

# **SPECIAL REPORT:**

## **Consumers Insiders Guide To Carpet Cleaning.**

Hi, this is Carl Newton Owner of *Absolute Best Carpet Care*. I appreciated the opportunity to provide you with this **Special Report**... We feel the more you know about carpet cleaning the better decision you can make in choosing the best company for your cleaning needs. Don't risk your carpet investment by using *Uneducated, Uniformed, or Downright Unscrupulous Carpet Cleaners*. If after reading this report you have any question or comments or want to book an appointment, please call us at 919-772-8110. Thanks and enjoy....

Read this guide and you'll discover

- How to avoid four carpet-cleaning **rip-offs**.
- 5 costly misconceptions about carpet cleaning
- Which method cleans best? Good Question!!
- 6 mistakes to avoid when choosing a carpet cleaner
- The importance of value and price
- Do you want a clean, healthy carpet? We got answers.
- 100% satisfaction guarantee
- 4 steps to a fresh, clean healthy carpet
- Seven questions to ask a carpet cleaner before they clean your carpets
- Carpet Warranties, What you need to know
- **10** good reasons to choose us for your carpet cleaning needs!!

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?

In this fact-filled report, you'll discover how to avoid four carpet cleaning rip-offs, 6 mistakes to avoid when choosing a carpet cleaner, and four steps to a fresh, clean, healthy carpet. You'll also find information about Stainmaster Carpets that can save you thousands of dollars.

This report will give you better understanding of the importance of carpet cleaning, not just for appearance, but to insure your family's health as well. You'll now be able to make more informed, intelligent decisions.

## **HOW TO AVOID 4 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 \$3.95 and \$9.95 per room--and then, once they're in your home, they pressure you into buying "add-ons." It's as if you were buying a car and found 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. Remember the old saying: "If it sounds too good to be true".... Well you know the rest.

**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: First they "bait" you with a basic cleaning (single process) at an unbelievably low price. Then, when they come to your home, they try to "switch" you to the 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 products, and they will not guarantee their work or your satisfaction.

**RIP-OFF#3: UNSUPPORTED CLAIMS, "THIS CLEANING METHOD IS THE BEST."** You'll read this in almost every ad and hear this from virtually every carpet cleaner. But remember this; the method that's best for you is the method that achieves your goal. If you want carpet that dries quickly, then a method that takes a long time to dry isn't for you. Or If you want a method that removes the soil from your carpets choose a cleaner that supports that method. So before you choose a carpet cleaner, identify your objectives. Then select the method that best reaches those objectives.

**RIP-OFF #4: OUTDATED BELIEFS, "HOT WATER DAMAGES YOUR CARPET."** Years ago many people believed this was true because "technicians" who didn't know how to clean properly using hot water damaged their carpets. 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 a person who showers and then rinses out 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 their own cleaning method. And each method does have advantages. I suggest that you look at what the manufacturers have to say. **Shaw Industries**, one of the largest carpet manufacturers in the world, **recommends hot water extraction (HWE)** for cleaning residential and some commercial grade carpets, as do others. In fact, many of the other manufacturers are now making the same recommendation. See what the warranty for your particular carpeting requires in order to keep the warranty in effect.

## **FIVE COSTLY MISCONCEPTIONS ABOUT CARPET CLEANING**

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

**Not True!** Dirt is an abrasive--like sandpaper. Every time you step on your carpet, you grind that dirt into the carpet. This cuts your carpet fibers, 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 is 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.**

**Not True!** As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, dust--and hundreds of other chemicals. When you come into your home, you carry all that stuff on your skin, clothing, and shoes. Not surprisingly, 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 pollens, fungus, smoke, dust mites feces, and chemicals in your carpet. If you have allergies or other breathing problem is a good idea to get your carpets cleaned more often to remove pollen and dust. Look for companies that offer cleaning products free of chemicals and fragrances for hypo-allergic clients.

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

**Not True!** The dry cleaning methods--which are dry foam, dry chemical and dry compound, don't rinse your carpet in any way. Instead, they leave a dirty residue. You might say they clean your carpet only half way. The most effective cleaning method for most *residential* carpet is hot water extraction.

