



CARPET CLEANING CONSUMER GUIDE

© BY THE VALET CARPET CARE TEAM



***BEFORE YOU CALL ANY CARPET CLEANER,
BE SURE TO READ THIS GUIDE TO DISCOVER***

- ✓ FOUR STEPS TO FRESH, CLEAN HEALTHY CARPET
- ✓ WHICH METHOD CLEANS BEST
- ✓ HOW STEAM CLEANING CAN IMPROVE YOUR AIR QUALITY
- ✓ 6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING
- ✓ HOW TO AVOID 4 CARPET CLEANING RIP OFFS
- ✓ 7 MISTAKES TO AVOID WHEN CHOOSING A CARPET CLEANER
- ✓ THE IMPORTANCE OF VALUE AND PRICE
- ✓ DO YOU WANT A CLEAN HEALTHY CARPET

Choosing a carpet cleaner isn't easy.

Why? Because you're bombarded with misleading advertising and confusing claims.

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?

So how do you choose the right carpet cleaner?

You start by reading this Consumer's Guide. In this fact-filled booklet, you'll discover how to avoid carpet cleaning rip-offs, 7 mistakes to avoid when choosing a carpet cleaner, and four steps to a fresh, clean, healthy carpet.

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

Best Wishes

The Valet Carpet Care Team



4 STEPS TO A FRESH, CLEAN, HEALTHY CARPET

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

STEP #1: Make a commitment to yourself to get your carpets cleaned. The longer they remain dirty, the sooner they'll wear out. Plus the longer you have to breathe all the pollens, fungus and chemicals that hide in your carpet the more your health will be affected.

STEP #2: List your objectives. Do you want only the dirt removed, something you could do with a rented shampooer. Or do you want all the bacteria, fungus and chemicals removed, which will require a hot water truck-mount cleaner, as I use. 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 or worse yet damage your carpets.

STEP #3: Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are six tough questions to ask a carpet cleaner before they begin to clean your carpet:

1. What method of carpet cleaning do you recommend?
2. What type of equipment do you use to clean carpet?
3. What will your equipment remove from my carpet?
4. How often should I get my carpets cleaned?
5. What training have you had in cleaning carpets?
6. Are you certified and will you show me your certificate?

WHAT DO YOU WANT OUT
OF YOUR CARPET
CLEANING SERVICE?????

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 quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost — no surprises.

By following these four steps, you'll gain all the information you need to make an informed, intelligent decision. If you want a quick, cheap carpet cleaning job, many companies in the phone book can help you. Or you can rent a shampooer from the grocery store and do the job yourself.

But if you want your carpeting to be completely and healthfully cleaned — removing the bacteria, fungus, chemicals, pollens, and tobacco products — then I invite you to call a good hot water extraction cleaner. They'll be happy to answer your questions — provide you a cost estimate over the telephone — or come into your home and give you a free written quotation — without cost or obligation of any kind.



*Call a Carpet Steam Cleaner today: but
remember to ask those important questions*

WHICH METHOD CLEANS BEST?

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 a 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 cotton bonnet on your carpet. The rotating motion causes the bonnet to absorb dirt from your carpet. This method is also called bonnet cleaning. Bonnet cleaning is like trying to use a large cotton towel or mop to rub the dirt out of your carpet. It's not very effective.

Dry, 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 (Steam Cleaning):

This is a fancy way of saying that a hot water cleaning solution under high pressure is forced into your carpet and then sucked 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."

You can choose from two different types: Truck-mount extraction, which is done with a large machine mounted in a truck or van. Or portable extraction, which is done with a small, hand-held unit.

Steam cleaning
can improve
your air quality

On which type to choose, Shaw's Technical Bulletin states:

"[cleaning] can be done from a truck mounted unit outside the facility with only the hose and wand brought inside, or where a truck mounted unit cannot reach, by a portable, self-contained system brought into the facility."

