



## The “No-Brainer” Approach to Caring for One of Your Home’s Most Valuable Investments...

*Hello friends and clients!* Can you believe how fast summer flew by? Now it’s the hustle and bustle of getting the kids off to school, right before the rush of the holiday season is upon us. **Who has time to think about carpet cleaning when there is so much else to do? Not you!** So don’t even think about it. Just trust your favourite carpet cleaner to take care of everything with my “No-Brainer” offer.

### Remember Grade 7?

This really isn’t rocket science. It’s more like “cause and effect,” just like you learned in Science class in grade 7. Here it goes:

You live in a home with carpet = *the carpet needs cleaning every 6 - 12 months.* You use a great carpet cleaner = *your carpet will look great and last longer.* You are living a super-busy, fast-paced life = *you use a carpet cleaner with a “No-Brainer” offer and have one less thing in your life to think about.*

### The ABC’s Of Carpet Care

So what’s all this “No Brainer” talk about? It’s as simple as ABC.

**A: You call me and schedule a cleaning in September.**

**B: You save \$25 just for calling and mentioning this offer.**

**C: I’ll give you a FREE touch up of spots and spills before your holiday guests arrive (up to a \$200 value!).**

It’s a real No-Brainer!

PLUS, to make this offer even more “No-Brainer-ish” (I made that word up), I’m going to apply stain protection to every room in your house – for free! I want you to be able to enjoy the benefits of carpet protection and it’s “on me.” So try it out!

Just **call me today at 613-228-8343** and you’ll feel smarter by the day’s end. But hurry, I’m only extending this “No-Brainer” offer to people who **call before September 30, 2019!**

### **Feel Smarter by the Day’s End!**



**Call Ideal Carpet Cleaning at 613-228-8343 before September 30, 2019 and receive \$25.00\* Cash off your cleaning! PLUS – you get free spots and spills cleaned up before your holiday guests arrive PLUS you get Free Carpet Protection! Now that’s what I call a No-Brainer!**

\*Not valid with other offers. Spot & spill clean up is worth our \$200 minimum.

# 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)