

CONSUMER'S GUIDE TO CARPET CLEANING

2017

By Bruce Bolton, Founder
Ideal Carpet Cleaning
www.idealcarpetcleaning.ca

Read this guide and you'll discover:

- ✓ How to avoid four carpet cleaning rip-offs!
- ✓ 6 Costly misconceptions about carpet cleaning
- ✓ Crawling critters and crud: a guide to the slime, grime and livestock that's seeping, creeping and galloping through your carpet
- ✓ Which method cleans best?
- ✓ 8 Mistakes to avoid when choosing a carpet cleaner
- ✓ 7 Questions to ask a carpet cleaner before you invite him into your home
- ✓ The importance of value and price
- ✓ Do you want a clean, healthy carpet?

Provided as an educational service by
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Dear Homeowner:

Choosing a carpet cleaner isn't easy.

Why? Because you're 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 do you ever find a qualified, competent, professional carpet cleaner?

You start by reading this **CONSUMER'S GUIDE**. In this fact-filled report, you'll discover how to avoid four carpet-cleaning rip-offs, 11 mistakes to avoid when choosing a carpet cleaner, and four steps to a fresh, clean, healthy carpet.

I wrote this guide to help you better understand carpet cleaning. Now, with this information, you can make an informed, intelligent decision.

And if you have any questions about carpet or upholstery cleaning, you're invited to call me at **613 228-8343**. I've dedicated my business to educating consumers. I'll be happy to help you in any way that I can.

Cordially,

Bruce Bolton

Bruce Bolton, Founder
Ideal Carpet & Upholstery Cleaning

HOW TO AVOID FOUR CARPET CLEANING RIP-OFFS

Rip-off #1: UNBELIEVABLY LOW PRICE.

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 \$12.99 and \$19.99 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 you extra for the tires and steering wheel. Carpet cleaning is not as cheap as some unethical carpet cleaners would like you to believe.

Rip-off #2: BAIT AND SWITCH.

Dual process carpet cleaning describes the process of shampooing or heavy preconditioning, followed with hot water extraction cleaning. Unfortunately, unethical carpet cleaners often use dual process as a bait-and-switch technique. Here's how it's done:

1. They "bait" you with a basic cleaning (single process) at an unbelievably low price. Then, when you call,
2. They try to "switch" you to more expensive dual-process cleaning.

If you don't fall for their switch and choose their basic service, you'll likely receive poor workmanship using little or no cleaning agents, and they will not guarantee their work.

Rip-off #3: UNSUPPORTED CLAIMS: "THIS CLEANING METHOD IS THE BEST".

You'll read this in almost every ad. You'll hear this from virtually every carpet cleaner. Remember this: The method that's best for you is the method that achieves your goal. You're probably looking for the most thorough cleaning.

So before you choose a carpet cleaner, identify your objectives. Then select the cleaner that offers what you want.

Rip-off #4: OUTDATED BELIEFS: "HOT WATER DAMAGES YOUR CARPET"

Years ago, many 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 it's false. By washing and then rinsing your carpet with hot water, your carpet is thoroughly cleaned--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 only a sponge bath. Obviously, each carpet cleaner will be biased toward his own method. And each method does have advantages. So I suggest you look to what carpet manufacturers say. Shaw Industries, the largest carpet manufacturer in the world, recommends hot water extraction with a truck-mounted unit for residential Nylon or Acrylic carpet.

6 COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING

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

No. Dirt is an abrasive--like sandpaper. Every time you step on your carpet, you grind dirt into the carpet fibers. 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 carpets is to remove the dirt.

No. As you probably know, outdoor air contains pollen, fungus, bacteria, air pollution, tobacco smoke, car exhaust--and hundreds of other chemicals. When you come into your home, you carry that pollen, bacteria and chemicals in your hair and on your skin, clothing and shoes. Not surprisingly, all those chemicals and toxins wind up in your carpet.

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

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

Well, that depends on a few factors. We offer two ways of cleaning your carpet. For example, if your carpet is Berber or perhaps a glued-down commercial carpet, we have excellent results using a low-moisture cleaning method called **Encapsulation**. It's quick drying. It ensures that all coffee and food spots are gone--forever. That grey traffic lane is erased. Results are remarkable, often better than when we use our high-powered truck-mount. For more technical info on Encapsulation check out: http://www.excellent-supply.com/How-Encapsulation-Carpet-Cleaning-Works_ep_54-1.html .

The other highly effective way of carpet cleaning we offer is **Hot Water Extraction**. This means that a hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet by a powerful vacuum. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction as the primary method of cleaning residential Nylon or Acrylic carpets.

Carpet cleaners use one of two types of hot water extraction. If they use a large unit that operates from a van parked outside your home or business, it's called truck-mount extraction. If they use a small unit that can be brought inside, it's called portable extraction. Shaw's first choice is the truck-mounted unit-- and it recommends the small, portable unit only where the truck-mounted unit won't reach.

The truck-mounted extraction cleans much better than a portable because it heats the water to a higher temperature--and shoots the cleaning solution into the carpet at higher pressures--which breaks up the dirt, bacteria, chemicals and pollen in the carpet. Then the machine uses high suction to dray the dirt and chemicals out of your carpet. This is the method that I use.

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 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 technicians certified by the **Institute of Inspection, Cleaning and Restoration Certification**, known as the IICRC. Before you choose a carpet cleaner, ask to see written proof of the cleaner's IICRC certification.

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

1. The price may not be for the services that you want performed. The company may be equipped to remove only the dirt from your carpet. But you may want bacteria, fungus, pollen and tobacco residues removed 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 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 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 phone.

I wish this was true, but it isn't.

Honest, reputable carpet cleaning companies almost never price carpet cleaning by the room. Instead, carpet cleaning is usually priced by the square foot. So if you'd like me to tell you the exact cost of cleaning your carpet, I need to know the exact number of square feet that you want cleaned. To get an accurate measurement, I use an electronic measuring tool to calculate the precise size of your carpet area.

To give you an idea of how I estimate the cost of cleaning, here are the three things I consider:

First, the type of carpet. Certain types of carpet are harder to clean than other types.

Second, the amount of soiling. Carpet that hasn't been cleaned for ten years will take longer to clean than carpet that was cleaned within the last six months.

Third, the amount of furniture we have to move. If you move your furniture, you'll save money.

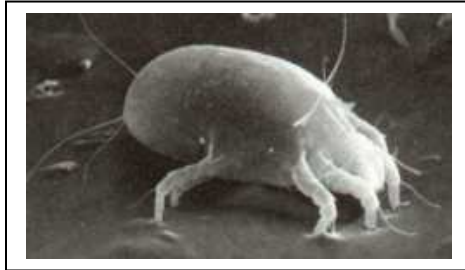
CRAWLING CRITTERS AND CRUD:

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

Asphalt, Bacteria, Car exhaust, Chemicals,
Dirt, Dust, Dust mites, Earth, Food particles,
Fungus, Germs, Gravel, Grease, Grime, Grit,
Hair, Industrial waste, Lint, Mud, Pet stains,
Pollen, Pollutants, Rock, Sand, Scum, Soil,
Smoke, Soot, Tar, Urine, Vomit

Plus, don't forget that living creatures, such as dust mites and critters that live, hide and breed in your carpet.

(Will you help me? I'm trying to find at least one thing that's in your carpet for every letter of the alphabet. And I don't have anything at all for the letters J, K, N, O, Q, W, X, Y, and Z. If you can think of something that could be in your carpet that begins with these letters--or any other letters--please call me and I'll consider including them in my next consumer's guide)



WHICH METHOD CLEANS BEST?

Absorbent Pad (Bonnet Cleaning): This method is similar to dry foam, except that the cleaner sets a large cotton pad on your carpet. The rotating motion of his scrubber causes the pad to absorb dirt from your carpet. This method is also called bonnet cleaning. Bonnet cleaning is like trying to use a large cotton towel or mop to rub the dirt out of your carpet. It's 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 into a vacuum. This method leaves dry sponge particles at the base of the carpet yarn. And because the carpet is not rinsed, this method is not very effective.

Encapsulation Cleaning with a Cimex Machine: If your carpet is Berber or perhaps a glued-down commercial carpet, we have excellent results using a low-moisture cleaning method called Encapsulation. It's quick drying. It ensures that all coffee and food spots are gone—forever. Results are remarkable on Berber carpet, often better than when we use our high-powered truck-mount... That grey traffic lane is erased. For more technical info on Encapsulation check out http://www.excellent-supply.com/How-Encapsulation-Carpet-Cleaning-Works_ep_54-1.html .

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.

In a recent Technical Bulletin, Shaw Industries, the world's largest carpet manufacturer, "recommends the hot water extraction system for most residential carpet, which research indicates provides the best capability for cleaning".

You can choose from two different types: Truck-mount extraction, which is done with a large machine mounted in a van; or portable extraction, which is done with a small unit that can be brought inside your home.

On which type to choose, Shaw's Technical Bulletin states: "(Cleaning) can be done from a truck mounted unit outside the home with only the hose and tools brought inside, or where a truck mounted unit cannot reach, by a portable, self contained system brought into the home."

