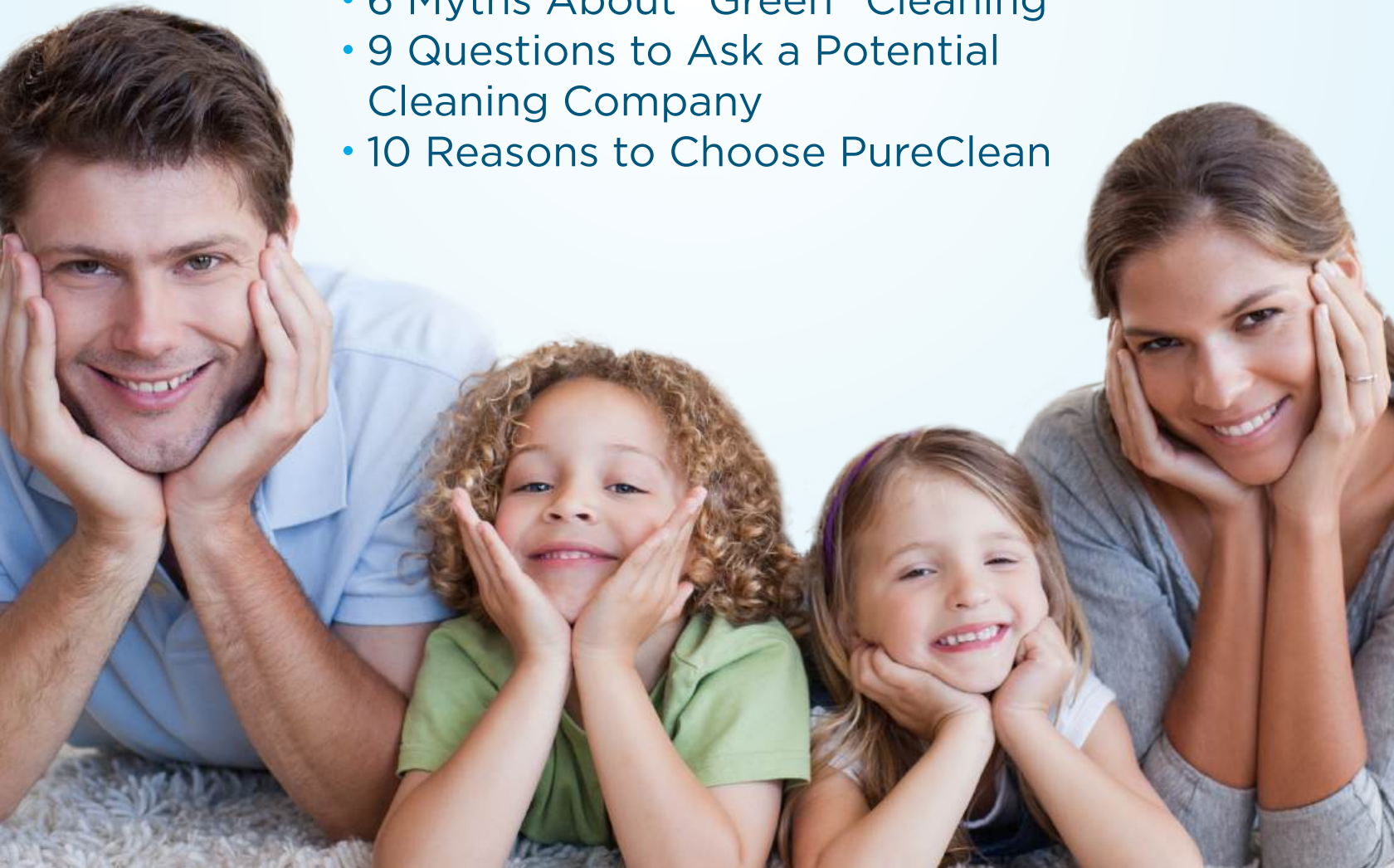




Choose A **CARPET CLEANING** Company Without Being Taken To The Cleaner!