As you can see, Shaw recommends the truck mounted unit first. And this isn't surprising. You see, the truck mounted unit cleans much better because it heats the water to a higher temperature — and shoots the cleaning solution into the carpet at higher pressures. This breaks up the dirt, bacteria, chemicals and pollens in the carpet. Then the machine uses high suction to draw the dirt and chemicals out of your carpet. This is the method my company uses.

No question, the most effective way to clean carpeting is with a hot-water unit mounted in a truck. It's the most powerful cleaning machine on the market and the only machine that cleans your carpet of dirt, harmful bacteria, fungus, chemicals, pollens and tobacco residue.

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.

HOW STEAM CLEANING CAN IMPROVE YOUR AIR QUALITY

A major contributor to indoor air pollution is the Dust Mite. They are everywhere. In your couches and chairs. In your carpets. In your bed. Dust mites exist in everyone's home and workplace...no matter how clean it is!

See there are 42,000 Dust Mites per ounce of dust, each excreting 20 fecal pellets per day. Think about this. How many ounces of dust do you think you have in your house or business some of which you can't see?

Whatever number of ounces you guess, just multiply it by 42,000 Dust Mites per ounce...and then multiply that by 20 fecal pellets per Dust Mite. It's a number that's so big its staggering to think about.

Valet Carpet Care: helping
our valued customers to
experience improved air
quality



But just because it's too hard to comprehend the amount of Dust Mite faeces floating around it doesn't mean you can ignore all the problems it causes. As this dust mite excretion gets into the air, it can cause all kinds of allergic reactions when inhaled deep into your lungs. Symptoms may include one or more of the following: Sneezing, runny nose, blocked nose and coughing.

So how does steam cleaning assist in improving your air quality???

Hot water extraction or "Steam Cleaning" completed by a professional carpet cleaner will assist in controlling Dust Mites and other irritants in your carpet, upholstery and mattresses. The higher water temperature reached by steam assists in killing off dust mites and the extraction method removes soils and other irritants from deep down in the carpet/mattress/upholstery fibres. Once these allergens are removed the quality of air will improve.

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 carpets 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, source of your problem could be

What's in your carpet??

emphysema, or other breathing problems — one major 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 chem, 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.

The best cleaning companies are those that have been trained and certified.

Hot water extraction means a hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction as the primary method of cleaning carpets.

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-mount extraction. If they use a small unit that can be brought inside, it's called portable extraction. Shaw's first choice is the truck-mounted unit — and it recommends the small, portable unit only in areas where the truck-mounted unit won't reach.

The truck-mount extraction cleans much better because it heats the water to a higher temperature — and shoots the cleaning solution into the carpet at higher pressures — which breaks up the dirt, bacteria, chemicals and pollens in the carpet. Then the machine uses high suction to draw the dirt and chemicals out of your carpet. This is the method my company uses.

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 trained and certified. Before you choose a carpet cleaner, ask to see written proof of the company's certification.

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

No. I've seen so many problems arise from lowest-bid companies that I 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 and tobacco residues removed as well.
- (2) the price you see advertised may not be the price you pay. Many homeowners 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.

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

I 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 meter. So if you'd like me to tell you the exact cost of cleaning your carpet, I need to know the exact number of square meters that you want cleaned. To get an accurate measurement,

I use a measuring wheel to calculate the exact size of the carpet area. To give you an idea of how I estimate the cost of cleaning, here are the three things I consider:

- (1) First, the type of carpet. Certain types of carpet are harder to clean than other types.
- (2) Second, the amount of soiling. Carpet that hasn't been cleaned for ten years will take longer to clean than carpet that was cleaned within the last six months.
- (3) Third, the amount of furniture we have to move. If you move your furniture, you'll save money.

HOW TO AVOID 4 CARPET CLEANING RIP OFFS

RIP-OFF #1: UNBELIEVABLY LOW PRICE.

