

# “You Get The Most Thorough Carpet Cleaning Ever Seen Or It’s Free!”

## “Unhappy With Someone Else’s Carpet Cleaning?”

We’re confident we can do better. Just show us your invoice from within the last 30-days and we will give you a 30% discount on *our* price.

And if you don’t see a dramatic difference, IT’S FREE!

### BONUS!

*Plus, if you are satisfied, we will give you a £30 voucher towards your next clean with us!!*

My personal guarantee to you

Your Pic here

Company Name here

1. You will feel I give you the most thorough cleaning ever or it’s free! You won’t pay a penny!
2. If a spot is going to reappear, it will show within a couple of days. I will give you 14-Days to call me back to fix it free of charge. I guarantee it.

Dear reader,

That’s right, you will feel our cleaning is the most thorough cleaning you have ever had, or we will return and clean it again for free. If you are still not pleased for any reason, I will give you a prompt and courteous refund. You take no chances. Nothing is more important than your complete and total satisfaction.

“**But My Carpets Don’t Look Dirty**” Looks aren’t everything! Cleaning is not just for appearance, it’s for health. Imagine if you only washed your bed linens when they *looked* dirty. Yuk! See, the reason we wash our sheets several times a month, is because we know there are things we can’t see that need to be cleaned out of there. Right? Well it’s the same with your carpet. One example of unseen soils is the **house dust-mite**, and its waste

## “A Clean Home Is A Healthy Home”

In the average home, over two million dust-mites feed on dead skin scales. They hide in your carpet, upholstery, curtains, mattresses, and pillows. Mites can double their numbers in ten hours, and they can produce ten to twenty pieces of faeces per day. You will get one hundred thousand dead bodies and thirty million pieces of faeces added to your home every day. *We need to upgrade our standard of health.* Mite faeces are so small that they can float in the air for hours. As you walk around your house you breathe it in, and it gets into your lungs. Eighty percent of Britons who suffer from allergies are allergic to airborne mite refuse.

**Fact: One tenth of the weight of a two-year-old pillow is dust mite faeces! Your home is a dust mite nursery, and you could be swimming in their unhealthy mire.**



Millions of dust mites infest your carpet & upholstery

**Convinced you need to consider cleaning your carpet?** Don’t just call any company, choose one with great care. It’s amazing how hard it can be to choose the right cleaner.

**Beware of unbelievably low prices.** Some companies use pricing strategies that we feel are unethical. They prey upon the poor, elderly and the feeble minded. Call the cheapest company you can find, and all you get is a big sales pitch and lousy 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 possible cleaning your carpet. Is that really going to remove all the contaminants, oils, dirt, and sand from your carpet? NO. So the lowest price company isn’t a bargain at all.

## If All You Want Is A Quick Surface Clean For The Cheapest Price Possible, Please Call Someone Else!

Our specialised cleaning process is designed for homeowners who have carpet they care about and want to get the most from. We have put together the best equipment, techniques, cleaning agents, and the hardest working team of technicians to achieve the most thorough cleaning. Every aspect of this company is focused on achieving the most thorough cleaning ever. If that is the kind of cleaning you desire, we urge you to call us and request a **FREE CARPET AUDIT AND A WRITTEN QUOTE.** We’ll come out and let you know everything we can do to improve your carpet and make it last a long time. You’ll breathe easy, too.