As you can see, Shaw recommends the truck mounted unit first. And this isn't surprising. You see, the truck-mounted unit cleans much more efficiently on your Nylon or Acrylic carpet. It heats the water to a higher temperature--and shoots the cleaning solution into the carpet at higher pressures. This breaks up the dirt, bacteria, chemicals and pollen in the carpet. Then the machine uses high suction to draw the dirt and cleaning agents out of your carpet. This is one of the two methods that Ideal Carpet Cleaning uses.

No question, the most effective way to clean Nylon or Acrylic carpeting is with a hot water unit mounted in a truck. It's the most powerful cleaning machine on the market and the only machine that cleans your carpet of dirt, harmful bacteria, fungus, chemicals, pollen and tobacco residue.

Some people believe that hot water damages your carpet, but this isn't true. By washing and then rinsing your carpet with hot water, I clean your carpet completely--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 only a sponge bath.

7 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 good equipment, but not all teach their employees 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 the cleaner's IICRC 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, which will not effectively clean your carpet.

MISTAKE #3: Choosing a carpet cleaner based on a single telephone call

Instead, invite the cleaner 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.

MISTAKE #4: Choosing a carpet cleaner who doesn't offer a money back guarantee

In my view, every carpet cleaning company should be fully accountable for its work. And if you aren't pleased with the job in every way, you shouldn't have to pay for it. Period. Not all carpet cleaners offer a guarantee. Or, if they do, the guarantee may be "limited". Ask the carpet cleaner if he offers a money-back guarantee and then make sure he includes his guarantee on his written quotation.

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. Check his rating with the Better Business Bureau.

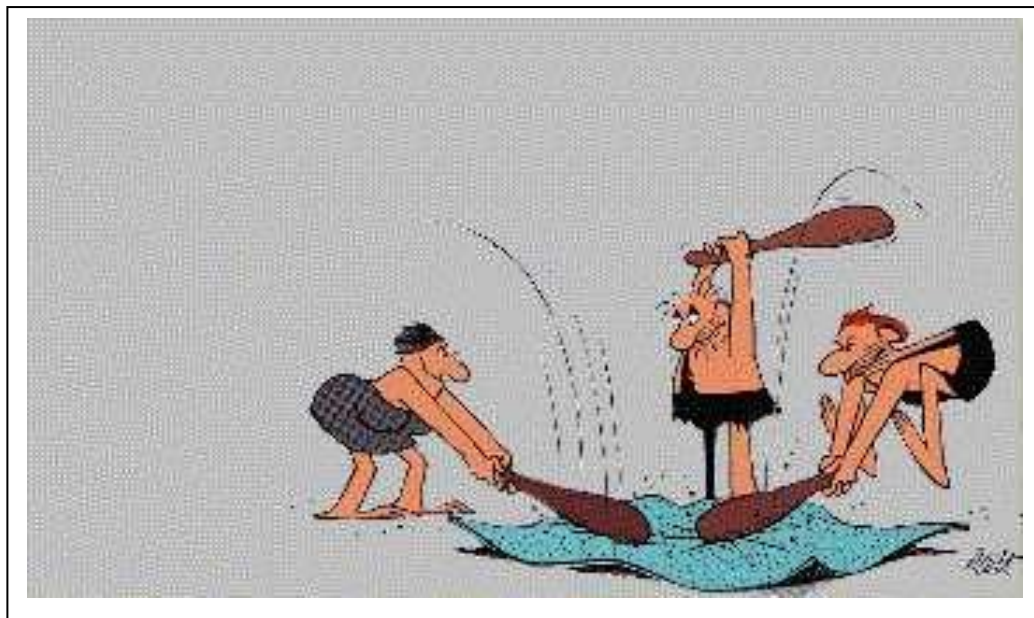
MISTAKE #6: Choosing a carpet cleaner who isn't certified by the IICRC

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 he has certification by the Institute of Inspection, Cleaning and Restoration Certification.

MISTAKE #7: Choosing a carpet cleaner who doesn't use a truck-mounted, hot water extraction system to clean your Nylon or Acrylic carpet

You might expect this from me, since I use this type of system. But there are several good reasons. Portable hot water systems are good, but they aren't as good as truck-mounted machines. Truck-mounts are the Rolls Royce, the Lexus, the BMW of carpet cleaning machines. Compared with portable hot water systems, truck-mounted systems use hotter water, higher pressure and stronger suction. So all the way around, you get a much better job. No two ways about it.

Of course, if you have Berber carpet, or maybe glued down commercial carpet, we may recommend **Encapsulation Cleaning using the Cimex machine.** We get excellent results with this method, often superior to using the truck-mount.



THE IMPORTANCE OF VALUE AND PRICE

Price is what you pay. Value is what you get. When you select a carpet cleaner, you choose from a wide variety of cleaning methods and prices.

For your residential Nylon or Acrylic carpet, Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction from a truck-mounted unit, and using a portable unit only in areas where the truck-mount won't reach.

Here's why a truck-mounted unit cleans much better than a portable unit, three reasons:

1. It heats the water to a higher temperature. We routinely clean at 200 degrees F. For every 18-degree increase in temperature above 118 degrees F, you double the solution's cleaning ability. So if the water temperature is 136 degrees F, it will clean twice as well as water that is 118 degrees F. 154-degree water will clean four times as well as 118 degree F water. And so on, until you reach a water temperature of 250 degrees F.
2. It shoots the cleaning solution into your carpet at higher pressures, which breaks up the dirt, bacteria, chemicals and pollen. Four hundred pounds per square inch is the optimum pressure for truck-mount hot water extraction. Plus, I have a power tool to agitate the pile and dislodge the dirt so it can be sucked out.
3. The machine uses stronger suction to draw the dirt, chemicals, bacteria, pollen and tobacco smoke residue out of your carpet.

Not surprisingly, having your carpet thoroughly cleaned with truck-mount hot water extraction costs more than renting a shampooer at the corner grocery store.

If you bought the cheapest carpeting you could find, then renting a small shampooer might be all you need. No question, it will get out some of the dirt--but the key word here is "some". It will not get out many of the chemicals, bacteria, pollen and tobacco smoke residues.

On the other hand, if you bought high quality carpeting--if you want it to look good and give you years of dependable service--then you need to take extra good care of it. This means you need to have it cleaned by a skilled, qualified technician at least every six months to one year, depending on the amount of soiling and foot traffic it receives. And you need to have it cleaned thoroughly as only a truck-mount hot water extractor can do.

Of course, if you have Berber carpet, or maybe glued down commercial carpet, we may recommend **Encapsulation Cleaning using the Cimex machine.** We get excellent results with this method, often superior to using the truck-mount on Olefin carpet.



DO YOU WANT A CLEAN, HEALTHY CARPET?

Which is more important to you: a clean carpet--or a clean and healthy carpet? Yes, I assure you, there is a big difference.

Each carpet cleaning method has advantages and disadvantages. Some methods will get out only the dirt. Other methods will get out dirt and grease. Still others will get out virtually everything. And, to be sure, some are more expensive than others.

If all you want is a cheap, rinse-the-dirt-off-the-top cleaning--which you might find for around \$15 per room--then I respectfully ask that you call another company.

But if you want to protect your health--if you want to protect your investment in carpeting--if you want to protect your family from the countless bacteria, fungus, pollen and tobacco smoke residues in your carpet, then you're invited to call me.

The **Truck-Mounted Hot Water Unit** that I use and the **Encapsulation Cleaning with the Cimex Machine** are the most effective cleaning systems available today. Likewise, they are among the most expensive units on the market. But I bought these units for a good reason: More and more families want the good-health benefits that come from having a fresh, clean carpet.

Have you ever seen how dirty a little boy's pants get when he plays outdoors? If you have, then you know you can brush off his pants and make him think they're clean. Or, if you want the job done right, you can machine wash them in hot water and detergent and then you'll KNOW they're clean.

The same is true for your carpet. You can hire someone for \$39 who will "brush off" your carpeting and make you think it's clean. Or, if you want the job done right, I'll wash your carpets with hot water and a quality cleaning agent, using my state-of-the-art-cleaning machine and then you'll KNOW they're clean.

So if you want a thoroughly clean carpet--if you're willing to invest in your family's good health--you're invited to call me. You'll receive a written estimate, at no cost or obligation. And if you give me the go-ahead, you're further protected with my ...

100% NO-RISK GUARANTEE

As the owner of Ideal Carpet & Upholstery Cleaning, I want you to be super-pleased--in fact, absolutely delighted--with every carpet and upholstery job I do. So every job comes with my ironclad, risk-free guarantee.

What does this mean? Simply this: If you aren't happy with my work, I'll re-clean the area for free. And if you still aren't pleased, you pay nothing. Not one cent. Many companies don't guarantee their work. But at Ideal, nothing is more important than your complete and total satisfaction. I stand behind every job 100%.

If you ever have any questions or concerns about my work, please call me right away.

Call 613 228-8343.

or visit

www.idealcarpetcleaning.ca

or email

bruce@idealcarpetcleaning.ca

Thanks,

Bruce Bolton

Here's what people are saying about my service:

Do you know any of these folks?

