

# **A Common Sense Guide To Carpet And Rug Care**



**Your Carpet Cleaning & Water Damage  
Restoration Specialists**

**Inside...Important things you need  
to know about make your carpets  
and rugs last for years...**

**ADVANTAGE RESTORATION & CLEANING SERVICES**

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## Dear Friend and Neighbor:

Hi, this is Chris O'Donohue, along with my wife Christine, we own and operate *Advantage Restoration and Cleaning Service*.

We appreciated the opportunity to provide you with this **Special Carpet Care Report**. We feel the more you know about carpet cleaning the better decision you can make in choosing the best company for your carpet and rug cleaning needs.

Don't risk your carpet investment by using uneducated, ununiformed or downright unscrupulous carpet cleaners . If after reading this report you have any questions or comments or want to book an appointment, please call us at **734-878-3702**.

Thanks and enjoy....



## Benefits of Clean Carpets and Rugs In Your Home

Having a clean carpet in your home is essential for a healthy indoor home environment. Your carpet and rugs act as a “filter” in your home for your indoor air quality. Carpet fibers “grab” particulates and contaminants and hold them like dust cloth. But like any filter, it needs to be cleaned regularly because when it reaches capacity it can't hold anything else. Once saturated with dirt and grime, every time you step on a “full” filter you release contaminants back into the air.

Keeping a carpet clean provides many benefits for your home and lifestyle. A clean carpet is the foundation of a cozy, comfortable and stylish home decor. In order to keep your carpet clean and beautiful it's necessary to have it professionally serviced on a regular basis.

There are many benefits to maintaining a clean carpet and in good condition. The aesthetic aspect is important so your carpets look as good as possible for everyone that visits you home. A badly kept carpet can ruin the mood of the whole room, no matter how nice the rest of the room design. Well kept, clean carpets can leave an immediate positive impression even if the rest of the décor leaves something to be desired.

Another important benefit is the potential improvement to your family's health. Many people suffer from allergies and other health problems like asthma and eczema. A dusty and dirty carpet can be source for irritants every time it is walked upon. These allergens can trigger these maladies that can make you feel ill or uncomfortable.

Scheduling a carpet cleaning online can help to reduce the severity of these allergies. Removing allergens such as dust mites and pet dander during your carpet cleaning may help anyone in your home who suffers from allergies. By keeping your clean carpets and rugs in your home, you can enjoy cleaner air and the benefits of breathing easier.

There is also an important financial benefit to keeping your carpet cleaning as well. A clean carpet wears less and lasts longer. Cleaning a carpet regularly increases its life span. Chances are you'll want to change it for decor reasons before it wears out.

## What To Do To Make Your Carpet or Rugs Last Longer

Your carpets represent a sizable investment. It would make sense to take measures that would extend their life. Most carpet is made of synthetic fibers such as: nylon, olefin, polyester, and some acrylic. These synthetic fibers rarely wear out (except on stairs), instead they ugly out. What we mean by that is, the fibers crush, or mat down, or flatten out.

What scratches carpet is gritty soil and sand that is left in the carpet and when it is walked on it rubs against the fibers and scratches them. After so much of this scratching, you can clean the soil and sand out but the damage already done is irreversible and you get is what we call in the carpet cleaning industry ... traffic lane gray. This is where the fibers are clean, but since they are so scratched up they do not reflect the light back to the eyes and now take on a dull appearance which is commonly mistaken for soiled carpets. This usually happens first in the heavily walked on areas or traffic lanes.

Here is a list of the most important thing you can do to improve the appearance life expectancy of your carpet:

### 1. Use walk off mats

- Every entry into the house that is used should have an outside mat that is rough enough to remove mud and other debris and soil and the inside mat that is absorbent can remove any moisture.
- The outside mat should be able to withstand the elements and have someplace for the dirt to drop into so that it does not get contaminated and start doing the opposite of what it was intended to do.
- Right off kitchens to prevent cooking oils and food-stuffs from being tracked into the carpeted area of your home.
- Any other hard surface areas that adjoin to carpeted rooms.

### 2. Vacuum your carpets regularly

- At least twice per week and more often if you have children or pets.
- Vacuuming your traffic lanes every day will give you the best protection against premature "uglying out" of your carpet.

### 3. Maintain your vacuum cleaner

- Most vacuum cleaners in America today are 70% ineffective, because the bag is over 1/2 full. After the bag is 1/2 full, the vacuum efficiency is greatly reduced. Once your vacuum cleaner bag is 1/2 full you should change it.

