

A Note from Steve Cameron the owner of Sunrise Clean Care.

Dear Homeowner,

We know that choosing a carpet cleaning company can be a difficult and stressful process. Why? For starters, there's the matter of who to trust. Most consumers are bombarded with misleading advertising confusing claims and simply bad information. From super-low prices and high-pressure sales to unqualified technicians and near worthless methods, how is the consumer ever going to find a qualified, reputable company with a history of professional service to their clients?

If you have ever had a bad carpet cleaning experience, you've probably unknowingly hired one of the less than ethical carpet cleaners. Unscrupulous cleaner practices include offering a too-good-to-be-true low price only to pressure the consumer with offensive sales tactics once they've gained entrance to your home. And what about the quality of the work itself? You want to be sure you're getting a competent, highly trained professional and not some unqualified, under trained, part-time technician who, chances are, can cause more harm than good attempting to clean your carpet.

So what can you do to be sure you're getting the best value for your money when it comes to carpet cleaning? Start by reading this Consumer Information Guide. It was written with you, the carpet cleaning customer, in mind. It provides answers to the most frequently asked questions consumers have along with explaining the options available to consumers today when it comes to carpet cleaning. After reading this information you'll know what questions to ask a prospective cleaner and be better prepared to make an informed, intelligent decision.

Of course, even this guide may not cover all of your questions. If that's the case and you have any questions regarding specific areas of concern such as pet odor, upholstery cleaning, spot and stain removal or anything else, don't hesitate to give us a call at 770 921-0100. We've dedicated our business to educating consumers to help them become more comfortable with choosing the right carpet cleaning company for their needs.

Sincerely,
Steve Cameron

Six common misconceptions and myths about carpet cleaning...

#1: It doesn't matter which method of cleaning is used.

Wrong. The method of cleaning used on your carpet has a great deal to do with how clean your carpet gets (how much dirt and residue is pulled out), how healthy for your family your carpet is and how long your carpet ultimately lasts.

There are basically two methods used to clean carpet.

One is the dry cleaning method, which consists of dry foam, dry chemicals, and dry compound, which do not rinse your carpet in any way. Instead they leave a residue behind for you and family to breathe. This method's biggest benefit (your carpet never gets wet so it doesn't need time to dry) is also its biggest drawback. This method tends to leave quite a lot of dirt and other pollutants behind because your carpet is not rinsed in any way. It would be a lot like washing your dishes with a dry chemical powder and then "rinsing" them by vacuuming them. The best, most effective way of cleaning carpets is the second method: Hot Water Extraction.

Hot water extraction can be performed by a company using either a truck-mounted extraction unit or a portable unit.

A truck-mounted unit is operated from a truck parked in your driveway with hoses running into your home. A portable unit is a small, self-contained unit that is brought into your home. Shaw Industries recommends the truck-mounted method because of the ability of the unit to reach higher water temperatures and its greater suction power for removing dirt and pollutants. The portable unit should only be used in situations where a truck-mounted unit cannot be used.

The world's largest manufacturer of carpeting, Shaw Industries, recommends the hot water extraction by a truck-mounted machine as the preferred method of carpet cleaning.

In this method high pressure is used to force a hot water cleaning solution into your carpet. Then this solution is sucked back out effectively pulling dirt and pollutants from your carpet. The main reason this method works better is that the water is heated to a high temperature that easily breaks up the dirt, pollens,

pollutants and bacteria in your carpet. The next step involves using high-powered suction to draw or extract this grime from every part of your carpet. Hot water extraction performed by trained technicians with a truck-mounted unit is like a deep cleaning and massage for your carpet. Here's why: a truck-mounted unit cleans much better than anything else.

1. It heats water to a higher temperature. For every 18 degree increase in temperature above 118 degrees F, you double the water's cleaning ability. So if the water temperature is 154 degrees F, it will clean twice as well as water that is 136 degrees F. 190 degree water will clean four times as well as 136 degree water, and so on, until you reach a water temperature of 250 degrees F. Water temperature over 200 degrees F, also helps sanitize your carpet and remove bacteria and dust mites.
2. The cleaning solution is forced into your carpet at high pressures, which breaks up the dirt, bacteria, chemicals, and pollens. 300 to 350 pounds per square inch is the optimum pressure for truck-mounted hot-water extraction. The machine uses stronger suction to draw the dirt, chemicals, bacteria, pollens, and other residues out of your carpet.

At Sunrise Clean Care, we use truck-mounted extraction, except in the rare instances when only a portable unit can be used.

#2: You should wait as long as possible before cleaning your carpet.

NO. Dirt is an abrasive – like sandpaper. Without proper maintenance, foot traffic on the carpet causes soil to become ground in and trapped in the carpet fibers. To the naked eye, soil has a smooth look to it. But under a microscope, soil is revealed to be an abrasive with sharp, jagged edges.

All of this soil acts like tiny saws, cutting into and damaging the delicate fibers.