"We had Bruce's company clean our carpets for the first time many years ago and have had him back quite regularly since. He is always very quick to respond to a call and his bookings are within such a reasonable period of time. His company always does such an amazing job with our carpets but better than that, it always amazes me how Bruce remembers us from the very beginning and even remembers fondly the names of our dogs who have years since left our family.

It is a true testament to how much he cares and his customer service. He provides the "small business, personal feel" that people love while providing a service on a very professional big business scale. Thank you so much!" **Phyllis Nadeau, Orleans**

"I chose you to do our whole house carpets based on your web site statements. Your philosophy of a job well done is what attracted me. (I had other "professionals" do this job throughout the years, which never turned out to my satisfaction).

Your guys came in today, and I was immediately impressed by their attention to details. They carefully paid special attention protecting the newly painted walls and baseboards, especially keeping equipment and hoses from rubbing against them. With their specialized equipment, they even cleaned deep into the corners of each steps, and bottom of the walls. It shows they were trained right, and with care. (No other "professionals" ever did those details in such depth).

The multi-step approach used by your men paid great dividends; the carpet IS really clean, and all fluffed up. Looks just like new, and that's what I expected.

I am very, -very- impressed by your team, the work and, grateful for the results. As you can tell, I am impressed. ...I will never call another company again. Please pass on my Kudos to your team and, I thank you Sir, for this excellent job. I will recommend your services, for sure." **Andre B., Ottawa**

"Bruce, after the recent death of an ill family pet, your team of wonderful young men (whose names I again forgot to ask, perhaps they could introduce themselves?) have done an amazing job giving me back a clean home. I thank them for the care with which they did an unpleasant job. Until next time, cheers," **Elizabeth Egglefield, Kanata**

"Dear Bruce: I had e-mailed a few weeks back about the coffee + cream stains on our white carpet ...POOF!! Hydrogen peroxide worked like a CHARM! We are shocked, and thrilled! Thank you, thank you, thank you Bruce! If we ever need real, paid services, we're coming your way for sure! (And referring others!) – thanks!" Sincerely, **Mandy & Rob Hambly**, and our white carpets!

"Bruce: Thanks for a great cleaning on short notice. We are happy to refer you and look forward to doing business with you again!" Thanks, **Matina, Stonebridge**

"You and your team did such a great job cleaning my carpets that I need to e-mail you this testimonial. You were on time for the estimate and the cleaning. My carpets are 15 years old and you made them look as if they are 2 years old. I could not believe my eyes that all the stains and dirt came right out. I was also in disbelief when you came out the next day to touch up some areas for free. You are the best contractor I have ever had come to my house. I have already recommended you to all my friends and family. –**Vaclav Holy, South March**

Here's what more people are saying about my service:

Do you know any of these folks?

"Bruce did an amazing, thorough and meticulous job. This cleaning is by far the most thorough cleaning that I have ever had. It removed stains I thought would never be cleaned. My carpet looks and smells brand new. Without a doubt I will be only using Ideal in the future and will be recommending you to all my associates and friends"

--Myrna English, Orleans

"Once again, I want to thank you for coming to my home and giving my carpets their spring 'perk-up'! They look wonderful and the house smells so fresh. The recliners look wonderful too, especially the older one. It looks just like new! What would I do without your regular visits? I also want to tell you how much I enjoy "*Healthy Home News*". It takes a lot of work to put a newsletter together and I do appreciate your efforts so much. It is a very informative package and I have kept all of them!"

--Janet Laba, Centrepoin

"Ideal Carpet Cleaning is the best carpet cleaning company ever by far in my house! I will never try anyone else. Plus they do not have harmful chemicals which, for me ... they are WINNERS! I enjoyed Bruce's friendly disposition. He cleans my carpet like no other."

--Kim Masse, Orleans

"Here's what I enjoyed most about your service: It was such a big job but there seemed to be so little disruption. All of the equipment was so well organized. Everything was so professionally handled." Last fall I had a rather nasty emergency cleaning job that you did so very well. You were there so quickly and you were also very understanding of what was an upsetting time. Your calm, friendly personality and your professionalism are greatly appreciated.

--Janet Laba, Centrepoin

PS: "I just wanted to tell you that last evening I took advantage of your wonderful gift certificate to Bella's Bistro. A friend of mine and I went (kind of a girls' night out). It was out-of-this-world! We had been there once a long time ago and I had forgotten how terrific it is. If you ever go there, I highly recommend the chicken with the porcini mushrooms in the cognac cream sauce! We are looking forward to seeing you again in the fall to baby our carpets. I am still handing out your coupons to people. Cheers." **Janet Laba**

"Our phone conversations caused me to have high expectations. Your knowledge and experience—it showed. It made me quite happy to unleash you upon my carpet and couches. I knew it would be an excellent job; I can tell you take pride in your work. You've been a delight to deal with: polite, very professional, accommodating to my schedule as best you can...and full of helpful tips and info! Next time bring a business card or two. But I really can't think of anything else you could do to improve your service, it was so good."

--Gael Spivak, Hunt Club Estates

"PS: I want to tell you that I sent out an email to 22 people I know, to tell them I was very happy with your work and service"

Here's what yet more people are saying about my service:

Do you know any of these folks?

"The cleaners were extremely polite and happy to answer all of my questions. You were referred to me by my Dad. You were on time, professional in your manner and able to meet my expectations—**except**—that one of the cleaners (who was otherwise fantastic) wore shoes inside after the cleaning, even in our bedroom. We don't ever wear our shoes in our house and don't like others to. Booties or sock feet appreciated! **A.W., Greely**

(New work policy: We now bring along indoor shoes for use during cleaning. Street shoes stay at the door. I appreciate the helpful input.)

"We were delighted with the service your company provided! The carpets look like new and everything was taken care of, corner to corner. Very professional cleaning and we will definitely recommend your company to our friends! The newsletter is a very nice touch also. And thanks to Deb Burgoyne for her referral. Many thanks!

--Patricia Scrim, Kanata

"Both Ben and Mark were very professional in their approach. I was impressed with their promptness, their good will and how courteous they were. Please keep doing what you are doing. You truly exceed my expectations."

--Henri Habib, Orleans

"Thank you for cleaning my carpets today. Your 2 men did a fantastic job and were very professional with their service. I would definitely recommend you and use you again".

--Derry & David Cullwick, Royal Lepage Performance Realty

"Ideal Carpet & Upholstery Cleaning is the BEST Company I have ever had. They removed stains from my carpet that at least two other companies left. They are friendly and courteous! Thanks for the great job."

--Brenda Kucharik, Orleans

"Bruce, Thanks for your promptness, your attention to details (like the cats), and what looks like a very good job!"

--Heather S., Central Park

"My mail has just arrived with your gift certificate for Bella's Bistro. This is one of the nicest business gestures I have ever received. I thank you very much and I look forward to having dinner there in the very near future. Best wishes for your continued success in your business venture in Ottawa."

--Margaret Waters, Nepean

"I couldn't believe you got all those stains out! You exceeded my expectations. Fantastic job. Thanks!"

--Gloria Gorman

"I prepared such glowing comments about the fine job you did in cleaning my carpets. I even had them sealed in an envelope for mailing. Wouldn't you know it—my little spaniel Annie shredded it! I just wanted you to know that I am so very pleased."

--Corinne Dodd, Manotick

Here's what yet more people are saying about my service:

Do you know any of these folks?

"You were prompt when appointments were made. I also found you professional in your manner, neat and courteous. This carpet cleaning is the most thorough cleaning we've had.

--Betty Crossman, Blackburn Hamlet

"What we enjoyed most about your service was your knowledge and obvious interest in your work. We've dealt with many jobbers in the past few years and there seems to be a lack of commitment in their work. As an example, we were pleased that you cleaned beneath the two trunks in the basement and cushioned their steel corners with styrofoam pads against the wet carpet. We'll recommend you. You exceeded our expectations."

--Ingo Ermanovics, Grenfell Glen

"No improvement is required—you were great! What I really enjoyed was that you were on time, thorough and professional. The cleaning was done exceptionally well. I will have no problem in referring you to others.

--Toni Comtois, Havenlea, Nepean

"I am a previous client. I was pleased with your cleaning of the rental townhouse that my son was moving into. And now you've given my own house the most thorough cleaning ever. You exceeded my expectations."

--Cheryl Cole, Orleans

"Bruce, you are friendly and personable. No improvement is possible—it is the best cleaning ever! I have had my carpets cleaned several times by other companies. This is the first time they look like the day I bought them. Please sign me up for the Stay Clean Maintenance Plan where I'll get half price cleaning every six months. I will remain a faithful customer."

Fern Donnelly, Blackburn Hamlet

"We enjoyed your professionalism. You were able to get out a stain, which really bothered my husband! You couldn't get it at first, and then my husband thought it might be rust—so you ran right out and got the specific cleaner and re-did the spot again. ...It was GONE! You exceeded my expectations. Absolutely, you gave our carpet the most thorough cleaning ever!