**Hot water extraction** (HWE) also know as Steam Cleaning, means a hot water cleaning solution, under high pressure, is sprayed into your carpet and then quickly sucked back out of the carpet with a high power vacuum system. This breaks up the dirt, bacteria, dust mites feces, pollens and pollutants allowing them to be extracted from your carpet using high suction. Not only does this method clean your carpets better it kill's most germs and bacteria due to use of high temp water. As a matter of fact, **Shaw Industries**, the world's largest carpet manufacturer, **recommends** hot water extraction as the primary method of cleaning carpets in order to maintain warranty coverage.

Some people believe that hot water damages your carpet, but this isn't true. By washing and then rinsing your carpet with hot water rinsing agents, your carpet is thoroughly cleaned. Two types of equipment can accomplish this. Portables and truck mount systems. The larger and more powerful equipment is commonly referred to as **Truck Mount**. We use large truck mounts with built in hot water heaters capable of producing water temperatures above 210 F. These machines are capable of producing 13"Hg suction with 350 CFM air flow. (That's a lot of suction to remove 99% of the moisture along with dirt, mold, pollen etc. from your carpet and rugs)

### **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 companies teach their employees how to use them properly. This is why it's important that you choose your carpet cleaner carefully. The best cleaning companies are those that have been 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 company's IICRC certification.

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

**Not True!!** I've seen so many problems arise from lowest-bid, low cost companies that we suggest you almost NEVER hire a company that quotes the cheapest price. The two most common problems are:

1. The price may not be for the services you want performed. The company may be equipped to remove only the surface dirt from your carpet. ie. Vacuuming, But you may want the bacteria, fungus, pollens, dust mites and other residues removed as well.

2. The price you see advertised may not be the price you pay. Many homeowners have learned the hard way; the low price they saw advertised lasted only until the carpet cleaner got to their home. Then they were pressured into paying a lot more for a variety of add-ons. Read the fine print. You will see the **\$6.95 to \$9.95 a room** type coupon only applies to "lightly soiled carpets and single pass cleaning". Surprising there are very few "lightly" soiled carpets around. Some carpet cleaners even break the law by using illegal bait and switch tactics. Remember this old saying?; "**you get what you pay for...**". You have to be weary of uneducated, uninformed and down right unscrupulous carpet cleaners,

## **WHICH METHOD CLEANS BEST?**

In this section we try to give you a good idea of each methods effectiveness in cleaning residential carpet.

**Dry foam:** The carpet cleaner applies shampoo to your carpet, allows it to dry, and then, without rinsing, suck's the dried shampoo into a vacuum. Can you imagine applying shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum? This method leaves a dirty residue in your carpet that causes it to re-soil quickly. This is the major reason that dry foam is not too effective.

**Absorbent pad** (bonnet cleaning): This method is similar to dry foam, except that the company sets a large cotton bonnet on your carpet. The rotating motion causes the bonnet to absorb dirt from your carpet. 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 because there's no extraction process. And if the bonnet isn't changed out with a clean one frequently enough, it just smears soil around the carpet.

**Dry, absorbent powder:** The dry-compound method spreads a moist, absorbent powder throughout your 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.

**Hot water extraction:** Also known as "**Steam Cleaning**". This is a fancy way of saying that a hot water cleaning solution under high pressure is sprayed into your carpet and then drawn out of your carpet with high power suction. (Remember the truck mount...)

In Technical Bulletins and on their website, **Shaw Industries**, the world's largest carpet manufacturer, "recommends the hot water extraction system, which research indicates provides the best capability for the most thorough cleaning of residential carpets."

No question, the most effective way to clean carpeting is with hot-water extraction equipment. It's the most powerful cleaning equipment on the market, and the only equipment that cleans your carpet of dirt, harmful bacteria, fungus, chemicals, pollens, dust mites and other 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, we 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 soapy sponge bath.

## SIX 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 they also need something else. They need technicians who are skilled at operating the equipment. Many companies own hot-water extractors, but very few companies teach their employees how 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 their 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, they pressure 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 the 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 and they may not be insured or bonded.

**MISTAKE #3:** Choosing a carpet cleaner based on a single telephone call. Instead, invite them to your home and ask for a specific price quotation. Then you'll know exactly what the carpet cleaner recommends--and you won't be the victim of high-pressure sales tactics when the technician steps into your living room. Most reputable companies have web sites set up where you can find information about the company, the owners, insurance coverage's, testimonials from customers and pricing guidelines.

