

Consumer's Guide to Carpet Cleaning

From

Capital Carpet Care

IICRC Certified Commercial Carpet Maintenance Technician.

Advanced NCCA member M1874

www.capitalcarpetcare.co.uk

0131 477 5107



07973222154

In this guide you will discover

- How to avoid 4 carpet cleaning Rip offs!
- 6 costly misconceptions about carpet cleaning
- Crawling critters and crud: a guide to the slime, grime and bugs that's seeping and creeping through your carpets and upholstery.
- Which method cleans best?
- 8 mistakes to avoid when choosing your cleaning company
- The importance of value and price
- 4 steps to a fresh, clean, healthy carpet

This FREE Guide is provided as an educational service from Capital Carpet Care

Choosing a Carpet Cleaner isn't at all easy!

Why? Because when searching for a reputable cleaner you are bombarded with tons of misleading advertising, confusing claims and some bad information. From super low prices and high pressure sales tactics to unqualified technicians and near worthless cleaning methods how do you ever find a qualified, competent professional carpet cleaner?

You start by reading this **“Consumer’s Guide to carpet cleaning”**

In this Fact Filled Guide you’ll discover how to avoid getting stung by those less than ethical bait and switchers and the splash and dashers.

I wrote this guide to help you get the very best value for money and to help you better understand carpet and upholstery cleaning. Armed with this information you can make an informed, intelligent decision.

If you have any questions about carpet or upholstery cleaning you are invited to call us on 07972 222 154 or 0131 447 5107 or you can contact us via email at

info@capitalcarpetcare.co.uk

HOW TO AVOID FOUR CLEANING RIP-OFFS

RIP-OFF #1: UNBELIEVEABLY LOW PRICE.

To some degree, all of us are attracted by low price because we want to work within a budget, but some cleaners use price as bait for their false and misleading advertising. They offer a really cheap price, usually between £15 and £30 per room and then once they're in your home they pressure you into buying “add-ons” it's as if you were buying a car and found that the dealer was charging extra for the tyres and steering wheel. Proper professional carpet cleaning is not as cheap as some unethical cleaners would have you think, to clean a carpet properly and give you the customer good value for money the professional cleaner must invest heavily in professional equipment, cleaning solutions, proper training and insurance.

RIP-OFF#2: BAIT AND SWITCH

Dual process cleaning describes the process of shampooing or heavily pre conditioning of the fibres, followed by hot water extraction cleaning. Unfortunately unethical cleaners use the Dual process for their bait and switch scam, Here's how it's done, first they will bait you with basic (single process) cleaning at an unbelievably low price to get their foot in the front door, then when it comes time to talk about price they will try to switch you to a more expensive dual process cleaning. If you don't fall for their switch and you opt for the basic clean you will most likely receive poor workmanship using little or no chemicals and in some cases can actually make the carpets look worse than they did to start with, and they most likely will not offer any kind of guarantee for their service either.

RIP-OFF #3: UNSUPPORTED CLAIMS,” THIS CLEANING METHOD IS BEST”.

You’ll hear this from virtually every carpet cleaner, Remember this: the method that is 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 best for you. So before you choose a carpet cleaner, identify your objectives, then select the cleaner who will best meet your needs and reach those objectives.

RIP-OFF #4: OUT DATED BELIEFS.”HOT WATER DAMAGES YOUR CARPET”.

Years ago 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 this to be False, by cleaning and then rinsing the carpet with hot water your carpet is thoroughly cleaned, in the same way as if you were taking a shower, the dirt is rinsed away. obviously, each carpet cleaner will be biased towards their own methods, and each method has its advantages, so I suggest you look at what carpet manufacturers say.

Six Costly Misconceptions About Carpet Cleaning

MISCONCEPTION # 1: *You should wait as long as possible before cleaning your carpet.*

No. Dirt is abrasive like sandpaper. Every time you step on your carpet, you grind dirt into the fibres. 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 a carpet is to remove dirt.*

No. As you are probably aware, outdoor air contains pollens, fungus, bacteria, air Pollution, cigarette smoke, car exhaust- and hundreds of other chemicals. When you come into the home, you carry those pollens, bacteria etc in your hair and on your skin, clothes and shoes. Not surprisingly all those chemicals and toxins wind up in your carpets.

If you have allergies or breathing problems the source could be in your carpets.

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

No. The dry cleaning methods- which are dry foam, dry chemicals, and dry compound do not rinse your carpet in any way. Instead, they leave a dirty residue. You may say they clean the carpet half way. The most effective method is Hot Water Extraction. Hot water extraction means hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet rinsing your carpets of all unwanted debris. As Shaw industry, the world's largest carpet manufacturer recommends hot water extraction as the primary method of cleaning carpets.

Carpet cleaners use two types of hot water extraction machines. An extraction unit mounted in a van outside, it is known as a truck mount. If they use a machine they can bring into the home, it is known as a portable machine.

Van mounted machines are undoubtedly the best method.

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 is important that you choose your carpet cleaner very carefully. The best cleaning companies are those that have been professionally trained by a recognised training company, Such as The National Carpet Cleaners Association. NCCA.

Before you choose a carpet cleaner, ask if their technicians are professionally trained to NCCA standards, if they're not - don't use them!

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 a company that quotes the cheapest price. The two most common problems are:

1. The price may not be for the services you want to be performed. The company may be equipped to perform a surface clean. But you may want a deep down clean, to remove bacteria, fungus, pollens, dust mites 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 only lasted until the carpet cleaner got into their home. Then they were pressured into paying a lot more for a variety of add-ons. (Some carpet cleaners even break the law by using illegal bait and switch tactics.)