Now exposed, spills and soil can penetrate deep into the heart of your carpet. With every step, the sand and soil are scratching and dulling your carpet. It is grinding your expensive yarns down into those worthless fibers that fill up your vacuum bag. Every moment you wait, every day the carpet cleaning is put off, is a compounding day, month, year of lost life of your carpet. The best way to have all those foreign particles effectively removed from your carpets is by the truck-mounted hot water extraction method. Regular maintenance like vacuuming

helps, but vacuuming alone isn't enough to pull the dirt and other pollutants out of your carpet.

How often should you get your carpets cleaned?

That depends a great deal on how many people live in the home, their ages, and if you have pets. If you have young children, then you already know how fast things like rugs, carpets and upholstery can get dirty. If you have pets, they too can bring in quite a bit of dirt, dust and other pollutants. While it may seem at first to be too often, we would suggest having your carpets cleaned every six to eight months if you have children and pets. If you don't have those conditions or if you want to push the envelope, then you should have your carpets cleaned once a year.

There is also your family's health to consider when deciding how often to have your carpets cleaned.

Your carpet is really just a very big filter for all the dust, dirt, allergens, bacteria and grime that find their way into your home. Like any filter, your carpet functions best when it is clean. When a carpet is clean, it traps these unwanted guests in its fibers. As time goes by, those fibers become full and are no longer very effective at trapping those unseen nasties. This is why, more so than appearance, we believe in the importance of regular, effective deep cleaning of carpets.

If you or someone you love suffers from allergies, asthma or other breathing problems, one of the first things you should do is to have your carpets professionally cleaned.

A dirty, overloaded carpet (or filter) can be a problem source of irritants for allergy and asthma sufferers. A professionally cleaned and maintained carpet (or filter) can be an effective tool in the battle against these irritants and allergens.

#3 All carpet cleaning companies are basically the same, so I should just go with the lowest price.

Wrong. Sadly, this just isn't true. Too-good-to-be-true low prices are often the doorway to a bad experience when it comes to carpet cleaning. Besides being a tactic employed by less than ethical, bait and switch companies, low prices are often the sign of under trained technicians and companies using outdated methods and/or equipment. To some degree, all of us are attracted by low price because we want to work within a budget. But some carpet cleaners use price as the bait for their false and misleading advertising. They offer a cheap price –

usually between \$9.95 and \$19.95 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 out the dealer was charging an add-on price for the tires and steering wheel.

Low Prices 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, they pressure you into a much more expensive job.
- 2) Low price can be for a single-process cleaning. Dual process cleaning describes the process of preconditioning the carpet followed with hot-water extraction. Unfortunately, unethical cleaners often use dual process as a bait-and-switch technique. First, they bait the consumer with a basic cleaning (single process) at an unbelievably low price. Most often, pre-conditioning will not be included in the low price. Then, they try to switch the consumer to the more expensive, dual process cleaning. Rarely does the consumer know what single-process cleaning means, and when told, usually opts for the dual-process cleaning instead, which costs much more. If the consumer doesn't fall for their switch and chooses the basic service, the consumer will likely receive poor workmanship using little or no cleaning solutions and the service will not be guaranteed.
- 3) Low price means the carpet cleaner has cheap portable equipment, outdated equipment or methods, or has not had adequate training.

The truth of the matter is this: despite what you may have seen in the Yellow Pages or the coupon mailers, no one can do a good job, much less make a living, cleaning your carpets for \$9.95 or even \$19.95 per room.

If, after reading the above, you're still looking for the lowest price, I would respectfully ask you to not call our company.

If you are looking for a good value (a fair price paid for competent, professional work) and a great guarantee, then please feel free to call us with any questions you may have.

#4 Having the right equipment is all a company needs to clean my carpets.

Not true. Many companies own hot-water cleaners but 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 went through the process of becoming a certified firm by the Institute of Inspection, Cleaning and Restoration Certification, known as the IICRC. Clark Howard (the well known Consumer Advocate) recommends the IICRC when looking for a carpet cleaner. Visit the IICRC at www.iicrc.org.

#5 I can do just as good a job with one of those do-it-yourself rental machines.

Wrong. The problem with the machines that you can rent at the local supermarket or hardware store is that they don't get the water hot enough to truly get your carpet deeply cleaned, and they don't have the suction power to remove the dirt and grime fully from your carpet. A rental machine costs roughly \$300 - \$800. A professional portable machine costs at least \$1,200, and most cleaners typically spend nearly \$30,000 for a professional truck mount unit. Which of these systems do you think does a better job?

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

I wish this were true, but it isn't. Honest, reputable carpet cleaning companies almost never price by the room. High Quality-Reputable Carpet cleaning companies who guarantee their work with written guarantees price by the square foot. Also, certain types of carpet fibers require specialized cleaning solutions to maximum the cleaning results as well as the amount of soiling needs to be considered as well. Carpet that hasn't been cleaned in ten years will take longer to clean than carpet that we've cleaned in the last six months. Always ask for a free in-home carpet consultation and quote before hiring a cleaner.

Five things you'll want to know about your carpet cleaning company...