**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 their work. And if you aren't pleased with the job they should come back and try to make it right or 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 they offer

a **complete 100% money-back guarantee**.

**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 they say 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 their work. Any carpet cleaner that does quality work should be able to provide you with comments from their clients. Look on our web site [www.AbsoluteBestCarpetCare.com](http://www.AbsoluteBestCarpetCare.com) for testimonials from current clients.

**MISTAKE #6:** Choosing a carpet cleaner who is **not** certified by the Institute of Inspection, Cleaning and Restoration Certification (**IICRC**). If your carpet cleaner isn't a close friend, you may not know whether they have the knowledge or experience to clean your carpet well. If you want to be sure you're hiring a competent professional, make sure they are **IICRC certified**. The carpet cleaner must earn that certification through study, experience, and the successful completion of formal, written examinations. In effect, cleaners who are certified by the IICRC have earned a college degree in carpet cleaning. In addition, membership in other professional organizations show a higher level of commitment to ongoing training and customer service.

## THE IMPORTANCE OF VALUE AND PRICE

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

Shaw Industries, one of the world's largest carpet manufacturers, recommends hot water extraction by IICRC certified technicians.

And here's why **hot water extraction** (HWE) is recommended:

1. It uses **hot water**. Here's a fact, verified in research, for every 18-degree increase in water temperature above 118 degrees F you double the cleaning ability. So, if the water temperature is 136 degrees F, it will clean twice as well as water that is 118 degrees F and at 154 degree it will clean four times as well as 118 degree water, and so on. Most cleaners doing HWE are using water temps in the 180-210 deg F ranges.
2. It sprays the high temp cleaning solution into your carpet at a high pressure, which breaks up the dirt, bacteria, chemicals, dust mites, dust mites feces and pollens.
3. The equipment uses strong suction to draw the dirt, chemicals, bacteria, pollens, and other residue out of your carpet.

Not surprisingly, having your carpets cleaned thoroughly by a qualified and certified technician that uses 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 pollens, chemicals, bacteria, and tobacco smoke residues.

On the other hand, if you bought high quality carpeting—and 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 and certified 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 and disinfected, as only a hot water extraction machine can do.

## 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, grease and oils in your carpet. 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 **\$3.95 – \$9.95** 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 countless bacteria, fungus, pollens, dust mites and other residues in your carpet, then you're invited to **call my company**.

The *steam extraction, hot water equipment* that we use is the most effective cleaning system available today. Likewise it's one of the more expensive units on the market. But I bought this equipment 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 child's pants get when they play outdoors? If you have, then you know you can brush off their pants and make them think they're clean. Or, if you want the job done right, you can machine wash them in hot water and detergent and you'll KNOW they're clean.

The same is true for your carpet. You can hire someone for \$3.95 to \$6.95 who will "brush off" your carpeting and make you think it's clean. Or, if you want the job done right, we'll wash your carpets with hot water and our state-of-the-art cleaning equipment and you'll KNOW they're clean.

So, if you want the most thoroughly cleaned carpet--if you're willing to invest in your family's good health--you're invited to call me. You'll receive an exact written price quote, at no cost or obligation. And if you give me the go-ahead, you're further protected by our...

## 100% SATISFACTION GUARANTEE

Guarantee#1 "We guarantee you will be satisfied with our professional cleaning or We will re-clean for absolutely FREE! GUARANTEED!" If you are still not happy we will refund your money

Guarantee #2 "We guarantee we are the "**Absolute Best**" cleaner in town. Nobody, But Nobody will out clean us! Guaranteed!!"

Call us today for more info at **919-772-8110** or check us on the web at **AbsoluteBestCarpetCare.com**

## 4 STEPS TO A FRESH, CLEAN, HEALTHY CARPET

If you're thinking about having your carpets cleaned, I encourage you to follow these four steps:

**STEP #1:** Make a commitment to yourself and your family to get your carpets cleaned regularly. The longer they remain dirty, the sooner they'll wear out. Plus the longer you have to breathe all the pollens, fungus, and chemicals that hide in your carpet. Most carpets should be cleaned at least yearly, more often when children and pets are present.

