincerely, Ryan, Alan and Ron Falls



More Education Found at
www.ReferralCarpetCare.com

Carpet Care Tips - Spotting Guide - Pictures
Ethical Services Rolodex - History of Company - Links
Testimonials - Frequently Asked Questions - Services

We Look Forward to Meeting You Soon
and Providing Our Excellent Cleaning Services

(260)483-4383



2901 Parnell Ave. Fort Wayne, IN 46805

Located 1 mile south of the Coliseum, across from the Dairy Queen,
N/W Corner of Parnell & Kenwood, a few blocks north of State Blvd.



Before Cleaning



After Cleaning

Referral is different from other hot water extraction or steam cleaning companies. We are Not Any Ordinary Cleaner. There are 5 areas that must be met for a successful professional cleaning outcome. Remove any one of the five and quality suffers. Referral provides all 5 of the ingredients for high quality results.

- 1). **High Powered Truck-Mounted Equipment:** There are different grades of truck mounts. We purchased the Cadillac of machines. We carry softened water on board which cleans better with less cleaning agent. We maintain our equipment so it will perform optimum results.
- 2). **Cleaning Agents:** Referral uses top end products and can outperform many cleaning companies because of superior cleaning solutions. Our solutions are safe for children, pets, and even for allergy sensitive clients.
- 3). **Technique:** Improper cleaning techniques and poor training make the difference in the final outcome of the cleaning job. We also take extra cleaning strokes and vacuum strokes to ensure the most soil removal and for fast dry times.
- 4). **The Technician:** If the technician is not particular or has a bad attitude about his work, it will show. Referral takes pride in our reputation of consistent quality.
- 5). **Company Philosophy:** Referral's philosophy is "one quality job at a time". We Never RUSH Our Work. We take our high quality reputation very seriously. Many cleaning companies are only profit driven with a lot of employee turnover. Often new employees have little formal training with no experience or qualifications. They are put in charge of their own truck prematurely.



Auto, Boat, Airplane, & RV Cleaning

Also Detailed Interior Upholstery Cleaning



Mattress Cleaning



Allergies?

Why clean mattresses? Mattress cleaning and allergen removal really started in Europe about 15 years ago. There is a growing amount of scientific data that reveals better environmental hygiene improves health. The Environmental Protection Agency has consistently ranked indoor air pollution among the top five environmental risks to public health, and according to the American College of Allergy, Asthma and Immunology, "50 % of all illnesses are caused by or aggravated by polluted indoor air". The No.1 indoor allergen source? The common house dust mite. Dust mites are microscopic, eight-legged arachnids (not insects) 0.3mm in length. They are invisible to the human eye, so small they can crawl through the weave of bedding fabrics. For allergy sufferers, the bedroom is the primary source of dust mite exposure in the home. About 60 percent of mites in the home are found in the mattress, as we spend one third of our life in bed - shedding skin and feeding dust mites. Bed pillows should be replaced regularly.

To effectively control dust mite allergens, the mattress should be regularly cleaned, about every 6 months for allergy sufferers.

Water Damage Restoration Drying Flooded Carpet/Pad Drying Walls/Structure

At Referral, we specialize in water damage restoration. We have received education and certification. We are certified by the IICRC (The Institute of Inspection, Cleaning and Restoration Certification) as Water Restoration Technicians. We have also attended Chuck Dewalds Vortex drying school and Drieaz University where we have earned Applied Structural Drying Certifications. This certification distinguishes restorers who have completed an intensive hands-on course in how to dry complete structures. It's called Applied Structural Drying because students "apply" drying techniques as they learn them in a classroom flooded house setting. Many carpet cleaners claim to offer water damage restoration service because they can remove the water with their machine. However, this is just the tip of the iceberg. Water damage restoration is more specialized.





Upholstery Cleaning

Most people don't realize just how soiled their upholstered furniture is and how much contaminated dirt, pollen, dust mite feces, pollution, pet dander, germs, odor, body oils, lotions and grunge sits in the cushions. Think of how much dust would accumulate on a table if it were never dusted. That same amount is on your sofa, too. You just can't see it. When you sit on dust, two bad things happen: It abrades the surface of the

fabric just like superfine sandpaper, and it gets ground into the interior of the upholstery. Then the fabric and colors begin to dull and the original appearance becomes more difficult to restore. Call Referral to maintain your upholstery.

Tile/Grout Cleaning & Sealing

Are You About To Take A Jackhammer To Your Tile Floors Because You're Sick Of Scrubbing Those Filthy Grout Lines? We can restore your tile floor and help you keep it looking beautiful. Referral can thoroughly clean your tile and grout and make it look like it was freshly laid. The old days of mops and tooth brushes are gone forever! Our cleaning process flushes out more dirt than a mop and bucket ever could.