Natalyee Smith, Orleans

"I enjoyed your friendly 'spirit', the cleaning itself, the punctuality, the honest effort. I was happy with the real effort to eliminate existing pet stains (old!!). As well you, Bruce, came back personally to do some touchups. You ask how you can improve on your service in your next visit. I say, "what is, is perfect?"

--Greer Gardner, Stonebridge

"Bruce, I was very pleased with your service. As you know, my home renovations generated a huge amount of dust and dirt. You did an excellent job on my carpet and furniture. Many thanks to Rob and yourself"

--Jeannette MacIntyre

Here's what yet more people are saying about my service:

Do you know any of these folks?

"What I enjoyed most was your no-pressure service, your thoroughness and your giving me a next-day appointment. You exceeded my expectations. Want to improve your service? Next time bring me a bottle of wine—just kidding!"

--Corrie Weber, Manotick

"Bruce, you were on time, professional and friendly. I love the fact that a high-pressure water treatment leaves no chemical smell or residue in the air, as I have asthma and allergies. How thorough the cleaning was! My walking areas were very dirty but looked like brand new when you finished cleaning."

--Cathy & George German, Beacon Hill North

"What I enjoyed most was your promptly returning my phone call and the fact that you could give me an immediate appointment. You were polite, clean, quiet and friendly. This is the best the rug has looked after a cleaning. In fact it looks **GREAT!**"

--Yvette _____, Manotick

"You were referred by my friend, Cathy German, but I also received your flyer. We enjoyed having you in our home. You provided courteous, professional service. There were a lot of 'dog' marks, which clean up beautifully. You're "man's best friend's" best friend!"

--Elizabeth Griffis, Rothwell Heights

"I particularly liked having the cleaning process and expected outcome well explained and knowing that you would follow up if there are any problems. Everything was done exactly as promised—no mess, no furniture left askew, no feeling of intrusion of privacy or concern about trustworthiness. Thanks for being so friendly and professional!"

--J. _____, Mooney's Bay

"Our carpets were 20 years old and had never been cleaned! You did a wonderful job. Thoroughly professional. And the results were better than expected"

--Gordon Kurtz, Orleans

"I received a flyer and decided to give you a try. I found that you were on time, professional and courteous. You gave my carpets the most thorough cleaning ever!"

--Mary Peer, Pine Glen

"I am very happy with how clean and fresh my very light carpeting looks. I found you to be very professional in your manner and a very pleasant person. You exceeded my expectations. Keep up the high standards in your work."

--Florence Paterson, Arlington Woods

"I liked the fact that you gave us an accurate quote, no fuss. Very pleased"

--J&S _____, Country Place

"We are repeat clients. The first time you came you gave me good advice and a very thorough carpet cleaning. With our 2 puppies having accidents, the carpets were in great need of cleaning. I was amazed at how clean and fresh smelling everything was when you had finished. With having a wedding coming

Here's what yet more people are saying about my service:

Do you know any of these folks?

up last year, we needed a good cleaning. There is no comparison in your cleaning to others I have used in the past. Most definitely, you treated us in a professional manner and your cleaning is far superior!

--Judy Hosking, Briar Green*

"Our dog had been very sick on the carpet. We thought we would have to take it out and replace it. Bruce, you did a fabulous job on it! Very thorough job. Carpet looks fabulous!!"

--M. _____, Beacon Hill North

"You lived up to your promise. Carpets are exceptionally clean, all stains removed."

--Jane Melloul, Rockcliffe Park

"When you cleaned my carpet I was happy with your care in handling my furniture. You have a friendly and courteous personality, enhanced by expert knowledge and technical skills."

--Gloria McKenna, Graham Park

"It was nice that you came to see us beforehand to talk and land the job, as well as giving an estimate. We were particularly happy with your care, speed and efficiency. We were comfortable having you in our home. It was much appreciated that you called ahead to say that you would be a little delayed in arriving."

--Gail Clarke, Island Park area

"I am a participant in the "stay clean" program. Bruce comes back every 6 months to maintain my carpet. My carpet is 12 years old and has gone through housefuls of teenagers, puppies and, now, old dogs. Thanks to Bruce and Ideal Carpet, the carpet looks fresh and new. As well, I appreciate the recommendations Bruce offers on how to deal with particular stains or spills between visits. He works quickly, unobtrusively and never leaves a mess. I appreciate his professionalism, warmth and friendliness."

--Shirley Schildkraut, Nepean

"I am happy that you were able to remove specific stains – carpets now look like new. Your service is efficient, effective and professional."

--Elaine _____, Centreponte

"You actually arrived early to do my cleaning. You were very neat and courteous. I was happy that your work professional, very clean, tidy. Great job! Thank you."

--Joanne Taggart, Rockcliffe

"I was referred by a friend who was pleased with your work. Thank you for being on time, neat and professional. You met my expectations."

--Carol Hutchings, Parkdale area

"We are clients of yours from when you were cleaning in Halifax. While in Halifax, we had held off cleaning our oriental carpet until we met someone we could trust. You cleaned our broadloom first and we were so impressed we asked you to do the oriental carpet. When we got it back, you explained how it was cleaned and we were delighted with the results. (continued)

Here's what yet more people are saying about my service:

Do you know any of these folks?

Moving to Ottawa, we were pleased that you had moved also because, now that we had experienced your work, no one else would meet our expectations! We have found you to be service oriented, flexible and responsive to customer needs. The quality of your work means no worry or second thoughts."

Gina & Bruce Donaldson, The Glebe

"After you cleaned our carpet, it looked new. The couch--which I thought was too old, used and abused to ever appear decent again--was totally rejuvenated, allowing us to continue using it for a while longer without being embarrassed. We really appreciated your efficiency, professionalism and friendliness. The information package you left was a nice touch. You exceeded our expectations."

Mary Corley, Dow's Lake

"We found you thorough, knowledgeable, professional, hard working, quick to complete, careful and caring. Pleasing as well was the fact that you stuck to your estimate, even with several attempts to remove (successfully) a stubborn stain in our carpet. The two pairs of plastic shoe covers you left for us was a nice touch. They allowed us free movement while the carpets were still damp. Our newspaper-stained couch now looks like new as well." ***Arnold & Caroline Midgley, St. Laurent Blvd. N***

"Excellent service. A lot of time and effort was spent on all the carpets in my house. I feel they are really clean now. The truck-mounted system makes less noise in the house and there is no filling and emptying of tanks in the basement. Very professional. You exceeded my expectations."

Pat Fleck, Centrepointe

"Bruce, I just read your latest newsletter, and I have to tell you, I love getting them. I read a great deal for my job and also for my personal enjoyment, so I often ditch extra reading...but not your newsletter. I always read it.

I just love your newsletter. It's always full of fun and interesting stuff (I especially liked the origins of the province names in last month's edition. I'm going to send that to my Mom, who will enjoy that bit of info).

I've done newsletters, and they are hard to do. I'm really impressed with yours, because of its community tone (with the info pieces, as well as the testimonials, which I love to read. I'm pleased to see that people were as happy with your service as I was). And it's just plain fun to get something from you. I loved having you in my home and cleaning my carpets and couches. It reminds me of the sort of service we just don't get anymore — a people-oriented service that's here to stay. Good job!"

Gael Spivak, Hunt Club

"You were referred to me by my sister. Our carpets had not been professionally cleaned for a number of years. You were able to remove all the stains—even candle wax! Our carpets look brand new. We are very pleased. You even recommended a way to fix the carpet where we had spilled bleach. You were extremely professional, friendly, not pushy, fast and reliable.

Cathie Whyte, Orleans

"I felt comfortable and relaxed with you working in my house because you took care with the work and with my furniture. You were on time and professional in your manner. My rug appeared as if it was finished, but it has come up looking very good. It will have a few more years of use before it has to be replaced. Just keep doing thorough cleaning!"

Phyllis Collins, Manotick

Here's what yet more people are saying about my service:

Do you know any of these folks?

"It was nice to meet you. I felt comfortable and trusted you to be in my home (with my dog!) without me. I appreciate your personal service."

Laura _____, Riverview

"Professional in your manner? Yes, very much so. You were not rushed, very thorough with attention to detail like corners and stairs. I'm glad I could depend on you being on time. I like your approach."

Louise Hubert, Beacon Hill

"Thanks Bruce! I am most impressed with your manner and clever marketing. Great clean too! I was referred by a friend."

N. _____, Rideau Heights

"I really appreciated how quickly you were able to come and give me a quote and how quickly I could be scheduled in for the cleaning. Thanks for your friendly service and the fact that I didn't have to do anything. You exceeded my expectations."

Kathy Gerber, Craig Henry

"I appreciate that Ideal Carpet Cleaning is owner-operated, using top quality equipment/process. You were very knowledgeable and professional, giving proper attention to detail. I got the most thorough cleaning ever."

Margaret Mills, Manotick

"I was particularly pleased with your attention to detail! You even supplied extra pads to be used under the furniture. As well you used carpet runners to protect my hardwood when moving your cleaning equipment in and out. You were friendly, courteous, efficient, and thorough! And you charged a reasonable price for your excellent work."

