

Are All Carpet Cleaners Alike? Can You Compare Us Like Apples to Apples?



Hello friend and client! I'm going to ask you a surprising and pointed question, "***With all the carpet cleaners in this town, are you sure you've chosen the right one?***"

Especially in light of the "new economy," you may be tempted by "the other guy" and his rock bottom, cheap prices. You may wonder if you chose the right company for you. Over the past year, I've had more than a couple clients call me and confess they decided to save a buck and called the other (cheap) guys. ***So why do they call me to confess?*** Because now they need me to come to their home and clean up (literally) after the "cheap" cleaning. That cheap cleaning wasn't so cheap.

Were They Just a Bad Apple?

Probably not. But, the reality is, to offer a cheap service one must do cheap work. A professional carpet cleaner cannot offer a high quality of work and service charging super low prices. (Like the ads you've seen offering \$4 per room or \$99 for a whole house.) And, ***choosing the wrong carpet cleaner can leave you with carpets that are gummy, over soaked, dirt magnets.***

I've always preferred to set my prices at a fair, but quality, price point and then deliver work and customer service that will make you...

So Thrilled You'll Be a Client for Life!

Rest assured, you've made the right choice. Because I've invested in the proper training and learned the "science" behind proper cleaning, your carpets will sparkle, and stay cleaner longer. Plus, you get my 5 Star Service and 100% Money Back Guarantee!

An Apple Vs. a Coconut.

So you see, not all carpet cleaning companies are alike. We can be as different as an apple and a coconut. I hope you feel you've made the right choice because otherwise I'm not doing my job right! **To make your choice even easier this month, please check out my September specials!**

Before I go... If you know anyone who has kids headed back to school please be sure to call or text me and I will give them a FREE room of carpet cleaning in your name! Thanks!

P.S. I pay you \$ for your referrals...so thanks in advance!

How Do You Like These Apples...

- ✓ Savings #1: Get your whole house cleaned and you get \$25 OFF
- ✓ Savings #2: Get your main living spaces cleaned and you get \$15 OFF
- ✓ Savings #3: Get Carpet Protection for Free!

Call Ideal Carpet Cleaning at 613-228-8343 or contact me at newsletter@idealcarpetcleaning.ca before September 30, 2018 to SAVE!
www.idealcarpet.ca

*Not valid with other offers. Minimum charge 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, 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 Could Use Us? **Refer Them and Get Rewarded!**

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 new clients, you'll get \$100 off your next cleaning!

Home Seller's Bonus

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 after move-in. That's a double benefit: not only will a clean home show better, but buyers will have an extra incentive to buy it (please note the touch-up cleaning is a re-cleaning of up to 20% 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, with a couple more scheduled, and we'd be happy to help others. 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 either e-mail us at giving@idealcarpetcleaning.ca or call us at [613-228-8343](tel:613-228-8343). We'll be happy to serve them as they serve others.