



## 4 Reasons To Should Shed Some Winter “Weight” In The Month Of May...

*Hello my dear friends and clients!* Isn't this an exciting time of the year? When we shed the “weight” of winter and make way for those long, lazy summer days... and I'm not talking about literal “winter weight” that we may have picked up from one too many Christmas cookies or too many nights on the couch with a good movie and a pan of brownies.

No. The winter “weight” I'm referring to is lurking inside your carpet. I read once that there can actually be up to 8 pounds of dirt and grime that gets pulled out of your carpets when they are professionally cleaned. Yuck! And if that isn't enough of a reason to call then here are 4 more...

**Reason #1:** ***Your carpet warranty requires it.*** Your “warranty” holds the manufacturer responsible for the quality of your carpet. Well, it can actually become “void” if you don't hold up your end of the bargain and maintain your carpet properly. The majority of carpet warranties state very simply: **“Have your carpets professionally cleaned every 12 months.”**

**Reason #2:** ***Your carpet requires it.*** That's right. Simply put, your carpet will wear out and look terrible very fast if it is not properly cleaned at least one time per year. Even if you vacuum your carpets daily, you cannot remove all of the dry soils and oils that build up in your carpet from daily living. The dry soils actually cut at the carpet fibers and can create permanent “traffic lanes”. And oils, even from our skin, get on the carpet fibers and attract dirt that breaks down carpet fibers. Only professional cleaning can remove this dirt and oil build up and restore or prevent your carpet from looking worn before it's time.

**Reason #3:** ***Your health requires it.*** Even if your carpets do not look dirty, they are. Once they appear dirty, you have let them go too long. Can you imagine if you never cleaned your bedding because it didn't look dirty? Gross! The same can be said about your carpets. Cleaning them professionally maintains the over all cleanliness of your indoor living environment, sanitizes the carpet, reduces allergens and improves indoor air quality.

**Reason #4:** ***Your pocketbook requires it.*** Yes, if you don't call me this month not only are you putting one of your home's most expensive investments (your carpet) at risk, but you will also be passing up the opportunity to get the spot you want in my spring cleaning schedule. I expect to be very busy this spring and I only have a limited number of appointment slots available. So call me at 613-228-8343 today and grab your spot.

### **Get Your Spring Cleaning Scheduled!**

That's right, pick up the phone and call me today at **613-228-8343**. Get \$25 off your spring cleaning when you mention seeing this offer in the client newsletter\*. **I'm reminding my loyal clients first – but hurry – soon everyone will want a cleaning and my schedule will be full!**

\*Not valid with other offers. Minimum order applies.

# Memories in 2018

When we talk with you, our clients, we realize that many have done and experienced some amazing things. In 2018, we're asking you to share in our "Memories" theme: if you have some interesting memories to share, we'd love to hear about them and, if you'll allow, publish them in our client newsletter.

If you haven't already, check out last month's article on why you should write your memoirs. It's up on our blog at [idealcarpet.ca/blog](http://idealcarpet.ca/blog). Next month, we'll discuss how to start writing your memoirs.

As always, we want to know what you think of our services, our newsletter or anything else that's on your mind. Like to receive communications only electronically? Only physically? Please contact us and let us do our very best to help!

[613-228-8343](tel:613-228-8343) Or [newsletter@idealcarpetcleaning.ca](mailto:newsletter@idealcarpetcleaning.ca)

## Know Someone Who's Moving? Downsizing? Upsizing?

If you refer a friend or family member and they have us clean for the first time, they'll get \$25 off their cleaning. You'll also get \$25 off your next cleaning. And, unlike most discounts and offers, this one can be combined: if you refer 4 others, you'll get \$100 off your next cleaning!

Also, when a home we've cleaned is sold, we'll do a free touch-up cleaning of the high-traffic carpet or tile and grout areas for the buyers. For anyone selling a home, that's a double benefit: not only will their cleaned home show better, buyers get an extra incentive (note that a touch-up cleaning is a re-cleaning of up to 25% of the original area, up to 12 months after the original cleaning).

# Reminders

## Ideal Giving Program

We're so grateful to our client community for the way you've supported Ideal Carpet Cleaning. And now, we want to extend our support to the many worthy organizations that help and strengthen our community and communities around the world. Many of those organizations normally can't afford the kind of cleaning Ideal provides – Ottawa's most thorough cleaning – their money goes to the important programs they deliver. But we're proud to offer them our support through our Ideal Giving program. This program brings **Ideal's excellent cleaning to charities, non-profit organizations and community groups at prices they can afford.**

We've cleaned for about a half dozen organizations so far. If you know of a church, charity, community centre or other non-profit organization that has carpet, rugs, tile, sofas or chairs, please have them e-mail [nick@idealcarpetcleaning.ca](mailto:nick@idealcarpetcleaning.ca) or call us at [613-228-8343](tel:613-228-8343). We'll be happy to serve them as they serve others.