Garry Gauthier, Grenfell Glen

"I received your flyer and decided to call you. I am so glad I did. For the first time I am happy with the cleaning and service I received. You will be highly recommended. I was really impressed with your great equipment. The fact that you scrubbed the carpets before rinsing and vacuuming them (rather than soaking them). I felt they were so clean once the job was completed. The furniture you cleaned looks great too. Thank you!"

Lorraine & Lloyd Spracklin, Beacon Hill North

"Thanks for your care in moving my furniture and your thoroughness! And your pleasant manner. You are the best carpet cleaning company and you do the best cleaning. I will recommend you to my friends. I'll use you to clean my income property too."

Robert & Rita Cooke, Mooney's Bay

"I enjoyed that you were courteous and I appreciate your professional attitude and workmanship. You obviously care for your work."

Reda Sedki, Orleans

"You were absolutely professional in your manner, and friendly too. No cutting of corners (edges and sides of stairs). You explained various stages of your cleaning (eg. 'Now I spray on the pre-spray'). **Bernhard Scherl, Blackburn Hamlet**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I liked that you worked steadily and efficiently. You were on time, neat, courteous and professional
Gladys _____ Smyth Rd.

"Bruce, thanks for your newsletter. In this compartmentalized society, it's rare to see a blend of business and humour, wisdom and practical tips, as well as true caring between service provider and client. Your newsletter provides all of these. Thanks for sharing."

Fran Doy, Alta Vista

"I responded to your yellow page ad. When you came to clean, I found you to be friendly and attentive. You answered any questions I had regarding the cleaning process. You explained how your equipment worked and how to care for spotting on my carpets due to residue left by my pets. You were super with my curious animals. A real gentleman who I felt comfortable having in my home."

Donna Baxter, Bridlewood, Kanata

"You were very industrious and dedicated to the work at hand! What was I pleased with? Well, you name it: equipment, etc; cleanliness, etc; personality, etc. You exceeded my expectations."

John Davidson, Chapel Hill

"I was very pleased with the informative and efficient manner in which the service was provided. I feel that my home was treated in a careful manner and that the cleaning itself was of a very high standard. You were on time, moved necessary things; you exceeded my expectations."

Arlene Hensel, Orleans

"I received your flyer. Great advertising! Thanks for being on time and exceeding my carpet cleaning expectations. My daughter, who did not want to have anything to do with mom's clean-up request, arrived home after you cleaned the carpet. With a great big smile she exclaimed, "This is the cleanest house on the block!" Amazing. Just a carpet cleaning can thrill a teenager!"

Jacqueline Richards, Centreponte

"Thank you so much for what you did. No one would ever know that I spilled a glass of red wine on my beautiful new oriental rug. And thanks for coming to my house **on the very day that I called** about this emergency to take care of it." **Margaret Back, The Glebe**

"It's nice to see someone take pride in his work. I enjoyed that you came on time for the price quote and for the actual work. You gave a quote on the requested job without trying to sell me something else. Time was taken to accomplish a good cleaning rather than a speed race. All in all I enjoyed the experience. Thank you."

B. A. _____, Rockcliffe

"You were recommended to us by our neighbour, Stan Gowans so I had a good idea that your work would be good. Well everything turned out super clean. I liked that you were very fast and neat in your work."

Gerald Thomas, Qualicum

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Thanks for giving us a pleasant experience! We responded to your flyer and asked for a price quote. When you came to clean you exceeded our expectations. Just a thought: Seniors and disabled people have a difficult time removing the foam blocks from under the heavy furniture. I like the clear plastic squares instead."

D. B., Arlington Woods

"I got your flyer, then you came to clean next door and I saw your truck advertising. Now you've cleaned for me too. Great job – thorough cleaning. Carpets sparkle. You were prompt, quick. Work done quickly but thoroughly. Everything wonderful."

Avia O'Connell, Arlington Woods

"Your cleaning appears to be well done. It is a great improvement. You were very helpful and courteous."

P. M., Hunt Club Woods

"Thanks for your friendly, professional manner. You were on time! And honest about what I could expect, given the age and condition of my carpet."

Sharon Halayko, Stittsville

"Every experience has been excellent. We are on the Stay Clean Program, which means we get a cleaning every 6 months. I love it! You are always very flexible when booking appointments and it is something for me to look forward to every 6 months—a fresh, clean house! My carpet is like new, and it really freshens up the house, which you wouldn't think possible with two Great Danes."

Phyllis Nadeau, Orleans

"Our home receives a lot of traffic – people and entertaining, not to mention pets. With all that traffic comes spills and accidents. After your specialized cleaning, our carpet has been restored to looking like brand new again! I appreciate your attention to every detail and the fact that you left no harmful chemical residue or odors. Thank you very much again for a fabulous job!"

Deborah Wheeler, Hillsdale

"We were very happy with how our Chinese rugs regained their original colours. Also thank you for recommending Ed Bohonsuik of Karpets Kare. He's doing a great job of re-stretching our wall to wall carpets." **Mrs. C. Cheney, Rothwell Heights**

"You were on time, you did a great job and you respected my things! My carpets have never had such a good cleaning. I have used other carpet cleaning services and I was not pleased with the results. I am super pleased with the results today. Now I know how carpets should be cleaned and I will never use a discount service again. Thank you very much for being so professional in your work!"

Doreen Blois, Windsor Park Village

"You were a little delayed in arriving. But you called to let me know, so no problem. You did a very thorough job. My carpet was not too wet upon completion. Thank you again so much for cleaning my entry area rug at no charge. This was most kind of you! I will certainly use your carpet cleaning service again and will recommend you to my friends and family." **Laurie Rail, Manotick Station**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"My carpets look brand new. Thanks for your professional approach and your timeliness. This is by far the most thorough carpet cleaning I have ever had. Bruce, you do an outstanding job! I highly recommend you." **Kris Sherry, Kanata**

"Thank you for no surprises. During your on-site estimate you gave a detailed explanation of your cleaning process and products along with a marvelous guarantee of satisfaction. You exceeded my expectations." **Jeannine Lawlor, Chapel Hill**

"The sound of your cleaning machine was easy to take. And you were very personable and professional in your manner."

L.B., Amberwood Village, Stittsville

"You gave my carpets the most thorough cleaning ever. You were prompt, neat and courteous and *very* professional." **Gabrielle Lenz, Manotick**

"I thought you were really expensive. But your knowledge of carpet cleaning and your method sounded to be the most thorough. You sounded trustworthy; you were very polite and courteous. I was happy that the black along the walls in the living room came out of the carpet and so did the grease stain."

Ann McLeod, Orleans

"What I enjoyed the most was that you were professional, personal—it was about us first ... the carpet second. You provided info over the phone to make us feel comfortable. You are the one cleaner for us!

When you arrived for the quote you were professional and personable—suggested options all before the sale was made. We will not hesitate to use you or refer you at any time in the future."

Brett Martinson, Leslie Park

"You were early! Don't come too early (5 minutes early maximum). Thanks for being in and out fast. Great ad in the Yellow Pages: "How to" recording on your phone message. You are very friendly, good-hearted and a good listener. You took time to answer my questions no matter how absorbed you were in the cleaning." **Donna Godfrey, Redwood Park**

"Your cleaning is terrific! I feel that you are 100% trustworthy. Professional in your manner? *Absolutely!!!* And reliable, thorough, friendly. My Mom referred your service to me and we will certainly use you again. By the way, here are two of my friends who would love your service too."

Christy Galloway, Central Park

"We appreciate your professional approach and your concern about customer satisfaction. You were on time and neat and courteous," **Bob & Mary Atkinson, Stittsville**

"You were affable, offering friendly and courteous service. My upholstery and carpet appear utterly renewed! This is my first experience with Ideal. It will not be my last." **John Clarke, The Glebe**

"Thanks so much for re-arranging my bedroom after you cleaned! You were really thorough. I was happy to see you trimming the loose threads on my berber carpet." **Elizabeth _____, Kanata Lakes**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I work from home, so I appreciated that you did not need to be micro-managed. You cleaned my furniture and carpet as you would your own. Thanks for being so professional!" **Sandy Reiter, Kanata**

"I particularly appreciate your attention to detail, your efficiency, and the care you took with my furniture and belongings. The cleaning was done as promised—thoroughly and respectfully. This is the first truly professional carpet cleaning I've ever had (in 30 years)! Although my carpet is old and worn, you have restored it to the best condition it could be." **P.C, Country Place**

"Great job, given the state of my rugs! Here are 3 referrals. Others may call."
Cheryl Stout, Hunt Club Woods

"I enjoyed your attention to detail and your willingness to clean my front and side door mats at no extra charge. My very old, worn out, stained white carpet has been given a new lease on life."
Anne Sturgeon, Stittsville

"I appreciate your good work and have referred you to my friends and to my next door neighbour. You were reliable. I liked that you followed up with immediate response to re-clean particular problem spots. Honest, conscientious service was provided. Professional approach."
F. Silver, Amberwood Village, Stittsville

"Here's what I enjoyed most about your service: First, the courtesy you showed. It didn't stop upon completion of my cleaning. You were absolutely professional in your manner. Second, I found your work was at a reasonable cost. This is the most thorough carpet cleaning I've had. You exceeded my expectations." **Valerie Grimes, Manotick**

"We fully expected a negative result with the state of our carpet. (10 years of grime likely). But were astonished with the overall result at a reasonable cost. What I enjoyed as well was that you were efficient and well organized. Pleasant company, attention to detail, flexible schedule, convenient. Do you do windows too?"
Colleen Ringelberg, Flewellyn Rd.