- Check the brushes of your vacuum cleaner, when placing a pencil on the base of your power head, the brushes should just touch the pencil and bend slightly as you turn the brush. If it doesn't you could be losing up to 50% efficiency. Adjust or replace the brushes if needed.

#### **4. Have your carpets professionally cleaned**

- Most people wait until the carpet is visibly soiled before they clean their carpets. This is not wise. What causes the most damage to carpets is the abrasive particles that are stuck to the carpet fibers by oil residues.
- When the carpet is so soiled that you can visibly see it then the abrasive soil has been rubbing on the fibers way too long and damage has already occurred.
- The EPA (Environmental Protection Agency) recommends that carpet in a residential setting be cleaned a minimum of once per year and every 3 to 6 months if children and pets are present. Their reason for the frequency has more to do with maintaining a healthy indoor environment than appearance but it is still good advice.

#### **5. Have your carpets retreated with stain and soil resistant products regularly**

- Although you may have purchased your carpet new with some type of soil or stain resistant treatment, all topical treatments like these lose effectiveness over time through wear and in the cleaning process. The only way to insure the highest level of protection is to retreat after each cleaning.

#### **6. Remove spots quickly**

- Most spills can be removed if attended to quickly. The longer a spill stays on the carpet, the greater the chance that damage will take place.
- Keep a quality general spotter on hand and preferably have a multi part professional spotting kit to cover most spills.

#### **7. Groom Your Carpets**

- Your carpets need to be brushed just like your hair to ensure optimum health. What it does is to pull up or lift the tufts of fibers and make them stand on end. This helps to control matting and crushing, and allows your vacuum cleaner to reach down and get the sand and grit in the base of your carpeting.
- It's estimated that grooming prior to vacuuming increases loose soil removal by 23%.

## **Choosing the Right Carpet Cleaning Company**

What distinguishes one Michigan carpet cleaning company from another? It is not always easy to tell. Many companies are fly-by-night operations that throw out the cheapest price just to get the job. This usually means a cheap price but poor results.

In these difficult times, price is important but we believe value is the highest priority. We focus on giving you the best value and highest quality job for your hard earned money.

Below is a checklist of to ensure that you are asking the right questions and making a sound decision on selecting the best Michigan carpet cleaning company for your home:

### **1. Do They Have Good References?**

Our company is considered by many as one of the most reliable carpet cleaning companies in the area. We are often referred by some of the most seasoned professionals in the carpet industry. Our references are available upon request. We invite you to view our testimonials to see what our clients have experienced using Advantage.

### **2. What Kind Of Experience Do They Have?**

We have cared for the finest of carpets and rugs. We have handled many specialty items and seen many unusual situations. Whether the carpet is natural or synthetic, our experience makes us one of the most experienced cleaners in the area.

### **3. Are They Well Educated In Their Field?**

Sadly, most companies in our industry do not invest in educating themselves in their field. We regularly attend educational courses, certification schools, conventions, and study trade journals and books related to our work. We are abreast of cutting edge technology and changes that regularly occur in our industry.

### **4. What Systems Do They Use?**

Many cleaners use outdated equipment with components that do not work properly. At our company, you can be assured that we use state-of-the art equipment. The Rotovac System that we use is one of the most advanced systems available today. The systems we use do not overwet the carpet. Along with our 14-Step Carpet Cleaning Process, you can expect maximum soil removal and the pile of the carpet will be "standing tall" again. [Click here to view our Rotovac demonstration video now](#)

### **5. Do They Use Top Quality Products?**

Our vans are stocked with only the very best products from top manufacturers. We refuse to use discount products that tend to leave sticky residues behind and discolor the carpet. You can be assured that our products are effective, efficient and safe for your carpet, the consumer, and the environment. If a spot can be removed, our products will remove it.

### **6. Do You Get What You Bargain For?**

Never select a carpet cleaning company based on price. Carpet cleaning is not as cheap as some would like for you to think. Their technique is to advertise a low price to get in the door, so that they can push their low quality, ineffective goods at higher prices than the real professionals charge. Quality carpet cleaning is not cheap, but it will extend the life of your investment and care for your carpeting in a way that will save you money in the long run.

## 7. Do They Guarantee Their Work?

After having an ununiformed, uneducated, or downright unscrupulous carpet cleaner in your home, the hardest part is getting them back to fix the problem. At our company, we offer a 100% money-back guarantee. We do not want to have anyone in our community that feels that they paid us for something they did not get.