#1: Which method of cleaning do they use?

As we discussed earlier, hot water extraction done by a truck mounted unit is recommended by the world's largest manufacturer of carpeting, Shaw Industries. It's also the most expensive in terms of investment made by the cleaning company and is a sign (though not a foolproof one) that the company is serious about their business. Hot-water extraction when performed by a qualified technician using a truck-mounted system will give your carpet the deepest, healthiest cleaning possible.

#2: Is your company and technicians certified firm by the IICRC?

The IICRC (Institute of Inspection, Cleaning and Restoration Certification) is an independent body that provides the finest, most complete technical training courses and seminars available to carpet cleaners and restoration (flood, mold and fire damage) in the industry. Your cleaner should be IICRC certified in any type of cleaning or restoration service they are providing you. IICRC Certification and Training is expensive and many companies cut corners when it comes to training their employees in the best and most effective cleaning methods. Each technician must earn their certifications through study, experience and successful completion of formal, written examinations. In addition to your technician begin certified, the carpet cleaning company should also be a certified firm by the IICRC. Before agreeing to have your carpet or upholstery cleaned ask to see written proof of the company's and the technician's IICRC certification. Any cleaner who has gone through the exhaustive and intensive training provided by the IICRC will be proud to show you proof of their certification. Visit:www.iicrc.org for a list of certified firms.

#3: Does the company stand behind its work with a strong, unconditional guarantee?

You want to hire a company that believes in both its workmanship and its service. You deserve to feel secure in your choice of a carpet cleaning company. One of the best ways to hire the right company and feel secure that you did is to choose a company that stands behind its work with an unconditional money-back

guarantee. Don't hire any cleaner based only on a verbal guarantee of quality work. Ask to see the company's guarantee in writing. Look out for companies that have "fine print" or lots of conditions in their guarantees. Those types of guarantees often prove to be useless to the customer. What you want is a straightforward, no-nonsense guarantee that states clearly what will happen if for any reason you are not satisfied with the service.

#4: Do they have endorsements or references from their past clients?

Anyone or any business can toot its own horn, but the individual or business that has endorsements or references from satisfied customers has a proven history of providing superior service and workmanship. Asking to see customer testimonials or asking for references that you can call is a good step when interviewing your prospective cleaner. Any cleaner who can't or won't offer you references or show you customers' comments should make you wary of using their services.

#5: Can they provide a FREE in-home inspection and estimate?

Hiring a company over the phone, sight un-seen, is not the best method. A better way to ensure you hire a first-rate company and to know what work will be done and exactly how much it will cost is to have a representative of the company come to your home. This way you can make a more informed judgment of the company. Was the company on-time for this first visit? Was the company's representative polite, respectful of your needs and knowledgeable? This is the type of information that you can't get from a phone call. In-home inspections and written quote also take the guesswork out of having your carpet cleaned. The company benefits from this arrangement too as they can get an exact picture of things like the size of the rooms, furniture to be moved and problem areas. The consumer benefits by choosing exactly the level of service he/she wants and knowing ahead of time the exact cost of the services to be performed.

At Sunrise Clean Care we will be more than happy to provide you with a FREE detailed carpet evaluation and exact price quote for the services you need. We'll fully explain all your options so that you understand completely what is going to be done, how it's going to be done and how much it will cost.

Our Services:

- Carpet Cleaning (Berber Specialists)
- Fine Wool & Oriental Rug Cleaning (On location so you won't be without them)
- Upholstery Cleaning (Specialty cleaners in silks, satins, & brocades)
- Tile & Grout Cleaning
- Stone & Grout Cleaning
- Harwood Floor Cleaning & Recoating
- Drapery Cleaning (On Location)
- Commercial Cleaning Services
- RV & Car Cleaning (Carpet & Upholstery)
- Spot and Stain Removal
- Pet Urine Damage Treatment
- Emergency Water Removal & Restoration

What you want is a straight-forward, no-nonsense guarantee that states clearly what will happen if for any reason you are not satisfied with the service. At Sunrise Clean Care I've designed our guarantee to make sure that you have absolutely no risk in using our services.. Our Guarantee is simple and to the point.

***"You Get the Cleanest, Fluffiest, Healthiest, Longest-Lasting
Carpet Cleaning on the Planet, Or It's **FREE!**"***

Our Triple Guarantee To You

- 1) **100% Money Back Guarantee:** If you're not happy, I'll re-clean for free. If you're still not totally head-over heels thrilled, I'll give you all your money back. No questions asked.
- 2) **30 Day Guarantee:** Spots removed STAY GONE- If a spot can come out, we can get it out (including red dye stains). And ones we remove stay gone. But just in case, if one does come back, you have 30 days to call us back out to remove it again for FREE.
- 3) **7 Day Guarantee:** If a catastrophe happens to your carpet within the 1st week after we clean it, don't worry, we will come back & spot clean for no charge.

Sunrise Clean Care invites you to call us with any questions you may have concerning any of your cleaning needs. We are here to make your furnishings the cleanest & healthiest ever...

770 921-0100