



# Most Thorough Cleaning Ever, Or It is FREE!<sup>TM</sup>

*“That ‘s right, if you don ‘t feel my carpet cleaning is the most thorough you have ever seen, I will clean it again for free. If for any reason you are still not pleased, I will refund all your money. What could be more fair?”*

Dear Friend:

**FREE Irresistible Offers on Other Side That Can ‘t Be Put Off!**

## Your Carpet Is Crying out For You to Call Me Immediately!

**FACT 1:** Each day I pull pounds and pounds of sandy soil out of the base of your neighbors’ carpets. It is in yours too! Spread the yarns apart and look deep. **This sand is 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, your carpet wears out faster!**

**FACT 2:** While you are down there, how do the traffic lanes feel? **Oily residues from the street and air are drying to the carpet.** Slightly sticky, they grab dirt and lock it on. Through a process called ‘oxidation’ soils bond with the carpet, causing color change, and becoming permanently attached. If you wait too long, you are throwing away the key to unlocking dirt and oil from traffic lanes. **Clean before traffic-lanes show up! The longer you wait between cleaning the more soil becomes permanent.**

**FACT 3:** **Is the air starting to smell stale? Great News! Pollutants in the air filter through your carpet.** The carpet traps them so you don ‘t breath them over and over. But what happens when that trap gets full? Your family starts breathing dust mite debris, pollens, pollutants, fungus, spores, bacteria and a long list of other really gross stuff. Once your carpets natural filtering ability gets full, it is time for a thorough cleaning for your health ‘s sake. Clean every six months and you will breath easier.

**The fact is, clean your carpets frequently, when traffic lanes**

*first start to appear, and they will last longer, look better, and protect your family’s health. But don ‘t just call any company...*

## Your Carpet Yarns Yearn for the Best:

It is amazing how hard it can be to make the right carpet cleaning decisions. I had to learn just like you, but I get experience every day, so here are some pointers I have learned from 12 years of experience:

**1. Trying to do it yourself is a waste of money and time.**

Sure, you can rent a machine or buy one, but how much of those contaminants do you think it will really get out?

**If it worked one-tenth as good as my \$45,000.00 state of the art system, I would never have spent that money.** At the same time, if you have to call in sick at work because you are sore from fighting with a carpet that is still wet long after you get better, you stand to loose more money than you could allegedly save.

**2. The “Which method is better? “ trap is a game some carpet cleaners play to lure you into paying for a gimmick.**

Consider this: If I had just invented the world ‘s best cleaning machine, I wouldn’t sell it to only one cleaner in each city, I would sell it to every carpet cleaner in the world. That way I would make the most money, and do the most good. So, when someone tells me they have an “exclusive “ method, I become suspicious, because I feel that if the method were so good that everybody would want it, it would be marketed to everybody. If nobody else has an >exclusive ‘ cleaning

**UNFOLD TO FIND OUT HOW TO GET FREE  
INFORMATION ON SELECTING A CARPET CLEANER...**

method, it is probably because nobody else wants it.

Every cleaning method has strengths and weaknesses. I can use many cleaning methods to get the best results depending on your situation. I feel that truck mounted steam cleaning with rotary jet extraction is the best choice, but don't worry about that. **Together we will choose the method that will work best for your needs.**

### 3. Choosing a company solely by price does not work.

Companies price in so many ways, it is hard to compare. The truth is, when we invest wisely, we get what we pay for. Call the cheapest company you can find, and I'll wager you get a big sales pitch with a little bit of cleaning. **It only makes sense that the cheapest company has to cut costs by using cheap cleaning agents, cheap cleaning equipment, and cheap personnel spending as little time as possible cleaning your carpet.** Is that really going to solve all the problems I have mentioned? Of course not.

You don't have to spend a fortune to keep your carpet up.

Just get the best value for your investment.

You will find my prices reasonable, and my service extraordinary.

