



## **It's Not Rocket Science... it's Carpet Cleaning!** **Discover How You Can Save Money** **with This Simple Formula...**

***Hello friends and clients.*** It's Bruce, your favorite carpet cleaner here. Have you noticed people seem to get busier and busier from now until the fall? Yep, I kinda noticed too. This "busy season" seems to kick off now and goes through the summer.

Now, maybe you are preparing to go off on vacation this summer. Or, maybe you are sending off young ones to university or college for the first time later this year. Or, maybe you don't have any kids right now and you're just breathing easy and enjoying the change of seasons. ***Whatever your circumstances are right now, I bet you want to save money. So I have something for you...***

### **A Simple Formula....**

***My simple formula starts with this: clean your carpets and rugs, clean them correctly and often*** (especially if you plan on keeping them for a while). Before the "new economy" people were skimping on proper maintenance and changing out their carpets every few years.

**These days, my clients want to keep their carpets longer.** This means professional cleanings at least once a year (sometimes more, depending on the number of people, pets, and foot traffic in the home). Just call [613-228-8343](tel:613-228-8343) or email [bruce@idealcARPET.ca](mailto:bruce@idealcARPET.ca) and I'll be happy to discuss your situation. Together, we can figure out the best, most affordable cleaning schedule to extend the life of your carpet. ***That way, you can continue to save for your kids' education or a trip to Tahiti instead of new carpet.***

**And please remember one more simple carpet cleaning lesson: traffic lanes and soiling can become permanent.** Without getting too technical and "boring" on you (after all it's not rocket science), dry soils can "scratch" the carpet fibers and make them appear dingy forever. Much like you can scratch glass with sand and it appears cloudy. Also, the soils can break down and fray the individual fibers. Of course, we will come work our carpet cleaning "magic" on the areas and do our best to brighten them. **But your carpet stands a much better chance of lasting if you remember to clean before your carpet looks dirty.** Then you know those carpet fibers are staying supple and clean and not being broken down into darkened (sometimes irreversible) traffic lanes. ***Now those lessons will save you big money in the long run, but how about saving some money right now?***

### **Save Money Today**

**Savings #1: Get your whole house cleaned and you save 15% OFF**  
**Savings #2: Get your main living spaces cleaned and you save 10% OFF**

**Call Ideal Carpet Cleaning at  
613-228-8343 or contact me at [bruce@idealcARPET.ca](mailto:bruce@idealcARPET.ca)**

**Before April 30, 2019 to SAVE!**

**[www.carpetcleaning.com](http://www.carpetcleaning.com)**

Not valid with other offers.

# 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!

## **If You Or Someone You Know is Moving...**

When a home we've cleaned is sold, we'll do a free touch-up cleaning of the high-traffic carpet 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 nearly a 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 us at [giving@idealcarpet.ca](mailto:giving@idealcarpet.ca) or call us at [613-228-8343](tel:613-228-8343). We'll be happy to serve them as they serve others.

## **Talk to Us**

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@idealcarpet.ca](mailto:newsletter@idealcarpet.ca)