

# Royal

## CARPET CARE

Green Cleaning since 1998

(509) 521-4194

# The Carpet Nitty Gritty



Volume 1

www.RoyalCarpetPro.com

Issue 2



Some thoughts from Howard Burch

Dear Friends,

If you find yourself in the cleaning frame of mind and thinking about freshening up your carpets or upholstery please give me a call and I'd be glad to assist you.

Many carpet cleaning companies will launch a major advertising campaign. You'll see a lot of incredibly low priced ads. Many people have asked how these companies can charge such a low price. Hopefully the coupon article answers many of your questions.

Regular maintenance vacuuming of your carpets definitely extends their life and beauty. Since you are investing your time and energy on this, it only makes sense to make sure your vacuum is in top condition. I encourage you to follow the maintenance tips on the back.

Looking forward to serving you,

Howard Burch

## What About All Those Coupons?

Wouldn't it be great if you could *really* get all the carpets in your house cleaned for about \$100? How can these carpet cleaning companies offer such low prices? They are advertising an entire house cleaning for what many other companies would charge for a minimum sized job.



There are two ways these companies can exist offering incredibly low prices:

**Bait & Switch:** This is when a company offers an extremely low price to lure people to call, but *never intends* to actually provide the service for the advertised price. Once they get in your house, they can become very persuasive, but will be charging you extra for: add on services, double scrubbing procedures and maybe just to use soap for the cleaning! This type of marketing approach thrives on consumers that are either naive or are looking "to get something for nothing". If the consumer insists on the advertised price, it is very unlikely the service will be satisfactory. This is an unethical approach to doing business, but unfortunately it does exist.

**Cleaning is not a commodity:** Assuming we're dealing with ethical companies, there is still a significant range in the prices for carpet cleaning. It is important to realize that all carpet cleaning companies are not offering the same thing.

Carpet cleaning is a service, not a commodity. Just as you might choose to pay \$5 for a meal at a fast food restaurant or \$50 at a four star restaurant, there can be a similar range in pricing for a services like carpet cleaning. For instance,

the technical skills and customer service required to clean the carpets in a vacant apartment are very different from those needed to clean an occupied high-end home.

Generally, "you get what you pay for". The following are some of the major variables that go into determining the value of the service provided:

**Cleaning pace:** How long the cleaner takes to do the job makes a big difference. The company charging less for a job might not be taking the time to properly prepare the carpets for cleaning or will clean it less thoroughly, ignoring many details.

**Education:** Knowing what you're doing helps! Has the cleaner taken the standard industry training courses and passed the tests to become certified? Knowing how carpet and upholstery fibers respond to cleaning and how to remove unusual spots and spills will produce more satisfactory results.

**Experience:** Having years of experience verses weeks makes a difference. You don't want your house to be the training ground for a cleaner. The more experience a cleaner has, the better he can deal with special situations.

**Customer service and follow-up:** In many ways this is one of the most important parts. Can the company provide the needed services without causing you extra stress and frustration? Will the company stand behind its work and strive to build a lasting relationship with you? Professionalism, confidence and safety help create an enjoyable service experience for the homeowner.

### YOU'LL LOVE WORKING WITH ROYAL CARPET CARE BECAUSE...

- ♥ The owner will be the person serving you this time and every time.
- ♥ I am an IICRC Master Textile Cleaner (#35488).
- ♥ I use only carpet manufacturers' tested and approved methods.
- ♥ You can call me for answers to all your carpet & upholstery questions.
- ♥ I proudly stand behind my 100% Satisfaction Guarantee .
- ♥ I personalize my service to meet your needs.

...BECAUSE I CARE !

## Five Easy Clutterbusters

*Suggested by Stephanie Winston,  
Professional Organizer*

1. Keep a basket or table by reading chairs for reading materials.
2. Keep current projects you do while watching TV under a skirted chair.
3. Have a cabinet for games in the family room or wherever you use them.
4. Kids? Keep a large basket in communal living spaces to collect their toys and stuff they drag out from their rooms. Clear it out twice a week.
5. Keep a small can of furniture spray and dust rag in a drawer in the living room for quick touch-ups.

***“A place for everything and everything in its place.”***

Mrs. Isabella Beeton's 1861  
*Book of Household Management*



## Maintenance Tips

### Tune-Up Your Vacuum

**A**lthough regular maintenance vacuuming is one of the most important things you can do to help preserve the “like new” quality of your carpet, it won't do you much good if your vacuum cleaner is not performing well. If you are going through all of the effort to vacuum doesn't it make sense to make sure the vacuum is doing its part? Here is a list of things you can do to “tune-up” your vacuum cleaner:

**Frequent filter bag changes:** A filter bag  $\frac{1}{2}$  -  $\frac{2}{3}$  full will cause a loss of  $\frac{1}{2}$  of the vacuum's efficiency. If dust mite allergies are a concern, fresh filter bags should be installed every time the vacuum is used. Used filter bags are an ideal breeding ground for dust mites and when the vacuum is turned on the allergens can get blasted into the air.

**Change the vacuum belt:** The belt needs to be changed every 6 months. The belts tend to stretch over time and begin to slip. Keep surplus belts on hand.

**Check for proper beater brush adjustment:** Often the brush is set too low to turn freely This reduces the airflow and limits the cleaning power.

To adjust to the correct height setting for the carpet, raise the beater/brush bar to the highest setting and then lower it until it contacts the pile enough to slightly vibrate the carpet several inches away from the machine, but not low enough to cause significant slowing of the motor.

**Check for leaks & blockages:** Listen and look for any leaks in hoses or joints. Check all tools and hose for blockages the same way. Things like toothpicks, hair pins and paper clips can lodge in the vacuum lines and collect enough hair and fibers to cause significant blockage.

**Extension cord:** Keep an appropriate extension cord with the vacuum. It can save you the time and inconvenience of hunting for outlets.

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### What is causing the dark lines in the carpet around the edge of the room and up the stairs?

These are called **filtration lines**. There is space between the floor and the wall. All houses breathe as the temperature between the in and outdoors changes. Air passes through these spaces and it gets filtered by the carpet, trapping microscopic soil inside the carpet yarns. This soiling is usually impossible to completely remove because normal

carpet soil adheres to the outside of the carpet yarn compared to filtration soil which is extremely fine and becomes physically trapped inside of the carpet yarn. Secondly, the location of the filtration lines (in corners) makes it extremely difficult to give this area the agitation and rinsing necessary to remove this soil. Once removed, the problem will be repeated unless the air space is sealed.

**Why do the area rugs on top of my carpets keep moving?**

When carpets are manufactured the carpet yarns are made to lean in one direction, not stand up straight. This is called the “**lay of the pile**”. The physical characteristic of this lean causes any object resting on the tips of these yarns to move in the direction of the lean. When people walk on an area rug it creates a vibration and the rug moves. Carpet retailers carry pads made to be placed under area rugs on wall to wall carpets. These pads will prevent the area rugs from moving.



Carpet & Upholstery Cleaning Specialist

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