

“12 Insider Tips To Keeping Your Carpet Looking Beautiful *Between* Cleanings....”



Just imagine...you just had *yours truly* out to clean your carpets. They smell fresh... they sparkle... they're fluffy. All the spots that have been bugging you for the past few months... gone. Now, do you want to keep your carpet looking this good between your cleanings?

Most of you would readily answer “Yes!” So, here are a few “Insider Tips” you can use year-round to help keep your carpet looking as fresh and clean as the day we professionally cleaned it - even if it's been a while...

Tip #1: Put **walk-off mats inside AND outside** every entrance to the house.

Tip #2: Place *mats at carpet entrance or bound remnants on top of the carpet at high wear areas*, such as in front of the sofa or chairs and entry/exit points from the carpet.

Tip #3: Keep mats clean by vacuuming frequently and machine wash or hose and squeegee clean.

Tip #4: Vacuum traffic areas 3 to 5 times per week, all open areas weekly and under furnishings at least quarterly.

Tip #5: *Use a powerful upright vacuum with a beater brush and excellent filtration system* for carpets. Use a canister vacuum with attachments for everything above the carpet.

Tip #6: Take your vacuum in for a checkup at a vacuum repair shop annually.

Tip #7: **Reapply protective finish each time the carpet is cleaned professionally** to keep stains from setting in and the soil from grinding in.

Tip #8: Have any looseness in the carpet, pulled yarns, cuts or tears repaired promptly.

Tip #9: **Plan and schedule regular professional cleanings** – 1-2 times per year depending on the amount of “traffic” in the house. (i.e. kids, pets, etc.) Clean high-traffic areas more frequently (about twice as often) than other areas.

Tip #10: *Control the circulation and disposal of food and drink.* Many people claim that it is impossible to prevent kids from bringing food and beverages on the carpet, but it is generally just a matter of consistent enforcement.

Tip #11: **Seek and remove spill-ables** *before* they spill.

Tip #12: Clean spills up immediately, before they become permanent stains. (Make sure everyone in the home knows how to clean a spill up properly.)

So there you have **12 insider tips** to prolong the life and beauty of you carpet investment. For more helpful information or to schedule a professional cleaning call me at 613-228-8343. *Now here is a special bonus “tip”...*

Bonus Tip #13....

Clean Your Carpets This Month and Save
\$35.00 Off Your Cleaning!

Pick up the phone and call Ideal Carpet Cleaning right now...

And you'll save \$35.00 off your cleaning!

But you must clean in the month of July!

This offer expires... **July 31, 2018.** So don't delay call now **613-228-8343**

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, see the recent articles on writing your memoirs. They're up on our blog at idealcarpet.ca/blog.

Please remember, we always 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

Reminders

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).

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 or call us at [613-228-8343](tel:613-228-8343). We'll be happy to serve them as they serve others.