- How To Avoid Rip-Offs
- 6 Myths About “Green” Cleaning
- 9 Questions to Ask a Potential Cleaning Company
- 10 Reasons to Choose PureClean



A Letter From The PureClean President

Dear Busy Homeowner,

This is Benjamin Surdi, Owner of Pure Clean Carpet Cleaning. I know you are busy. I know you want the **best quality work** at a **competitive price**. You want someone you can trust in your home, you want a **guarantee**, and you want products that are **safe** for your kids and pets. So...here is your chance. Your chance to learn what separates Pure Clean Carpet Cleaning from every other company you consider using... This is your chance to learn once and for all. So, sit back, take a few minutes to read this report and hopefully, by the time you finish this report, you will have the knowledge to pick the right company for your needs.

Before I started in the carpet cleaning industry, I asked some of the same questions that you are asking yourself. Like "What is the difference between all of these companies? Why does this company charge \$99 for the entire house, but then this company charges \$99 per room? Is it just that the expensive company is ripping people off? Or are they using different systems, and have different reasons for charging that price?

Well, I went on a journey. A journey to uncover the secrets of these big companies and everything in between! I went on a mission to find out what truly dictates their pricing. I did years of research on all the different cleaning systems, products and tools. I learned about how the pricing works, what makes a product green, and much more.

Now, I am giving you this information in an easy to read special report that will teach you what I uncovered years ago.

CHECK OUT
PAGE 7 FOR A
SPECIAL
OFFER
FROM ME
TO YOU!


Ben Surdi - OWNER



FOUR CARPET CLEANING RIP-OFFS

And How You Can Avoid Them

Rip Off
#1

UNBELIEVABLY LOW PRICES

Some carpet cleaners use price as the bait for their false and misleading advertising. They offer a cheap price – usually between \$15.95 & 25.95 per room – and then, once they're in your home, they pressure you into buying "add-ons." It's as if you were buying a car and found that the dealer was charging you extra for the tires and steering wheel.

Carpet cleaning is not as cheap as some unethical carpet cleaners would like you to believe!

Rip Off
#2

BAIT & SWITCH

The "Bait and Switch" is when the company gives you a price such as...\$99 3-room special etc. But when they show up to do those 3 rooms, the "salesmen" uses high pressure sales to take that \$99 up to \$200 or more...They will usually say "Mrs. Jones after carefully inspecting your carpet we found that you will need pretreatment, vacuuming, pre agitation, spot treatments and a citrus boost which comes to a total of \$249"

Find out how many steps are in the cleaning process beforehand!

Rip Off
#3

UNSUPPORTED WILD CLAIMS

"Our method is the best!" - I always laugh when I see these ads because if you think about it... what method is best for you, may not be the best for Mr. Peterson down the road. Every client has different needs. Here is the honest truth... When I completed my research I narrowed it down to two different methods that were very affective and that could be stood behind with a guarantee. Those two methods are high-powered truck mount steam cleaning & low moisture cleaning.

Rip Off
#1

OUTDATED BELIEFS

"Steam cleaning damages carpet!" Years ago, many people believed this was true because their carpets were damaged by "technicians" who didn't know how to properly clean using hot water. So naturally the results are very dissatisfying and WILL cause damage to your carpet. However, when done properly, it is the #1 method of choice by carpet manufacturers. In fact, Shaw (the largest carpet manufacturer in the world) says any other method VOIDS the warranty on the carpet.

6 MYTHS ABOUT “GREEN” CLEANING

Which Claims Can You Believe?

MYTH #1 “GREEN CLEANING DOESN’T WORK”

FALSE: Green cleaning relies on the same basic principals that traditional chemicals use. Only, the cleaning agents come from natural sources such as vegetables and fruits.

MYTH #2 ALL “GREEN” COMPANIES ARE THE SAME

FALSE: Unfortunately, the green revolution is something that is seen as a marketing opportunity for companies looking to “polish their image”. Not all live up to the claim.

MYTH #6 GREEN IS GOOD FOR THE ENVIRONMENT

TRUE: When green cleaning products are used, your indoor air quality will improve and there are no harmful chemicals in our wastewater to be dumped later into the soil.

MYTH #3 ALL “GREEN” PRODUCTS ARE SAFE FOR MY FAMILY

FALSE: The sad truth is any company can use the term “green” on their products and in their marketing without it having any meaning other than the color.

MYTH #5 TRADITIONAL CLEANING LEAVES NOTHING BEHIND

FALSE: There is ALWAYS chemical residue left behind in traditional carpet cleaning products. It is then absorbed into the bottom of your feet entering your bloodstream.

