

Why do my carpets get dirty faster?



Three words say it all, **STICKY...SOAP...RESIDUE.** If carpeting is not thoroughly cleaned then thoroughly rinsed, more harm than good will be done. A lot of companies *attempt* to clean with a 1-step method. They pump hot soapy water in and suck it out at the same time. This *quick-clean* method will only remove about 10% of the soil. Since water seeks the lowest level, all the soapy water that's left behind pulls the dirt down to the base of the fiber making the carpet appear clean. As the carpet dries, the water evaporates but the soap doesn't. It just becomes a sticky residue on the fiber, causing it to attract soil at a rapid rate. So, every time you walk across your carpet, it pulls the dirt off your shoes. Also, your vacuuming becomes less efficient because dirt is now stuck to the fiber making it seem like your carpet gets dirty faster. Our 7-step **DEEP CLEAN - STAY CLEAN EXPERIENCE** is designed to thoroughly clean and thoroughly rinse your carpet, returning it the original luster it had the day it was installed.

Would you like for us to clean your carpets for free?



Our referral program makes that possible! Ask us how you can receive **Dad's Dollars** and how you can use them to get free carpet cleaning by only telling your friends and neighbors about us.

How often should I have my carpets cleaned?



Appearance can be very misleading because carpet is designed to hide dirt. Carpet mills recommend every 6 to 18 months, depending on your situation. The below chart is based on weekly vacuuming.

CARPET CLEANING SCHEDULE

1 TO 2 WORKING ADULTS	- EVERY 12 TO 18 MONTHS
1 TO 2 WORKING ADULTS W/1 TO 2 CHILDREN	- EVERY 6 TO 12 MONTHS
2 ADULTS W/2 + CHILDREN AND 1 PET	- EVERY 3 TO 6 MONTHS
5+ OCCUPANTS W/1+ PETS	- EVERY 3 MONTHS

These figures are based on averages. The more you vacuum, the more you will be able to prolong the life of your carpet. Feel free to call for any tough "spot cleaning" in between regular cleanings.

Other Services We Provide:

- ▶ COLOR REPAIR
- ▶ CARPET REPAIRS
- ▶ UPHOLSTERY CLEANING
- ▶ CARPET RE-STRETCHING
- ▶ TILE & GROUT CLEANING
- ▶ PET ODOR ELIMINATION
- ▶ FINE AREA RUG CLEANING
- ▶ KITCHEN FLOOR CLEANING
- ▶ WATER DAMAGE RESTORATION
- ▶ HARDWOOD FLOOR REFURBISHING



ALL THE LITTLE REASONS WHY YOU SHOULD HAVE YOUR CARPETS CLEANED AND MAINTAINED BY THE PROFESSIONALS AT...



664-5559 • 989-8200 • 995-0523 • 408-0429

www.dadscarpetcleaning.com

7-STEP DEEP CLEAN - STAY CLEAN EXPERIENCE!

YOU CHOOSE THE BEST PLAN FOR YOU...

STEP ONE: FIBER IDENTIFICATION



WASHING A SILK BLOUSE LIKE YOU WOULD A COTTON T-SHIRT WOULD PRODUCE DISASTROUS RESULTS. LIKewise, ALL CARPET OR UPHOLSTERY FIBERS CANNOT BE CLEANED IN THE SAME WAY. ONLY THROUGH FIBER IDENTIFICATION CAN OPTIMUM RESULTS OCCUR.

STEP FIVE: AGITATION



THE PRE-CONDITIONER IS THEN WORKED DOWN TO THE BASE OF THE FIBER. THIS MAKES SURE THAT THE WHOLE FIBER IS THOROUGHLY CLEANED WITHOUT OVER-WETTING THE CARPET.

ULTIMATE PLAN

- 7-STEP DEEP CLEAN-STAY CLEAN EXPERIENCE
- 6-MONTH GUARANTEE
- FIBER CONDITIONER ADDED FOR SOFTER FEEL
- SCOTCH-GUARD ON ALL AREAS CLEANED
- DEODORIZATION TREATMENT THAT LASTS UP TO 6 MONTHS
- FREE 1 YEAR SUPPLY OF DAD'S SPOT REMOVER
- 1 YEAR OF SPOT & SPILL SERVICE

STEP TWO: PRE-VACUUM



PRE-VACUUMING MEANS REMOVING DRY PARTICULATE SOIL FROM THE CARPET OR UPHOLSTERY IN ORDER TO PREVENT THE DRY DIRT FROM TURNING TO MUD ONCE TOPICAL SOLUTIONS ARE APPLIED.

STEP SIX: HOT WATER RINSE EXTRACTION



ONCE EVERYTHING HAS BEEN SUSPENDED OFF THE FIBER, EVERYTHING IS RINSED COMPLETELY OUT WITH JUST HOT CLEAR WATER. THIS WAY THERE IS NO RESIDUE LEFT BEHIND TO RE-ATTRACT SOIL.

VALUE PLAN

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STEP THREE: SPOT REMOVAL



SPOTS RANGE FROM GREASE TO GRAPE JELLY. SELECTING THE RIGHT CLEANING AGENT FOR THE SPOT CAN MEAN THE DIFFERENCE BETWEEN REMOVING THE SPOT OR SETTING IT PERMANENTLY.

STEP SEVEN: DRYING



AFTERWARDS, WE GO BACK OVER EVERYTHING TO MAKE SURE WE EXTRACT ALL THE EXCESS MOISTURE. THEN HIGH POWERED TURBO DRYERS ARE USED TO REDUCE THE DRYING TIME TO ABOUT 1 TO 4 HOURS.

BUDGET PLAN

- 7-STEP DEEP CLEAN-STAY CLEAN EXPERIENCE
- 6-MONTH GUARANTEE

STEP FOUR: PRE-CONDITIONING



DIRT, GREASE, FOOD AND EVERYTHING ELSE GETS STUCK TO YOUR FIBERS. BY FIRST SUSPENDING IT OFF THE FIBER BY USING A PRE-CONDITIONER, WE CAN ALMOST GUARANTEE COMPLETE SOIL REMOVAL. THIS STEP IS CRUCIAL TOWARDS INSURING THAT NO RESIDUE IS LEFT BEHIND TO RE-ATTRACT SOIL.



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MY IRON-CLAD-NO-WIGGLE-ROOM-GUARANTEE

YOU HAVE SIX MONTHS TO INSPECT OUR WORK. IF THERE IS ANY ASPECT OF OUR SERVICES THAT YOU ARE NOT TOTALLY THRILLED WITH, I WILL RUSH BACK OUT AND MAKE IT RIGHT. IF YOU'RE STILL NOT THRILLED, I WILL REFUND YOUR MONEY AND PAY A LOCAL CERTIFIED CLEANER TO DO WHAT WE COULDN'T!

DAVE PASTOR