[Schedule your appointment now to experience the Advantage difference](#)

## Five 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 also needs something else – employees who are skilled at operating that equipment. Many companies own hot-water extractors, but 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 by the Institute of Inspection, Cleaning and Restoration Certification (IICRC). Before you choose a carpet cleaner, ask to see written proof of their 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 (perhaps even a unit they rented from their local grocery store), which cannot match the cleaning performance of the superior machines designed to remove the most soil and contaminants, and leave the least residue behind.

**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. This also allows the carpet cleaner to see the type of carpet, the level of soil, and measure the exact square footage so he is able to give you a more accurate quotation.

**MISTAKE #4:** Choosing a carpet cleaner who doesn’t offer a money-back guarantee. Every carpet cleaning company should be fully accountable for their work. And, if you aren’t pleased with the job in every way, you shouldn’t have to pay for it. Period.

**MISTAKE #5:** Choosing a carpet cleaner without getting comments from his 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.

## Carpet Cleaner Interview Checklist

If you're thinking about having your carpets cleaned, we encourage you to make sure you ask these eight critical questions before making a decision:

- What method of carpet cleaning do you recommend for my needs?*
- What type of equipment do you use to clean carpet, and what are your cleaning steps?*
- How often should I get my carpets cleaned?*
- What training have you had in cleaning carpets?*
- Are you a member of a Trade Association or other professional organization?*
- Are you and your technicians certified by the IICRC, and can I see your certificates?*
- Do you guarantee your work?*
- Do you have any written endorsements of clients or businesses that I can read?*

Once you're satisfied that you're working with an honest, competent professional, invite them to submit a specific quotation that is backed by a guarantee!

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

[Schedule your appointment now to experience the Advantage difference](#)

The purpose behind the information in this special report is to empower you with the information you need to make a wise decision in choosing a carpet cleaning professional. The proper care of the carpet in your home (and all floor coverings in your home for that matter) is essential to creating a healthy indoor environment for you and your family, and this decision should never be taken lightly.

I hope you find the information valuable, and if you have any questions please call us at **734-878-3702** or [email us now](#).

Sincerely,  
Chris and Christine O'Donohue  
Advantage Restoration and Cleaning Services

**PS: Be sure to check out our [Free Cash](#) or [Free Cleaning Referral Reward Program](#) below!**

Advantage Restoration & Cleaning Services - Po Box 521 – Pinckney, MI 48169

# Get FREE CASH or FREE CLEANING through the Our **REFERRAL REWARD Program!**

Every time you refer a new client to us, we automatically reward you with a referral certificate valued at 10% of their cleaning job. For example, if the new client that you refer spends \$500.00, you get a \$50.00 Reward Certificate that you can use for CASH or CLEANING. It's that simple!

## HOW TO GET MORE REFERRAL REWARDS

You will receive 3 Free Trial Offer Cards in the mail in a few days. Simply give those to your friends, neighbors and co-workers. These cards entitle a new client an opportunity to try us for free on your behalf! Must be a new client or a decision maker if commercial.

**Don't Allow Your Friends, Neighbors and Coworkers to be Victimized by Uneducated, Uninformed, and Sometimes Downright Unscrupulous Cleaners!**

**INSTEAD...Refer them to Advantage Restoration for the Most Outstanding Service Experience Ever!**

**Free Gift for Your Friends, Neighbors and Co-Workers!**

If you know someone that would like to use Advantage Restoration, please pass on these \$50.00 Gift Certificates. They can be used on ANY of our services. Not valid with any other offer or discount. Minimum order applies. (Remember for every new client that uses us, you get a referral reward!)

## **\$50.00 Gift Certificate**

**Use For ANY of Our SERVICES:** Carpet Cleaning, Re-Stretch and Repair, Upholstery Cleaning, Drapery Cleaning, Oriental & Area Rug Cleaning, Tile & Grout Cleaning, Marble and Stone Restoration (Travertine, Terrazzo, Slate, Flagstone, Granite) Countertops too!



**Call 734-878-3702 Today!**

[www.AdvantageRestorationandCleaning.com](http://www.AdvantageRestorationandCleaning.com)

Restrictions: Must be new customer, must own home if residential or decision maker if commercial, must be present at time of cleaning.

Referred by \_\_\_\_\_