Our phone number is xxx

# How Often Should You Have Your Carpets Cleaned?

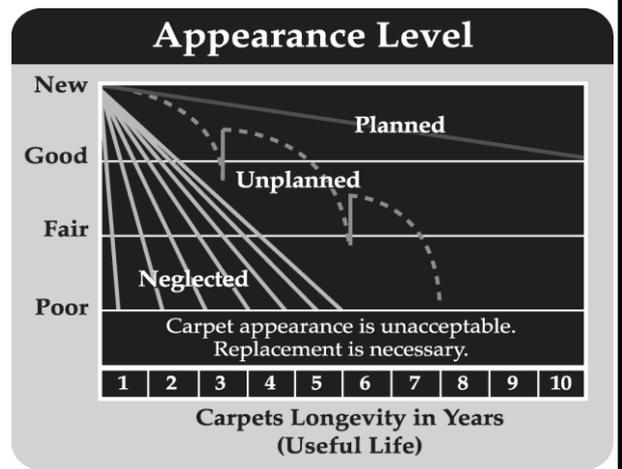
First of all lets say every household is unique, the number of adults in the home, the number of children and pets, how you use the home, how many rooms and their sizes and more go into the equation of what is best for your particular household, this is why we conduct a carpet audit. This way we can deal in facts not assumptions.

That said just think of the places you have visited today. The shopping centre, the office, the supermarket, a restaurant, walked down the street, or a car park, visited public toilets, walked across the park. Imagine the stuff you walk on during everyday life. Things both seen, and unseen. Then the last place you go to at the end of the day is your home.

You come in and walk on the carpet, and even if you take your outdoor shoes off, you have all the things you've encountered in the day on your clothes, in your hair and on your skin. You then deposit them on your carpets and soft furnishings! Just imagine some of the stuff that's in your carpet: Bacteria, Fungus, Chemicals, Air pollutants, Car Exhaust, Tobacco smoke, Pollens, Grease, Grime, Pet stains, Soot, Tar, Pet dander, Pet hair, and much more! These all combine to produce odours and a great unhealthy appearance to your carpet. **It's enough to literally make you sick!** That's why it is important to keep your carpets regularly cleaned and maintained.

Here is a graph produced by one of the worlds' largest carpet manufacturers showing the difference between:

- 1. Neglected Carpet**, you can see the carpets appearance level will drop off dramatically, causing you to buy new carpet prematurely.
- 2. Un-planned maintenance**, this is where most people fall into. Every three or four years they get the carpet cleaned, this is better than never cleaning them, but by the time you call there is so much damage to the carpet fibres that it is a battle to restore them.
- 3. Planned maintenance**, this is the best way to prolong the life of your carpets and keep you and your family healthy. When you have twice yearly or at least annual cleans your carpets will remain looking like new for far longer, they will be healthy and so will the people living there.



If you're looking to get your carpets cleaned, why not try our services before you buy.

No strings attached!

Call us now and schedule your **FREE Healthy Home Audit** and no-obligation quotation. Then take your **FREE room of carpet cleaning**. If you like what we do for you, we will carry on and clean the other areas or items. No pressure and no obligation.

Call **xxx** now

Free Consumer Information Line

## WARNING

Don't call any carpet cleaning company until you've listened to this free-recorded message - **"The Consumer's Guide To Carpet & Upholstery Cleaning"**

Listen to this message and you'll learn:

- How to avoid 4 carpet-cleaning rip-offs
- 8 carpet cleaning mistakes to avoid
- 6 Costly cleaning misconceptions

24 Hr line **0800 000 0000**

## Our Cleaning Does All This For You...

- } Kills Dust Mites
- } Kills Germs And Bacteria
- } Removes The Dead Skin
- } Sucks Out Flea Eggs
- } Makes Carpets Fluffy
- } Prolongs Carpet Life
- } Improves Softness
- } Washes Out Soils
- } Brightens Colours
- } Flushes Out Odour Sources
- } Extracts Pollens
- } Rinses Out Old Cleaners
- } Preserves Applied Finishes

This Offer Is Time Sensitive, You Must Call Before **<date>**

## GIFT CERTIFICATE

This Certificate Is Good For A Free Healthy Home Audit

Plus **One FREE Room Of Carpet Cleaning**

(One Room up to 200 Square Feet)

Compliments of **xxx**

Conditions of use:

New Clients only, if you are an existing client phone for your special offers.

Only valid at the address delivered to. Occupiers must be the homeowners.

Rugs not included. This certificate is not transferable and cannot be used in conjunction with any other offers.