Low price is often very attractive especially when working within the constraints of a budget. However some carpet cleaners use low price as the bait for their advertising. They offer a cheap price designed to draw the client in and once in your home they pressure you to purchase “add-ons”. Or they carry out a slap and dash clean leaving the carpet destroyed or unclean and you left to pick up the bill for the damage or re-cleaning.

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 chemicals 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 dries quickly, then a method that takes a long time to dry isn't 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 their 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 the person who takes only a sponge bath. Obviously, each carpet cleaner will be biased toward his own method. And each method does have advantages. So I suggest you look to what carpet manufacturers say. Shaw Industries, the largest carpet manufacturer in the world, recommends hot water extraction with a truck-mounted unit.



If it seems too good to be true...it probably is.

Are you willing to take the risk?

Valet prides itself on ensuring our customers receive risk free carpet cleaning

7 MISTAKES TO AVOID WHEN CHOOSING A CARPET CLEANER



**RISK FREE CARPET
CLEANING: YOU ARE
BACKED BY OUR
200% MONEY BACK
GUARANTEE**

You will get the most thorough clean you've ever seen or it's free. I

That's right...if you're not happy with our cleaning results we will re-clean the area again and then if you are still not totally happy – we will refund your money and pay another cleaner to the same value.

MISTAKE #1: Choosing a carpet cleaner based on equipment alone.

No question, your carpet cleaner needs first-rate equipment. But he also needs something else. He needs 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 company has certification. Before getting your carpets cleaned ask to see written proof of the company's certification.

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, he pressures 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.

Do you want clean,
healthy carpets?

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 its 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 offers a money-back guarantee and then make sure the carpet cleaner includes his guarantee on his written quotation.

MISTAKE #5: Choosing a carpet cleaner without getting comments from there other clients.

Any carpet cleaner can say anything about his past jobs. And, sadly, some of what he says 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 work.

VALET TESTIMONIALS

David Everett



We had used a few other local carpet cleaning businesses, some who did dry cleaning & one who did steam cleaning but always found that the clean was never as good or lasted as long as we expected. A good friend recommended Valet to us so we gave them a go and have been happily using them ever since. !

We have four young children so marks stains splats & smears are an unfortunately frequent occurrence and Valet was the first we found who could really remove the marks in the carpet, even the stains from an artistic two year old with a handful of his sister's textas or the reminders of Summer 2011 when we had a rather nasty vomiting bug go through the family.!

The same quality of service carried through with their pest control. After the first carpet clean we were so impressed we gave their pest control services a go too and found them to be as effective in controlling the pests as they were in getting our carpet clean!

From our initial conversation with Laura through to Dion driving away we have found Valet & Bug Off to be so friendly, reliable & effective that we have been happy to continue recommending them to our friends & family.

Kristy Wright



Owner of Bayside Boutique Property Management

As the owner of Bayside Boutique Property Management our business is designed around managing and maintaining rental properties for our owners and tenants. We always aim to keep our owners homes in top condition so when looking for local people to carry out cleaning services and maintenance to these properties we want the best. Valet Carpet Care offers just that. From their carpet cleaning through to their pest control, blind cleaning and bond cleaning services we can't recommend what they do enough. They are professional, consistent and reliable. Valet Carpet Care is definitely a business that we would recommend.

VALET TESTIMONIALS CONTINUED

Testimonials Via our Facebook Page



Ashleigh Flew

Great job guys . My new rental had some one else clean the carpet wasnt happy so got Valet Carpet Care to do it . And wow what difference , Thx heaps

Tony Miller

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We run a very busy physiotherapy practice in Hervey Bay. We have been using the services of Valet Carpet Care & Bug Off Pest Control to take care of regular cleans at our rooms. Valet provide a full cleaning service to our rooms, and when we return to the office we are always impressed with the attention to detail the cleaners show.