MYTH #4 GREEN CLEANING IS A SAFER CHOICE

TRUE: If you choose a carpet cleaning company that only use products certified by Green Seal, then rest easy knowing no harmful ingredients will be used.



When you use PureClean, you can rest assured that you’ve hired a truly green company. We only use Green Seal products that are safe for your family and cause no harm to our planet.

9 QUESTIONS TO ASK BEFORE CHOOSING A CLEANING COMPANY

With well over 400 companies in the Seattle metropolitan area, you will literally find a different quality of work, different experience, different level of professionalism, different systems, cleaning products, ethics, prices, and results! You will need to consider what your needs are, what you are comfortable with, and take a minute to remember that rule...

“You get what you pay for”



Once you have found a company that fits the exact characteristics, make sure that they do offer you some sort of guarantee that gives you the comfort of knowing that the service they provide will be exactly what you want it to be... and if it's not... than you should be entitled to a refund, shouldn't you? You'll be surprised to see that it is very rare to find a company that offers a 100% money back guarantee on their services. But when you find one that does...hold onto them!

The PureClean Difference!

10 Reasons to Choose PureClean

- 10 Carpet is probably the most expensive furnishing in your home. Regularly scheduled cleaning will keep your investment looking great for years to come and prevent premature wear out. Likewise, your rugs, tile and upholstery are on the same guideline.
- 9 Next time your favorite in-laws drop in you can let them believe you placed your old carpet. (We specialize in making old carpet look and feel new again!)
- 8 Today's airtight homes leave allergens and air-borne bacteria no place to settle but into your carpeting. You and your family will breathe easier after PURE CLEAN CARPET CLEANING extracts all of the contaminants from your carpet, improving the indoor air quality.
- 7 Every step you take on a soiled carpet causes wear. Carpet can hide a pound of soil per square yard. Don't cut your carpet's life short by waiting until it looks dirty to have it cleaned. (Professional cleaning at least annually is recommended by manufacturers.)
- 6 Your dog, cat and kids will love the soft fluffy feel of a carpet cleaned by PURE CLEAN CARPET CLEANING. (And so will you!)
- 5 Next time your kids stretch out on the carpet in front of the T.V. or just playing games, they won't be sharing the space with dust mites, pollen, bacteria and other dirty-carpet critters.
- 4 100% Satisfaction Guarantee... "We Do The Job Right, Or You Don't Pay!" Our written guarantee takes the risk and worry out of hiring a carpet cleaner.
- 3 All of your questions will be answered. We take the time to make sure you know exactly what needs to be done to keep your carpet looking like new. We are insured, licensed and certified professionals that want to treat you the way we would want to be treated, with courtesy, respect and attention to detail.
- 2 You get a no-hassle, no-surprises, written quote on any work you decide to have completed. We treat you like the valued, long-term client we hope you become. The Number One Reason to Have Your Carpet Cleaned by PURE CLEAN CARPET CLEANING is... Drum roll.....!
- 1 Because you deserve to remember what your home looked like, smelled like, and felt like when your carpet was new. Restoring that like-new feeling is our specialty. You're proud of your home's appearance; let us help you keep it that way.



FRIENDLY

SUPERIOR
PRODUCTS

PROFESSIONAL



EDUCATED



GREEN



EQUIPPED

AWARD
WINNING

CERTIFIED

A SPECIAL OFFER FOR YOU...

EXPERIENCE OUR GUARANTEED
SERVICE, RISK-FREE!

GET ONE FREE ROOM OF CARPET CLEANING. NO STRINGS.

Yes, you did hear me right. I'll give you **one room*** of cleaning **absolutely FREE!** (Up to a \$116 value) along with our complete healthy home audit where we will professionally inspect your carpets, rugs, or any other items you want looked over.

If after you experience our fantastic cleaning service and want to get more areas cleaned, we have **3 different packages** for the level of cleaning you are looking for in your home. No high-pressure sales... **YOU choose what's right for you and your family.**

But you must act quickly. Because we have a commitment to take care of our current clients needs first, we can only accept a limited number of new clients each month.

If you want the opportunity to experience our first class service, you'll need to pick up the phone and call our office right now at **206-353-4155.**

Be sure to mention the **"One Free Room"** offer on the "Special Report" information.

Mention Discount Code: **PUREREPORT**

Thank you for your interest in
our company!



Ben Surdi - OWNER