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

It is always best to get a home survey.

Reputable carpet cleaning companies almost never price carpet cleaning by the room, instead, carpet cleaning is usually priced by the square meter. In some cases I will ask relevant questions and arrive at price over the phone if a home survey is inconvenient. Certain types of carpet are harder to clean than others. Carpet that hasn't been cleaned for ten years will take longer than a carpet that we cleaned within the last year.

If you move your furniture, you could possibly save money.

CRAWLING CREATURES AND CRUD:

A GUIDE TO THE SLIME, GRIME AND LIVESTOCK THAT'S SLEEPING, CREEPING AND GALLOPING THROUGH YOUR CARPET.

Asphalt. Bacteria. Car exhaust. Chemicals. Dirt. Dust. Dust mites. Earth. Food Particles. Fungus. Germs. Gravel. Grease. Hair. Industrial waste. Lint. Mud. Pet Stains. Pollens. Pollutants. Smoke. Soot. Tar. Tobacco smoke. Urine. Vomit. Plus don't forget living creatures, such as dust mites, fleas, and other critters that live, breed and hide in your carpet.

Did You Know ...

- House dust mites and their faeces are the biggest cause of asthma and allergic reactions affecting four million people in the UK

- Up to 25% of the weight of the average pillow consists of dead skin, house dust mites and their droppings
- 85% of asthma attacks are triggered by house dust mite allergens
- At best, vacuuming removes only 5-10% of the dust mite populations in your home
- You cannot see them with a naked eye ... but they are there!

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 a shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum? This method leaves dirty residues in your carpet,

Which is one reason why dry foam is not very effective?

Absorbent pad (bonnet cleaning): This method is similar to dry foam, except that the company sets a large cotton bonnet on your carpet and with a floor polishing buffer machine on top, "buffs" the carpet. The rotating motion causes the bonnet to absorb dirt from your carpet; it is 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 up into a vacuum. This method leaves dry sponge particles at the base of the carpet pile, and because the carpet is not rinsed, this method also, is not very effective.

Hot water extraction: This is a fancy way of saying that a hot water cleaning solution under high pressure is forced into your carpet and then sucked out of your carpet after the correct preparation has been carried out to break down the dirt. 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. Some people believe that hot water damages your carpet, but this just isn't true. By breaking down the dirt and then rinsing your carpet with hot water, the carpet will be completely clean 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 a sponge bath will.

8 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. 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 cleaner has been trained to NCCA or TACCA standards. NCCA and TACCA are the UK's recognised trade associations who are dedicated to the cleaning of carpets, hard floors and soft furnishings.

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 the phone call. But once the cleaner gets into your home, they pressure you into a much more expensive job.

(2) Low price can be for single-process cleaning, rarely does the consumer know what this means and, when told, asks for dual-process cleaning instead, which costs much more.

(3) Low price means the carpet cleaner has cheap equipment, which will not effectively clean your carpet, and likely has no insurance should something go wrong.

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 how much you will have to pay.

MISTAKE # 4: Choosing a carpet cleaner who doesn't offer a full money back guarantee. In my view, every carpet cleaning company should be fully accountable for their work. If you aren't pleased with the job in every way, you shouldn't have to pay for it. Not all carpet cleaners offer a guarantee. Or, if they do, the guarantee may be "limited". Ask the carpet cleaner if he offers a full money back guarantee and then, make sure the cleaner includes it in his written quotation.

MISTAKE # 5: Choosing a carpet cleaner without getting testimonials 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.

MISTAKE # 6: Choosing a carpet cleaner who isn't trained by a professional body. 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 properly trained and experienced and preferably registered with a trade association such as NCCA or TACCA.

MISTAKE # 7: Choosing a carpet cleaner who isn't a member of a recognised trade association such as NCCA.

Who are dedicated to:

- (1) Honest, ethical business practices,
- (2) Staying current on the latest methods for carpet and Upholstery care,
- (3) The highest possible level of customer service,

You're making a wise decision when you have your carpets cleaned by a member of the NATIONAL CARPET CLEANERS ASSOCIATION (NCCA), TACCA or IICRC

MISTAKE # 8: Choosing a carpet cleaner who doesn't use high-powered hot water extraction systems. You might expect this from me since I use this type of systems. But they are the correct method to deep clean carpets.

4 STEPS TO A CLEAN, FRESH, HEALTHY CARPET

If you're thinking of having your carpets cleaned, we suggest you 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.

STEP #2: List your objectives. Do you want just a quick surface clean, or do you want

all the bacteria, fungus, chemicals and dust mites removed? which will require a powerful hot water extraction cleaner, as we 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?

STEP #3: Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are some questions to ask a carpet cleaner before he begins 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. Do you offer any Guarantees?

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 on the internet will be able to help you, or you could do the job yourself. (I really would not recommend doing this)
But if you want your carpet & upholstery to be completely and healthfully cleaned removing the bacteria, fungus, chemicals, pollens and tobacco products- then we invite you to call us.

We'll be happy to answer your questions- provide you with a cost estimate over the telephone or come to your home and give you a free written quotation without obligation of any kind.

I believe all information above to be truthful and accurate

Regards

Robert Watson



Robert Watson
IICRC Certified Commercial Carpet Maintenance Technician.
Advanced NCCA member M1874

You can contact me on 0131 477 5107 or 07973222154

If you prefer to use the internet you can visit www.capitalcarpetcare.co.uk

Or email me at info@capitalcarpetcare.co.uk