Our new technology allows us to clean your tile and grout with highly pressurized hot water with complete control and removal for the most thorough cleaning. After the cleaning process, if you choose, we apply a professional sealer which will leave your floors so much easier to clean in the future.

Pet Odor & Stain Removal

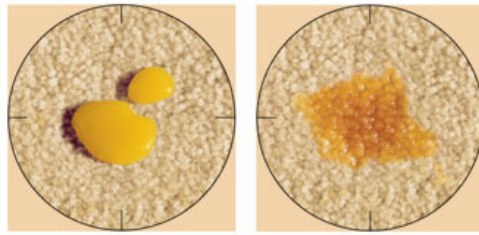
Urine contamination often requires many more steps than just ordinary, topside deodorizing and cleaning. Not only is the top of the carpet or upholstery contaminated, but often times areas below the surface are affected. The backing, padding, and sub-surfaces must be decontaminated or replaced before urine decontamination is successful. Another concern with urine is that the acid in urine may permanently change the dye structure of the carpeting or upholstery. We can treat these with neutralizers, and other specialized treatments, but be aware that at times the dye structure may be permanently stained from urine. Prompt professional cleaning is recommended.



Oriental Rug Cleaning

Some people think cleaning wool rugs will harm them, so they allow dirt and stains to obscure the otherwise vibrant and intricate patterns. Yet the number one enemy to a wool rug is soil. Gritty dirt gets into the pile, and as people walk on the rug, damage is being done. The gritty soil acts like sandpaper, grinding away at the fine fibers. Improper or delayed spot removal attempts, or moth and insect activity also cause expensive damage. Your rugs, if properly cared for will last a lifetime and many generations to come. Your Oriental rugs are also in danger of being ruined if not properly cleaned. Color loss, dye bleeding, shrinkage or warping, browning of fringes, break down of wool fiber, and permanent loss of luxurious feel.

An expert rug cleaner should be the only one entrusted with the care and maintenance of your fine woven treasures. Otherwise your beautiful heirlooms could quite possibly be irreversibly harmed. Referral has the expert training, knowledge and experience to care for your oriental rugs.



Treated

Untreated

Carpet & Fabric Protection

From the Factory, Fibers Are Fresh, Smooth, New & Protected. Over time, foot traffic on your carpet causes soil to become ground in and trapped in your carpet's fibers. To the naked eye, dirt has a smooth look to it. But under a microscope, soil is revealed to be an abrasive with sharp, jagged edges.

All of this soil acts like tiny saws, cutting into the protector, exposing and damaging the delicate fibers. Now exposed, spills and soil can penetrate deep into the heart of your carpet. This causes your carpet to "ugly out" faster. It can also expose the fibers to the possibility of permanent staining - *leading to premature replacement*. Renewing carpet protection after each cleaning **reinforces** your carpet's original factory protector. Spills will become easier to remove. Vacuuming will be much more effective. Most importantly, your carpet will **look better for much longer** than it would with just the original protector alone. That's why most carpet manufacturers recommend reapplying carpet & fabric protection after cleaning.

4 Important Reasons to Clean Your Carpet Regularly

1. **Appearance-** Don't feel embarrassed if guests pop in. You just feel good when your carpet looks clean.
2. **Health-** Carpet cleaning removes dust, allergens, germs, pet dander, and odor leaving your indoor Environment and Air Clean, Fresh and Healthy.
3. **Investment-** Refresh, restore and extend the life of your expensive carpet. It will save you from premature replacement.
4. **Warranty-** Manufacturer warranties require proof of hiring a professional cleaning company; a minimum of every 12-18 months.

10 Tips To Prolong the Life and Beauty of Your Carpet Investment

5 Tips - To DO

1. Hire a true expert. Professionally clean your carpets on a regular maintenance program, at least every 9-12 months, 6 months if you have kids or pets, high-traffic areas, or wear shoes on the carpet
2. Vacuum, Vacuum, Vacuum; daily in traffic areas.
3. Place walk-off mats inside and outside every entry.
4. Re-apply carpet protector to protect from stains and normal soiling.
5. Clean up spots, spills, pet urine quickly, then call to have it professionally cleaned ASAP to remove odor and prevent staining.

5 Tips - NEVER DO

6. Never wear shoes on your homes carpeting.
7. Never clean with do it yourself machines, except for spotting or spills
8. Never use bleaches, or other strong cleaners on your carpet. Many store bought carpet cleaning spotters/deodorizers cause irreversible damage or color loss.
9. Never wait until you see soiling; damage to the fibers has already started. Never burn candles that put off soot which creates dark edges.
10. Never waste your money, time and patience on cheap, low quality cleaning companies. Value is what you get, price is what you pay.

Referred by _____