

## Six Costly Misconceptions About Carpet Cleaning

### **Misconception #1: *Wait as long as possible before cleaning your carpet.***

*Not true.* Dirt is an abrasive - like sandpaper. Every time you step on the carpet, you grind dirt into your carpet fibers. This cuts your carpet, just as if you had used a knife, causing it to wear out faster. A dirty carpet will not last nearly 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 get the dirt out.***

*Not true.* As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust -- and hundreds of other chemicals. When you and your family members come into your home, you carry these in your hair and on your skin, clothing and shoes. Not surprisingly, all those chemicals, pollens and bacteria wind up in your carpet.

If you have allergies, asthma, emphysema, or other breathing problems, one major source of your problem could be the pollens, fungus, and chemicals in your carpet.

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

*Not true.* You can choose from two primary methods: Dry cleaning or hot water extraction (often referred to as steam cleaning).

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 might say they clean your carpet only half way. The most effective cleaning method is hot water extraction.

Hot water extraction means a hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet. This method is also referred to as steam cleaning even though steam is not used.

The world's largest carpet manufacturers, recommends hot water extraction as the primary method of cleaning carpets, along with an IICRC approved firm.

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 home, it's called truck-mount extraction. If they use a small unit that can be brought inside, it's called portable extraction. Manufacturer's first choice is the truck-mounted unit – and they recommend 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 high temperature - 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 the carpet. **This is the method our company uses.**

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.

**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 a large number of employees don't know how to use them. This is why it's important that you choose your carpet cleaner carefully.

The best carpet cleaning companies are those that have been certified by the Institute of Inspection, Cleaning and Restoration Certification, known as the IICRC. A carpet cleaning company cannot buy this certification. The carpet cleaner must earn the certification through study, experience and the successful completion of formal, written examinations. Cleaners who are certified by the IICRC have, in effect, earned a degree in carpet cleaning. Before you choose a carpet cleaner, ask to see written proof of the company's IICRC certification.



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

No. We've seen so many problems arise from lowest-bid companies that we suggest you not hire the company that quotes the cheapest price. The two most common problems are:

1. The price may not be for services you want performed. The company may be equipped to remove only the dirt from your carpet. But, you may want bacteria, fungus, pollens, dust mites and tobacco residues removed as well.
2. The price you see advertised may not be the price you pay. Many home owners 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. (Some 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.***

We wish this were true, but it isn't.

Honest, reputable carpet cleaning companies usually price carpet cleaning by the square foot.

So if you'd like me to tell you the exact cost of cleaning your carpet, we need to know the exact number of square feet that you want cleaned. To get an accurate measurement, we calculate the exact size of the carpet area. If you'd like, we can come to your home and perform a FREE Carpet Audit and measure the area you want cleaned.