## Why Should You Choose My Company?

### *Here Is What Your Neighbors Say about My Work...*

**Michelle McCutchen:** "The carpet looked *Like New!* It was really fluffy too. We had to raise the pile height on the vacuum cleaner just to get it to go over the carpet. They were fast and thorough. Now we need to get the bedrooms cleaned too, because we can really see a difference."

**Barb Mitchell:** "Everything Jim told me he would do, he did. He was prompt, and we felt comfortable leaving him alone in the house. Because of his professionalism, we had him come clean the carpets at our offices."

**Mrs. Charles Kenney:** "... They were not 't just on time, they were even able to come early. They did everything they promised they would, the carpet was dry when he said it would be. They did everything well, we were very satisfied."

**Lupe Cotter:** "Jim took his time and did an excellent job."

**Mrs. Ken Lawrence:** "When we told Jim that he missed a spot, he wanted to come right back to fix it. He was so apologetic. In the end, we were very pleased."

**Harvey Nickel:** "Our carpet looks better than it has for a long time. He got out things the last cleaner could not."

### Recommended by cleaning and floor care experts.

**West Gate Cleaners** refer me for carpet and upholstery cleaning. Fred and Julie Reed were also so impressed when I cleaned their upholstery that they had me clean their store too: **Flor All Carpets** on Wallace Road. They put their reputation on the line every time they refer me, and I promise never to let them down.

## Okay So What is The Downside?

I can't fix everything, but I will tell you up front what I can do. Plus, because my service is designed to be the most thorough, it is not for everybody. If all you want is the fastest drying or cheapest cleaning available, there are plenty of companies that can help you. Call me, and I will recommend one of them for you. But if you want a thoroughly cleaned carpet, please read on.

*Special, FREE Offers On Other Side...*

## WARNING

**Don't Call Any Carpet Cleaning Company Until You Hear this FREE, Recorded Message!**

You will hear: 6 Costly Misconceptions About Carpet Cleaning.

4 Steps To Choosing The Right Cleaner For You.

8 Questions To Ask Before Letting Any Cleaner Into Your Home.

**24 HOURS 1-800-455-4205**

## 10 Reasons Why You Should Choose Me:

- 1. BECAUSE YOU GET AN EXACT APPOINTMENT.** None of this, "I will be there between noon and five p.m." I give you an appointment time with a one-hour window of arrival. And if I am ever late I call ahead to let you know.
- 2. BECAUSE YOU GET PROMPT RESPONSE.** I usually have an opening within a week.
- 3. BECAUSE I ANSWER THE PHONE LIVE.** You only get voice mail if all the phones are ringing at once, and we return calls promptly.
- 4. BECAUSE YOU GET HONEST PRICING.** No sales gimmicks, no hidden costs.
- 5. BECAUSE YOU GET THE BEST CARPET CLEANING METHOD FOR YOU.** I can use many methods, depending upon your needs. I'll help you choose the best method for you. But with over 3,000 clients all but one has preferred truck-mounted steam cleaning with rotary jet extraction.
- 6. BECAUSE YOU'LL BE CALLING A MASTER CLEANER WITH 12 YEARS EXPERIENCE.** Because of my education and experience, I have been given the prestigious title of "Master Cleaner" by my IICRC colleagues.
- 7. I DON'T CUT CORNERS I CLEAN THEM.** I take all the time needed to clean every square inch thoroughly.
- 8. BECAUSE I REALLY AM "THE KING OF CLEAN"** Hundreds of carpet cleaners throughout the United States and Canada titled me the undisputed "King of Clean." I'm dedicated to increasing the professionalism in our industry and am frequently paid to lecture to other cleaners. Because other cleaners are willing to pay to hear what I have to say, I must know something about cleaning.
- 9. YOUR CARPET WILL NEVER LOOK DIRTY AGAIN!** For the same cost as your next years' cleaning and protecting, I will also include free spotting and intermittent traffic lane cleaning.