**STEP #2:** List your objectives. Do you want only the dirt removed, something you could do with a rented shampooer. Or do you want all the bacteria, fungus, dust mites, and chemicals removed, which will require hot water extraction cleaner such as I use. Do you want to work with an honest, ethical, reputable company that is **Insured, Licensed, Bonded with IICRC Certified Technicians**- or are you willing to risk working with the company that offers you the lowest price--knowing that the company might not be in business tomorrow or worse mess up something and not take responsibility for the damage because they might not have proper insurance or any insurance for that matter.

**STEP #3:** Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are nine questions to ask a carpet cleaner before they clean your carpet:

1. What method of cleaning do you recommend?

2. What type of equipment do you use to clean carpet?
3. What will your equipment remove from my carpet?
4. How often should I get my carpets cleaned?
5. What training have you had in cleaning carpets?
6. Are you certified by the **IICRC** and can I see your certificate?
7. Do you have a **Customer Satisfaction Guarantee**?
8. Are you Licensed and Insured?
9. Do you have references or testimonials from past clients I can see?

**STEP #4:** Once you're satisfied that you're working with an honest, competent professional, invite them into your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost--no surprises.

By following these four steps, you'll gain all the information you'll need to make an informed intelligent decision. If you want a quick, cheap carpet-cleaning job, many companies in the phone book can help you. Or you can rent a shampooer from the grocery store and do the job yourself.

But if you want your carpet to be completely and healthfully cleaned--removing the bacteria, fungus, chemicals, pollens, and tobacco products--then I invite you to call my office.

I'll be happy to answer your questions--provide you with an estimate over the telephone--without cost or obligation of any kind. To reach my office, call **919-772-8110**.

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## *The Top 10 Reasons to Have Absolute Best Carpet Care Clean Your Carpet & Upholstery*

10. Carpet is probably the most expensive furnishing in your home. Regularly scheduled cleaning will keep your investment looking great for years to come and prevent premature wear out.
9. Next time your favorite in-laws drop in you can let them believe you replaced your old carpet. (We specialize in making old carpet look and feel new again!)
8. Today's airtight homes leave allergens and air-borne bacteria no place to settle but into your carpeting. You and your family will breathe easier after **ABSOLUTE BEST CARPET CARE** extracts all of the contaminants out of your carpet, improving the indoor air quality.
7. Every step you take on a soiled carpet causes wear. Carpet can hide a pound of soil per square yard. Don't cut your carpet's life short by waiting until it looks dirty to have it cleaned. (Professional cleaning at least annually is recommended by manufacturers.)
6. Your dog, cat and kids will love the soft fluffy feel of a carpet cleaned by **ABSOLUTE BEST CARPET CARE** (And so will you!)

5. Next time your kids are stretch out on the carpet in front of the T.V. or just playing games, they won't be sharing the space with dust mites, pollen, bacteria and other dirty-carpet critters.
4. **100% Satisfaction Guarantee...** "We Do The Job Right, Or You Don't Pay!" Our written guarantee takes the risk and worry out of hiring a carpet cleaner.
3. All of your questions will be answered. We take the time to make sure you know exactly what needs to be done to keep your carpet looking like new. We are insured, bonded, licensed and certified professionals that want to treat you the way we would want to be treated, with courtesy, respect and attention to detail.
2. You get a no-hassle, no-surprises, written quote on any work you decide to have completed. We treat you like the valued, long-term client we hope you become.

The Number One Reason to Have Your Carpet Cleaned by **ABSOLUTE BEST CARPET CARE** is...

Drum roll,,,,,

1. Because you deserve to remember what your home looked like, smelled like, and felt like when your carpet was new. Restoring that like-new feeling is our specialty.

You're proud of your home's appearance; let us help you keep it that way.

## **NOT READING YOUR CARPET WARRANTY COULD COST YOU THOUSANDS OF DOLLARS**

There's much confusion about the stain resistant carpets being sold in today's market. If you haven't taken the time to learn what your particular carpet warranty requires of you as far as maintenance, it's critical that you find out.