"Our expectations were high, and we enjoyed that you met every one of them. We particularly appreciated your professional manner with no extra sales pitch. We will be happy to recommend your service to any of our friends who are looking for good thorough carpet cleaning."
D & L, Kanata Lakes

"Fast, efficient and professional. Arrived on time, very careful to protect furniture and furnishings. This is the most thorough carpet cleaning I've had."
John Deknatel, Fisher Glen

"I am amazed at the cleaning! I've had my carpets cleaned before, but not like this. When I went to see my bedroom, which was the worst carpet in our home, I was very pleased. I remember feeling this good when my carpet was new. I appreciate your friendly approach, even with my cat. No fuss. And you did not make me feel that my carpet needed a miracle (even though I thought it did)"
Clare Gagnon, Dunrobin Road

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Perfectly neat and courteous, absolutely professional in your manner. You were thorough, friendly, on time. This is my first experience with Ideal Carpet Cleaning, but I was very impressed with the service and my carpet has some "life" put back into it! I would highly recommend you to my friends. It was a cleaning done with care."

Jennifer Mucz, Kanata Lakes

"Thanks for a great job! I was pleased with your professionalism and thoroughness. You were very pleasant to have in the house. "A nice guy."

Cheryl Fleming, Country Place

"I just wanted to say thank you for the coupon to Bella's Bistro. I went for lunch yesterday with two friends and we not only had a lovely meal but also felt very pampered by the excellent service. Once again, thank you for your very thoughtful gift. See you in the spring. Happy Groundhog Day!"

Margo & Tony Humphreys, Orleans

"Thank you for giving us the coupon for Bella's Bistro. We went on the last day of March and had a good dinner. We do not eat out often but it is still a treat for me (the cook). I have given your name and number to a friend and she may call you re rug cleaning or house cleaning. We too will call you re rug cleaning in the summer. Thanks again."

Marjorie Jefferson

"You were great! You cleaned around the walls where dark buildup had not been cleaned by my previous carpet cleaning company. I liked that you were on time, organized and efficient. You exceeded my expectations. It was the most thorough cleaning ever."

Brenda Jensen, Manotick

"Dear Bruce: Please accept my sincere thanks for removing the stains in my carpet. I really appreciate your personal attention and your lesson in stain removal. I will not hesitate to recommend you to all my friends and clients. I'll call you in the fall."

Regards,

Anne Nininger, Alta Vista

"Hi Bruce: Thank you so much again for cleaning our very dirty area rugs—kids, dogs, etc. etc. But always you bring them back. Ben is a real asset to your company as well. Thank you Bruce."

Mary Lindsay, Island Park

"Thanks and a great job! My wife and I are very impressed with the results. I will recommend you to all of our family and friends should they require carpet cleaning."

CHEERS....

Dennis and Heather, Greely

"Thank you for your e-mail and your special offers for cleaning services. I am impressed with the efficient, professional service that you and your men provided. My carpets look 100% better!"

Mary B., Rockcliffe Park

"You did a most excellent job. Thank you!! **Susann B., Bridlewood**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I would definitely recommend you to anyone looking to get her carpet/upholstery cleaned. My stuff looks as good as it did new."

Danielle R., Henson Park

"This is Chantelle B. Great news! We sold our house in only 5 days on the market—for full asking price—multiple offers! Wonderful ... And everyone commented on the clean, clean carpets!"

Chantelle B., Hunt Club

"I am very happy with the carpet cleaning job your guys did at my house on Tuesday. My carpet is over 20 years old and I can't believe how good it looks and the stains I thought were permanent are gone. I couldn't believe it. I will recommend your services to my friends and family. Thank you, thank you.

Roxanne B., Orleans

"Ben and Sitha: Thank you so much for efficient and prompt service. You are invaluable. Please have a coffee or two on us. You are both credits to Bruce's organization" *(Two \$25 Tim Horton's gift cards were included with this Thank You Card.)*

Velma & Ed MacKay

"My carpet have never looked better! Thanks for such a great job. I will pass on your name to my friends."

Karen Z., Centreponte

"Hi Bruce: I wanted to let you know that Lyon and I are so happy with the job you did on our carpets. We are delighted. No one has ever gotten the rug in the office clean before, and I mean that sincerely. We have tried many companies, and tried ourselves, but to no avail. Thank you so much for the excellent work and the professionalism shown by yourself and your employees. We will make sure to give your name to anyone we know who needs their carpets cleaned."

Marsha and Lyon, Nepean

"I appreciate the work that your technician performed. The carpets are like new! I'm sure the reduction in pet hair and dander will help us all breathe a little easier. I will be sure to keep your number and forward it to anyone who needs your services.

I'm very satisfied with the results and I look forward to the next time."

Sharon Vanderpool, Blossom Park

"I want to thank you and your staff for a wonderful job on the carpet cleaning in the basement area of our previous home on Trim Road! We were very satisfied with the results and the new owners are as well. We will definitely be using your service again in the spring when we must have the carpets cleaned in the house that we are renting while our new home is being built.

I received your newsletter today. Thank you. Please note our new address."

Debby S., Orleans

"We just knew the service would be excellent because we had you before. You gave us an extremely thorough cleaning job. Bruce and Ben were on time and otherwise courteous and throughout their time in our home. We really appreciate how knowledgeable they are and what a thorough cleaning job they always do."

Andrea Woolner, Greely

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Thank you so much for doing such a great job cleaning our carpet and for delivering it back on Good Friday, before our guests arrived. Much appreciated."

Laura R, Ottawa West

"Thank you again for a wonderful job, the young men who were here did a great job, I was very impressed by the "team leader", Sitha, who has been well guided by you, he was personable in a way that reminded me of you!"

Elizabeth Egglefield, Kanata Lakes

"Thank you Bruce...I have told all my friends that my carpet looks just like it did when I moved in eight years ago!"

Lynne Harris, Kanata

"We are pleased to add Ideal Carpet and Upholstery Cleaning to our list of trades. Ed at Karpet Kare has been sending him when we need stains removed. He is reliable, affordable and does great work."

Jenny, Richcraft homes, Kanata

"Thank you! The Metro carpets look fantastic. You did an amazing job!"

Susan Giles Barnes, Metro News

"I wanted to pass along a carpet cleaning recommendation:

Last Friday, our sometimes loveable yellow lab did some counter surfing when we weren't looking. He ate a full pack of Costco cookies (yes, the good ones with three varieties of chocolate!). Well those didn't sit so well and he was feeling the effects all day Saturday. He made a horrible mess in our house - the most horrible kind of mess - and we immediately knew to call in reinforcements! Within a few short hours, Bruce Bolton was there to save the day. Our carpets look and feel brand new again. That comes as no surprise to us given that this is our third time using Bruce's services. It certainly won't be our last.

So if you're looking for a carpet cleaner I can't say enough about Bruce... We've used other services in the past but they just don't compare. I do know that Bruce has helped out many families in Central Park in the past, but we've had enough turn over in the last few years that I thought I would put his name out there once again. Please check out <http://www.idealcarpetcleaning.ca> for his contact details."

Alan D'Souza, Central Park

"Having run my own business for the last 13 years, often people take the time to complain, but few take the time to say thank you....so with that in mind..I just had to say thank you for yesterday. The service was professional, quick and easy. The results....WOW...like the last twelve years of spills and dog mishaps on the carpets never happened. They honestly look like new carpets. I am pleased and amazed.

Thank you for such great service and for surpassing my expectations with the results."

Bill O'Brien, Central Park

"Bruce,

Just LOVE your newsletters. I bring them home and everyone reads them! I put them on our lunch desk at work. Thanks for all your efforts!" --**Susan Giles**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I Just wanted to say that we were so pleased with your service. Your employees were professional and hard working and did an amazing job! My husband who suffers from allergies has felt so much better since getting our carpets and sofa cleaned! Thank you so much for doing such an amazing job and for treating your customers so well. I have to say I have never had a company reward me so well! Thanks again!"

Alison Gunn, Barrhaven

"After a thorough clean, all traces of our little dog's mishaps were gone!"

Ron & June Hodge, Gloucester Glen

"Thanks Bruce. I have referred two people to you and sang your praises - also how pleasant and knowledgeable the two young men (Sitha and Jamie) you sent to do the work were. All the Best,"

Richie Allen, West Centre Town

"I am pleased that you seem to care. You were always on time and very thorough. Thank you for cleaning all my small mats without being asked. Good pricing. Very professional. You gave my carpet and upholstery the most thorough cleaning I've had".