- 10. ONE CALL SERVICE:**
- . Carpets
  - . Upholstery
  - . Oriental rugs
  - . Protectants
  - . Tapestries
  - . Lampshades
  - . Antiques
  - . Carpet repair
  - . Color repair
  - . Carpet dyeing
  - . Pet odor removal
  - . Disinfectants.
  - . R.V. and auto interiors
  - . Drapes

## BONUS REASON:

**11. BECAUSE YOU GET MORE THAN A SATISFACTION GUARANTEE:** I offer a lot more than the most thorough cleaning ever. I also guarantee no spots will return. If a spot should ever return, I will also return, and we will figure out how to remove it permanently.

Furthermore, for the first week after I clean the carpet, if someone should accidentally track dirt on it, or spill on it, call me and I will remove the spot or spill free! This is great if you are just moving into a new home, because you can have me clean before you move in and get free touch ups after unloading everything.

**SPECIAL BONUS:** Selling your home? I will include free touch ups for your buyer after they move in.

**Here are 7 more great FREE reasons to call me right now...**

## DO YOU KNOW THESE LOCAL CLIENTS?

Ask them how I did.

Helen Blevins  
Dave Carlson  
Ruth Ellis  
Julie Reed  
Deonne Grimmer  
Robin Harrell  
Charles Kenney  
Lupe Cotter  
Ken Lawrence  
Chriss Lillegard  
Donna Kahnadooian  
Mildred Loudon  
Connie Malonie  
Karen Mcmanus  
'Young  
Debbie Melton  
Rich and Barb Mitchell  
Kathy Nelson  
Harvey Nickel  
Vernon Perry  
Dale Stocking  
Margaret Stone  
Margaret Syne  
Wilbur Watters  
Jackie Wyatt  
Don Wyatt  
Francis Zelinski  
**Get on the next list...**  
**Call today at 363-7738**

# 7 Irresistible, FREE Reasons to Call Right Now:

I know you will be thrilled with my work, stick with me forever, and show your beautiful carpets off to your friends. So here is your chance to try me with such great savings, you would have to have carpets cleaner than the Brady Bunch to pass it by.

**SEE ESPECIALLY OFFERS #3, 4, & 5!**

FREE INFORMATION:

**FREE OFFER #1.** Avoid costly mistakes! Call my FREE recorded consumer information message for more on how to select a carpet cleaner at 1-800-455-4205. 24 Hours, call any time.

**FREE OFFER #2.** Call me at 363-7738 and say "I want a FREE "Carpet Audit'." A carpet audit is much more than a price quote, I will tell you exactly what I can do to improve your carpet, how good it will look, and how long you can expect it to last. I will figure out the exact price quote, and prepare you for the best cleaning ever.

FREE CLEANING: (NOT VALID WITH ANY OTHER ADVERTISEMENT)

**FREE OFFER #3.** Every third room cleaned FREE! Until August 31st., I will figure out the square footage of each room from biggest to smallest, and you will get every third room cleaned free. Regular price is 254 per square foot for pre-vacuumed and empty rooms or open areas, and 304 per square foot if we vacuum, move, and replace furniture.

**FREE OFFER #4.** Have 700 square feet or more cleaned, and I will clean your favorite chair for FREE.

**FREE OFFER #5.** Have me protect all the areas cleaned, and I will protect every third room for FREE.

**FREE OFFER #6.** Have me clean your fine draperies or oriental rugs, and you will get pick up and delivery for FREE.

**DISCOUNT OFFER #7.** Every third piece of furniture cleaned FREE.

**P.S.- I only have a few openings per week, I will soon be booked up, so CALL NOW... Jim 363-7738**

ALL OFFERS TERMINATE December 31, 1997. PRICES WILL GO UP THAT DAY! IF FOR ANY REASON YOU CAN 'T USE THIS OFFER, DO A FRIEND A FAVOR, PASS IT ON. BUT THEY MUST LIVE LOCAL! ADDITIONAL SENIOR DISCOUNT. \$45.00 MINIMUM ORDER.