There are four major types of Stainmaster carpet: Dupont-Stainmaster, Montsano-Gold and Silver Labels with Stainblocker, Allied Chemical-Anso V Worry Free and 3M-Stain Release. In spite of the hundreds of millions of dollars that have been spent to promote these products, and in spite of what the consumer may believe, or what they may have been told by a salesperson, these carpets are not "bullet proof."

The carpet does in fact need to be maintained. In fact, the warranties for all of these carpets require regular maintenance, by a certified cleaning technician. If you own a stain resistant carpet, and don't have a warranty in your possession for your particular brand, you need to get a copy of the warranty from the retailer who sold you the carpet, and read it!

If you do have a copy of the warranty, but have not yet read it, do so now! You need to know what's required by you, the homeowner, in order to keep your warranty in effect.

The information you get from retailers and other sources may not always be correct. If you have any doubts at all, consult your warranty. [Shaw Industries](#) now **RECOMMENDS** that you have their carpets steam cleaned by a certified technician at least once a year. **Dupont** currently recommends cleaning **once a year**, but as time goes on, more and more manufacturers are requiring minimum yearly maintenance.

And make no mistake; the manufacturers will not even consider honoring their wear warranties if you can't provide proof of regular yearly maintenance. So always know what your warranty requires of you.

Most Warranties state the carpet needs to be cleaned by a trained, qualified carpet care professional on a regular basis, which is every **6-12 months** in most situations. The protective coating also needs to be re-

applied on a regular basis. You need to save all receipts from cleaning services. If you ever do have challenges with your carpeting, and you contact the manufacturer in regards to your warranty, they'll require this information.

## **EXPERIENCE MY GUARANTEED SERVICE, RISK-FREE! AND GET ONE FREE ROOM\* OF CARPET CLEANING**

A lot of the area's most discriminating homeowners rely on me to take care of their carpeting investment and keep their homes healthy. I want to add you to my list of happy clients, and in order to accomplish this; I'm going to make you an incredible offer that you can't refuse.

Give us a call to qualify so we can show you how my services will benefit you. I'll then offer you one room\* of FREE cleaning so you can see the quality of my work. (**Free offer limited to new clients only... not valid to renters or rental properties.** *Free room limited to ground floor areas only - open areas only - additional charges apply for furniture moving, carpet protector, pet odor treatments, disinfectants / deodorization and areas above the 100sqft limit.*)

Yes, you did hear me right. I'll give you one room\* of cleaning absolutely **FREE! (\$30.00 value)** along with our complete Carpet Inspection of all your carpeted areas. If after you experience our fantastic cleaning service and want to get more area's cleaned, we have a per sq ft pricing list with 3 different packages rates for the level of cleaning you are looking for in your home.

But you must act quickly. Because I have a commitment to take care of my current clients needs first, I can only accept a limited number of new clients each month. If you want the opportunity to experience my first class service, you'll need to pick up the phone and call my office right now at **919-772-8110**. Be sure to mention the "**One Free Room**" offer on the "Special Report" information.

If you call my office after hours or get the voice mail, please know we will get back to you as soon as possible.

### **THANKS AGAIN!**

...for reviewing our **CONSUMER'S INSIDERS GUIDE TO CARPET CLEANING**. I hope you found this information educational and helpful.

If you have any questions or comments—or if you'd like us to give you an exact quotation to clean your carpet or upholstery—please call us at 919-772-8110 or check out our website at [www.AbsoluteBestCarpetCare.com](http://www.AbsoluteBestCarpetCare.com)

We've dedicated our business to consumer education and service. We'll be pleased to help you in every way. We look forward to your call.

Thanks!

I look forward to adding you to my list of satisfied clients.

Cordially,

Carl Newton, Owner/Operator

**Absolute Best Carpet Care**

"When only the absolute best will do..."

Certified IICRC Tech

P.S. – After reading this guide, don't set them down and risk missing out on this exclusive opportunity. If you're in need of quality carpet cleaning, and want to experience my guaranteed service, call **919-772-8110** right now. You can visit us on the web at **AbsoluteBestCarpetCare.com** We also offer the "BUY 4 GET THE 5<sup>th</sup> CLEANING FREE!! Certificate. Call for more details....or check it out online. We would also love to clean the upholstery on your couch, love seats, chairs as well...