Debra, Rockcliffe

"On Nov. 17th your guys came in to do what one of them told me was your 7th cleaning with us. Wow! Where does the time go? As usual, the work was done perfectly and our carpets and 2 lazy-boy chairs continue to look brand new. Your employees are very thorough, very pleasant and very professional. I have no hesitation in recommending you and your company to my friends.

I also continue to enjoy the newsletter that you send out. This is no small amount of work and it shows the care and interest you have in your clients.

One of my best memories is the emergency cleaning you did for me at my father's house in 2004 during the last year of his life. You came almost immediately when I called and explained the problem. Not only that, but you were so very understanding and compassionate at what was a greatly stressful time. You do take care of more than carpets and upholstery!"

Janet Laba, Centrepointe

"We were looking at buying a home and the current owners are smokers. We could smell it when we visited the home. Thanks so much for answering our questions on this and making us realize that there is so much more to this cigarette smell problem than just carpets. We have since been looking into what the implications might be. Not a small problem for sure! We really appreciate your help-- you are a true professional! We won't keep you a secret!!"

Thanks again!

Natalie, Bridlewood

"Hey Bruce: The carpet cleaning must have cost you a lot more than the attached invoice! Everyone says the carpets here look brand new! :) Thanks very much for the great work. Really appreciated!"

Thanks very much

Rob Huehn

Vice President of Services

Zentra Computer Technologies Inc., Kanata

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I checked you out on the Better Business Bureau web site and found you had an A+ rating. I realized that you would likely be higher priced than the guy that telemarketed me the week before and gave me a really low price as well as his bogus phone number. He got an F from BBB. Well, you certainly met our expectations! Your men both went about their duties in a professional manner, with attention to detail. They were neat and courteous and on time. It was the most thorough cleaning our carpets have ever had."

Rick Charbonneau

Borden Farm

"I want to thank you for arranging the carpet cleaning so quickly and efficiently. I have recommended you to many of my friends, one of my co-workers has already used your company, and she too said you were great. Thanks again."

Melita Skinner

Barrhaven

"Thank you very much Bruce. Your team arrived on time, did good work, are professions in all aspects of their work. Cheers."

Doug MacDonald

doug@homecheckers.ca

"Mel and I couldn't be more pleased with the job you have done and we look forward to seeing you again within the year. Sorry, I don't have a list of names for you as our friends have hardwood floors. We've been bragging about you just the same. We would recommend you to anyone. Jamie and Sitha were very professional and courteous. Many thanks."

Rita Featherstone mmel@sympatico.ca

"Bruce: Thanks again for everything. Simply Fantastic!

--**Colin Murty, Mooney's Bay**

"What I enjoyed most about your service was the detailed effort you made in cleaning my carpets and upholstery. My furniture has been revitalized. Excellent job!"

--**Wally Rein, Orleans**

"Although your quote is not the lowest, we decided to go with you because you were interested enough to come in and give us a quote, carefully measuring each room, and supplying references as well. Because you prepared our quote so thoroughly I'm sure you will pay as much attention to the cleaning of our carpets as well."

--**Bea L., Office in the 800 block, Richmond Rd.**

"Hi Bruce - we received your follow up letter and referral certificates in the mail today. We were really happy with the job done by your team--professional, thorough, pleasant--and will definitely refer Ideal if/when the opportunity arises. We'll look to have you back this winter to clean our bedroom carpets. Thanks again", **Tom**

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Just had the carpets done and my wife is very pleased. Your two young men did a great job, were very professional and courteous. Please pass on my regards to them for the job they did here."

Doug and Jane Palmer

Hi Bruce: I want to thank you and your wonderful crew for the pristine cleaning they did at our home on Monday. After so many years of having you take care of our carpets, your service maintains your high standards. Your crew is most respectful of our home and belongings and all items are carefully moved by them as needed. These gentlemen are also very pleasant and professional and are ready to answer all questions.

This year I took advantage of your new service for tile floors. I had the kitchen done as well as the ensuite. Bruce, I cannot believe how beautifully they turned out! The ensuite floor had some issues which I had never been able to resolve and now they look like new again. I am thrilled!

Our home looks and feels so fresh and clean after your guys are here. What a wonderful service you provide and I look forward to many more years of having you here.

Very sincerely, **Janet Laba**

"Thank you for the cleaning services and allowing extra time for payment. Also the extra care taken for my parrots"

Cathy Dunn, Barrhaven

"Thanks Bruce, I really enjoyed your newsletter! Our carpets look fantastic. We're so pleased with the job that you did for us. See you again!" **Theresa Turner**

"I don't often do this, but felt compelled to send you an email to thank you for service the other day when you came to our house to treat our new furniture. I really enjoyed our experience and loved the fact that you were professional, quick and extremely informative.

I also had a look at your website and it is very well done. I will do my best to pass along referrals to people who I think would actually follow up with you and be able to take advantage of your excellent service.

This day and age, not many people reach out and actually tell people what they thought of their services or products. I would like to tell you that I think your service is top notch. Best of luck with your business and hopefully you will see some referrals come your way from me."

Sincerely, **Peter Oma**

"Our most grateful thanks for the truly amazing work that Jamie and Sitha did in returning our carpet back to its original condition. I have to say I was somewhat apprehensive as to how things would go but I am literally truly amazed, the carpet looks like it did when we purchased it.

I would have no qualms (and I have already started spreading the word) in telling folk that your chaps at Ideal Carpet Cleaning do a fantastic job!

Bruce, I appreciate that you attended and quoted what I thought was a very reasonable price for the work to be done, with the furniture removal and replacement."

Again many thanks, **John S. Fox**

"It was a pleasure dealing with you! Thank you for your great and prompt service."

Peggy Bélanger

"PS: I really liked your e-newsletter (: "

Here's what yet more people are saying about my service:

Do you know any of these folks?

“Hi Michelina [landlady]: Just thought I'd forward you an email I get every month from a terrific carpet cleaning company that I have used several times and have referred to others.

I know [your builder] covered the cost of today's cleaning but if you are the one who has to pay for the rest of the work, I would highly recommend using the services of Bruce Bolton.

The guys who came in [from your builder] to clean the basement carpet today didn't even vacuum before they started cleaning. It's a good thing I decided to do that myself the night before, as it's the first step needed before cleaning a carpet properly.

Also, we just checked to see how the carpet looked and were surprised that the carpets are still soaking wet tonight after almost 11 hours (they should only remain slightly damp for about 3-4 hours after a professional cleaning). In some places the stains are still very evident and there are many patches where the area is bone dry as though it wasn't actually cleaned at all. (continued next page)

This is not my home, I know, but if it were I would want to hire the best cleaners to extend the life of my investment :). I hope you don't mind my suggestion. Honestly, if the same crew comes back next week, it's a complete waste of time.

Feel free to give Bruce a call, or maybe suggest that [your builder] use his services. He has a 100% satisfaction guarantee on all of his work. Take care.” **Cathy**

“Hi Bruce. Just wanted to let you know that I am so happy with the service that was provided. Your team did a wonderful job and the carpets are spotless. I've never seen them so clean! Thanks again.” **Melanie**

“Great job on cleaning my carpets. I found your crew to be punctual, courteous and efficient. Without me asking, the cleaners offered to lift a heavy office desk in order to remove a chair mat so that they could do a better cleaning job—a no charge. Very nice gesture!”

Joanne Paquette, Kanata
joanne@imagehomestaging.com

“Bruce took my sensitivity to fragrances and chemicals seriously. Thanks! I find it difficult to have people in my home, but felt an immediate trust with Jamie and Sitha. They are so careful and quiet. They got right to it, but took time to help move things, cover, etc.—especially the hardwood floors and stairs. You exceeded my expectations.”

Kathy White, McKellar Heights

Here's what yet more people are saying about my service:

Do you know any of these folks?

"I just wanted to leave a comment regarding Ideal Carpet Cleaning's job at my house. I found this business from BBB. As soon as I called, I got Bruce and he came and gave me an in home estimate. Not only that, he was able to book the appointment within a few days so I didn't have to wait and on the day of the cleaning, Bruce was early to set up this equipment and so the job could start on time as scheduled. And did I tell you he remembered my daughter's name and made a personal connection by asking about her. How many businesses or people these days take time to talk about what's important to you? This is one of the few businesses that I have experienced who give you value for your money with no hidden fees or hidden agenda or additional costs. From my experience, Bruce from Ideal Cleaning was honest, efficient and the work was thoroughly done and on time as scheduled. Thank you Bruce and I will be calling you again next year."

Eziaku Odimuku, Gloucester

"Thanks for the interesting and informative news letter. In addition, I would like to echo the comments of the lady from Gloucester. You could probably make a fortune on the lecture circuit teaching major firms and small businesses about ethics and service.

It isn't often these days after doing business anywhere, that the customer leaves feeling they got value and service for money spent but you provide both in a timely and professional manner.

Keep up the good work, we will no doubt be calling again in the future."

Jack & Claudia Burbridge.

"Thank you and your staff for a job well done. Our carpet was heavily soiled, but Sitha and Josh worked hard to restore it. They did a great job, as well, along the edges. What was interesting was that the carpet was not soaking wet as we had experienced with other 'cleaners'."