We also regularly have the carpets steam cleaned and the pest control done. During the time we have had Valet look after us we have found them to provide a very professional and thorough service. We would highly recommend Valet to all our friends, family and business associates.

MISTAKE #6: Choosing a carpet cleaner who isn't certified.

If your carpet cleaner isn't a close friend, you may not know whether he 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 the 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 truck mounted, hot water extraction system.

You might expect this from me, since my employees and I use this type of system. But there are several good reasons. Portable hot water systems are good, but they aren't as good as truck-mount systems. Truck-mount systems are the Rolls Royces of carpet cleaners.

Compared with portable hot water systems, truck-mount systems use hotter water, higher

PH: 0418 796 232 / 41 242 232

WEB: <http://www.valetcarpetcare.net.au>

ANYONE CAN HIRE A
CARPET CLEANING
MACHINE AND CALL
THEMSELVES A CARPET
CLEANER. WITHOUT
FORMAL TRAINING
UNSKILLED AND
UNQUALIFIED CARPET
CLEANING CAN RESULT IN
LONG TERM DAMAGE

YOU ARE IN SAFE HANDS
WITH VALET CARPET
CARE. WE ARE FULLY
CERTIFIED WITH IICRC
AND ITI.



The IICRC is a certification and standard-setting non-profit organization for the inspection, cleaning and restoration industries. In partnership with regional and international trade associates, the IICRC serves more than 25 countries with offices in the United States, Canada, United Kingdom, Australia, New Zealand and Japan.



Established in 2005, ITI has become Australia's fastest growing training organisation for the cleaning and restoration industry, with action-based training centres there aim is to support and train those in the carpet and restoration cleaning industry.

THE IMPORTANCE OF VALUE AND PRICE

When you select a carpet cleaner, you'll choose from a wide variety of cleaning methods and prices.



Price is what you pay. Value is what you get.

Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction from a truck-mounted unit, and using a portable unit only in areas where the truck-mounted unit won't reach.

Here's why: A truck-mounted unit cleans much better than a portable unit for three reasons:

- (1) It heats the water to a higher temperature. For every 7 degree increase in temperature above 47 degrees Celsius, you double the water's cleaning ability. So if the water temperature is 54 degrees Celsius, it will clean twice as well as water that is 47 degrees Celsius. 61 degree water will clean four times as well as 47 degree water. And so on, until you reach a water temperature of 124 degrees Celsius.
- (2) It injects the cleaning solution into your carpet at higher pressures, which breaks up the dirt, bacteria, chemicals and pollens. 300 to 400 per square inch is the optimum pressure for truck-mount hot water extraction.
- (3) The machine uses stronger suction to draw the dirt, chemicals, bacteria, pollens and tobacco smoke residue out of your carpet.

Not surprisingly, having your carpet thoroughly cleaned with truck-mount hot water extraction costs more than renting a shampooer at the 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 tobacco smoke residues.

On the other hand, if you bought high quality carpeting — if you want it 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. And you need to have it cleaned thoroughly and disinfected, as only a truck-mount hot water extractor can do.



The strong suction from a steam cleaning wand draws dirt, chemicals, bacteria, pollens and tobacco smoke residue out of your carpet.

DO YOU WANT A CLEAN, HEALTHY CARPET?



*Which is more important to you:
a clean carpet —
or a clean and healthy carpet?*

*Yes, I 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 — then I respectfully ask that you 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 tobacco smoke residues in your carpet, then you're invited to call me.

The truck-mounted hot water unit I use is the most effective cleaning system available today. Likewise, it's one of the most expensive units on the market. But I 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 child's pants get when they play outdoors? If you have, then you know you can brush off their pants and make them 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 offering a price from \$49 who will "brush off" your carpeting and make you think it's clean. Or, if you want the job done right, a good carpet cleaner will wash your carpets with hot water and detergent using a 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 a good hot water extraction carpet cleaner. You'll receive a written estimate, at no cost or obligation.