Rest assured that we will use your service again.

Ron Ramkerrysingh

After spot cleaning: "Thank you so much, Bruce, for your kindness in coming to my home on short notice, doing an excellent job, and not charging me. My wife and I are quite taken by your generosity, and it is much appreciated"

Ron Ramkerrysingh

"Last Thursday we had you clean our carpets in the whole house as well as cleaning the kitchen floor. As we have come to expect, the work was done to perfection! I think it must be close to 10 years now that you have cared for our carpets and we could not be happier. Because there are only the 2 of us, no pets and no smoking, our carpets get pretty gently used. However, I am always amazed at how much better they look after your guys have been here.....they look new again! I am also loving the way our kitchen floor is so beautifully cleaned. Your service remains consistently high as do your standards of professionalism. Sitha and Josh reflect these qualities so well. Thanks so much, Bruce! See you next summer!"

Janet Laba

"Thank you Brucie (lol): You guys did a great job. Super fast. Carpets look great. Very very pleased."

Barb Dallas, Barrhaven

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Just wanted to let you know that Sitha and Josh did a wonderful job on my carpets and couch on Friday. The carpets look fantastic and Josh did his best to get out a new stain from an old inkjet printer that leaked. The couch had not been cleaned in years (I am embarrassed to say how many) and it is very heavily used. Lots of spots from my daughter's snacking and years of abuse. Sitha had it looking good as new.

Again, thank you and your team for the wonderful service, and I'll be back in touch in 6 months!"

Chase H.

"I received your follow-up letter and referral coupons this week. Thank you so much for your exceptional service. We were extremely pleased with the results of our carpet cleaning – we've had them cleaned a few times in the past few years with different companies, but have never been as satisfied with the outcome. I will certainly keep you in mind, and pass your information on to any family or friends who are looking into carpet/upholstery cleaning." **Alison B.**

"I wanted to thank you for the great job that you did cleaning all of our carpets! However, you really went above and beyond in redoing the small black wool runner that our dog's pee smell was permeating! There is absolutely no smell to it now. I am so grateful- the rug could have been replaced, but it was more that it is sentimental- it reminds me of where our dog lay.

Thanks again, and I will continue to recommend your services! Bye for now."

Angela J.

"Once again a job well done ---- your two fellows are top notch! Thanks for the good service."

Maureen (Mary) Donaghy

"Hi Bruce: Just a quick note to let you know that we're incredibly pleased with how are carpets look. Your crew did a fantastic job! They were timely, professional and very thorough - please pass along our thanks.

We will refer you to others in our neighbourhood and will definitely use you again in the future."
Best,

Heather Cudmore

"The guys came today and did their best. I really appreciate you coming for touch ups. I am happy with every aspect of doing business with you. From you coming and being honest with me what could be done, giving me honest estimate, to the quality of your carpet cleaning. You also educated me about the carpet maintenance. Your staff is polite, pleasant and highly professional.

You did everything to make me happy customer. Your professional attitude, which is so rare nowadays, made me a loyal customer who certainly will spread the word."

Jasminka J., Upper Hunt Club

Here's what yet more people are saying about my service:

Do you know any of these folks?

"Hello Bruce....I just wanted to express our thanks to your team. They did an excellent job and we were more than pleased with the results." Thanks again. **Al & Norma Warren**

"Hi Bruce: Just wanted to say thanks! The guys did an awesome job yesterday. The carpets look like new!" **Amanda Lynn, Stittsville**

"I just wanted to tell you what a wonderful job your team did cleaning our carpets; haven't seen them look so good in years and the whole house smells fresher and cleaner; as for the workers, I was very impressed with their work ethic and attention to detail, they were cheerful and voluntarily went the extra mile; I will gladly recommend your company to others; many thanks for a job well done."

Hannah Handley.

Hi Bruce:

Just to let you know we are so happy with the job you did on our carpets. You both were wonderful with us and the carpets look like brand new. We will be more than happy to put your name forward to anyone who needs her carpets cleaned. Professional, friendly....absolutely great.

Betty & Ralph Chestnut

"Hi Bruce,

I just wanted you to know that Josh and Sitha did a great job. Everything is so clean and fresh. Thank you,"

Elsbeth McCulla

"Thank you Bruce for a great job. Your guys were extremely professional and very competent. I will not hesitate to use your services again, or to recommend you to others. Have a great day."

Guy

"Hi Bruce! Thanks so much for your kind and generous gesture of cleaning our brand new carpet for our baby's nursery. It was my biggest purchase for the room and I was devastated when the dog peed on it even before Cole's arrival. I tell everyone that steps foot on it—how kind you were.

Thanks."

Samantha D.

"Bruce: I can't thank you enough for the meticulous work you have done recently to remove the disastrous damage to our carpets. What an amazing transformation. I never would have believed it possible. Certainly my adult children and I will be recommending your services to friends and colleagues. Once again you have rescued us from what we thought was irreparable damage.

Gratefully,

Ed and Velma MacKay

ps. Feel free to publish our thanks in your newsletter if you like."

Here's what yet more people are saying about my service:

Do you know any of these folks?

“Our roof leaked soaking and staining our carpet. I contacted Bruce Bolton at Ideal Carpet Cleaning and he had a clean-up crew at our home first thing in the morning. They were very professional, friendly and did a fantastic clean up job. We are unable to determine where the carpet stains had been! I would highly recommend Ideal Carpet Cleaning to anyone.

Thank You Bruce & Clean Up Crew.”

David Loftus

South Keys, Ottawa, ON

“I just wanted to thank you for a job well done cleaning my carpets. Your employees were very hard workers - professional and courteous!”

Many thanks”, **Sue Dolan**

“Hello Bruce - Josh and Sitha just left. They did an amazing job....I am very happy with the results. Our runner look brand new....which means a great deal as we had two small dogs and a cat tramping in and out, up and down for three years! Josh and Sitha showed up on time, were well dressed in sharp uniforms and very professional. Very good value for the money. I would highly recommend your company to family, friends, colleagues and clients. I will be contacting you again in the fall to have our furniture done....until then....enjoy your summer”

Beverly Reid

Hi Bruce: “Thanks for the excellent job - cleaning my 3 oriental rugs. They look amazing, like new. The fringes are so white and fluffy.

Your young men were so helpful in getting them all replaced - moving furniture for me in a friendly and effective manner...

If you need any references, don't hesitate to use my name. Cheers.” **Shirley Gay**

“Josh and Sitha arrived on time and got right to work. What an amazing job they did on the stairs! I can't believe that they were able to remove the dirt and spots. After reading the literature you had left me after the consultation visit, I changed my mind and asked Josh and Sitha if they could clean my three throw rugs and add them to the final bill. I thought they would have to bring them in to your shop but they were able to clean them on the spot. When they were all done and it was time to settle up, I was told there was no charge for the throw rugs. I am a happy and satisfied customer. I will recommend your company to friends and family. I'm so glad I found your ad in the Yellow pages.”

Nicole Courchesne

Here's what yet more people are saying about my service:

Do you know any of these folks?

“Josh and Sitha just left, after only needing about an hour and 15 mins. (approx.) to do a lot of work on our very dirty carpets, runners and my lazy boy chair! Impressive!

Both guys were very nice, polite and efficient, just working away until the job was done. You were certainly right when you said that they would take good care of us :-)

Although still wet, of course, the carpets and chair look fantastic and the runners seem fine too. I haven't looked the latter over too closely yet. Josh said that they gave it their best shot with all the products they had with them. These runners are almost 20 yrs. old and they were very dirty, so I'm anxious to see how good they'll look, when dry :)

Thank you for your excellent service!”

Best regards,

Lynne & John

Mr. Bolton: “Thank you for the great job your crew did cleaning our carpet and sofa. They both look like new. I would certainly refer my friends to you for similar work.”

Best regards.

Greg R.

Hi Bruce – The guys came this morning and did a great job from what I can see before the chairs dry. The guys were excellent - quick and neat and very pleasant. We are very pleased.

-Rod

The rugs look truly fine. The hall is shades lighter,--- GREAT, as I was somewhat pessimistic about it. The coffee stain too has disappeared, so I have breathed a big sigh of relief over that.

-Helen Gordon

Good Morning Bruce,

SO many thanks to you and Nick for your quick response to our “crisis”. Our carpet looks beautiful – not a drop of coffee stain in sight...you even cleaned the wall for me! We had a showing of our house that afternoon, an open house yesterday and another showing this afternoon. Your amazing work has enabled us to proceed with our house selling plans. Again, thank you so much!

Warm regards, **Judith A.**

Two men arrived and in an hour and a half cleaned bedroom, living room, dining room and stairs and landing at top of stairs. Very thorough and meticulous. I had emptied the rooms except for very heavy pieces which I had put on furniture sliders. They completed each room and moved furniture as needed and then put everything back. Could not ask for a better job.

Carpets look great. **Ken J.**

“I am so pleased with those guys. They were so polite. I'm so impressed. If anyone needs a reference, don't hesitate to have them call me.” **Ms. Drouillard, Ottawa**