

Mini Consumer Guide

7 Mistakes To Avoid Getting Ripped Off

**Your No Nonsense Guide to Getting The Best Clean Possible
and Avoiding The Most Common Mistakes Made**

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1) Wet Carpets & Upholstery For Days On End

This has to be the biggest complaint within the carpet cleaning industry. There are some so called professionals out there that buy very small and underpowered machines – a bit like the machines you hire from DIY stores. The major problem with these are that they are so weak that they cannot clean well enough, do not generate any heat to assist in the clean, or suck up enough moisture. This then leaves the carpets quite wet, and it takes days to dry properly. The trouble is this very lengthy drying process can generate mould aswell as create nasty smells.

2) Items Getting Dirty So Soon After Cleaning

This is next on the list for complaints amongst members of the public, and we have to link this in with the above type of machinery. Because a 'shampoo' is used in this process, it's this soapy, frothy substance that causes the problem. Because the fibres are not rinsed in any way this shampoo is quite sticky - and so starts to attract dust and soil very quickly. It's a bit like washing your hair. When you shampoo your hair, you rinse it off afterwards - leaving it squeaky clean. It's the same with carpets & upholstery - if the fibres are not rinsed then re-soiling occurs instantly and gets worse over time.

3) No Honesty & Integrity

Lets face it, there are good apples and bad apples in all walks of life – and the cleaning industry is no exception. A good business relies on word of mouth, recommendations, referrals and repeat clientele. By having the ethos of delivering an honest, ethical business is the lifeblood for any business to last long in to the future. By having the correct double insurance, correct training, the right equipment, solutions and a checkable client satisfaction programme, ensures the client gets the best in everything.

Believe it or not lousy service seems to be more common than we think! Some companies tend to see people as simply customers as opposed to 'clients'. Customers will come and go and some never return (maybe for good reason?) and they rely on 'new' customers every day, knowing that they won't go back - and can simply get another new customer. At CleanPro we regard everyone as a client. We look to serve our clients well and look more to serving them many many times in the future (which we do!). This of course makes business sense too and the only way we can retain our 'clients' is to make sure we do the best job we can – everytime.

4) Small Cleaning Machines - Giving Awful Results

Yes you've guessed it. We are back to small machines again! Beware - if someone turns up with a hatch back or small van and lifts out a cleaning unit (yes this happens, and often!), then yes you will get the worst cleaning available. How can a small machine costing a few hundred pounds – compare with a bolted in, petrol driven 'truckmount' system costing many many thousands? Well it can't of course (otherwise we would all be using them!), but trying to educate our clients is our goal, as it will save them money in the long term. Simply, it can cost more to have them cleaned again properly by us - after spending money on 'useless' cleaning in the first place.

5) 'Guaranteed' Stain Removal

We are all concerned with what can successfully be achieved - I mean cleaning can remove everything right? **NO!** This is a true FACT - when someone says that they can remove all stains then they are either very stupid - or they are not telling the truth. It's shocking but it's true and happens all the time. If we look at it logically, of course there are lots of food and drinks that contain dyes and tanning agents, as well as other things like cosmetics (fake tans etc etc), that just cannot be removed no matter how much you try. This isn't because a cleaning company hasn't tried hard enough - but because these types of stains are **PERMANENT**. Other permanent stains i.e. urine, vomit etc have already changed the colour of fibres due to their acidity and cannot be corrected unless they are caught virtually the same day. However, the residues can be cleaned and vastly improved, and sometimes looking like new again - but there is a risk of colour loss/change from the bodily fluid itself.

So, it is imperative that members of the public are wary of anyone who professes to remove ALL types of stains as this is **USUALLY A TACTIC** to secure the job in the first place.

6) A Cheap Price Ends Up Being Much More Than You Were Quoted? i.e. Add On's Like Deodoriser, Stain Removal, Pre Treat, Double Clean, Rooms 'Bigger Than Expected' etc etc.

This is one of the major issues in this industry that causes the biggest problems. We are all attracted by something that seems like a bargain - and why not? However being a service industry throws up the biggest variations possible than is what is actually delivered at the other end. We call cheap pricing BAIT & SWITCH and we consider it illegal.

This is how it works: First a flyer comes through your door and says that you can have carpets, upholstery etc cleaned at what seems amazing value. So, you pick up the phone and book the company in, safe in the knowledge that you will receive a cheap clean. This is usually so wrong. When the 'company' (or an individual working for cash in hand) arrive, they then go on to explain that the rooms are '**bigger**' than expected and then say that it will now be £...instead. Then they will ask you if you would like a '**deodoriser**'...well that will be an extra £... Or how about '**stain removal**'?...an extra £... Maybe a '**pre-treat**' before cleaning?... the list goes on to be honest and you are now facing a much bigger bill (and pressured in to it too), and with a very sub standard clean. So can you see how they BAIT you with these cheap prices – and then SWITCH you to the higher prices? It's pretty much scandalous. Don't forget they can also charge less because they have...yes you guessed it...cheap, small ineffective machines. **YOU HAVE BEEN WARNED!** With CleanPro, our prices include everything with no nasty hidden extras.

7) No Professionalism & No Care For You & Your Home

By now you probably think that if individuals or companies are going to act in this manner, then how on earth are they going to treat your home! And you would be right to worry. We have heard so many horror stories of damage being done – with these people not having the right insurance to cover you, or even care. Trying to get hold of someone who only has a mobile number - taken from a leaflet that came through your door can be the most upsetting aspect to unsuccessfully getting your problem resolved. At CleanPro we take the utmost care for your home and treat it accordingly. We certainly are correctly covered for everything in your home, which means we have **Liability Insurance** (covering your physical home) AND **Treatments Risk insurance** (covering items we are actually cleaning) – not everyone has this essential cover! We are accredited, ethical, honest and always deliver what we set out what we promise.

Finally, Not A Rip Off – But Something We Feel That You Should Know About

Speed Vs Efficiency

This is a common topic which really needs quickly explaining. You see some people get the 2 confused because of what appears to be a time factor industry. With most cleaning companies they use portable cleaning machines and work on their own. So let's consider a very quick scenario:

A chap working on his own may take for example 4hrs because he needs to keep filling up his machine, as well as emptying waste down your toilet etc, and because it's a portable will take time to get as best a clean as he can. Now in the same scenario CleanPro are doing the same job, but because there is always 2 technicians the time is already (logically) reduced, and because a high powered Truckmount system is used it cleans better (more efficiently) because it carries more heat, cleaning pressure and more vacuum. So now we have completed the job to a higher standard, in maybe half the time - with you receiving these added benefits at no extra cost, in the most well-organised time possible. And our clients think that's great!

So, in essence we are clearly more efficient (we don't keep you in your home for long periods of time - so you can get on with other things), the carpets are much cleaner and brighter and they will dry quicker - all compared to a portable machine/operator system.

And Lastly.... We All Know, That We Get What We Pay For In Life:

The Common Law of Business Balance

*It's unwise to pay too much,
but it's worse to pay too little.
When you pay too much
you lose a little money - that is all.*

*When you pay too little
you sometimes lose everything,
because the thing you bought was incapable
of doing the things it was bought to do.*

*The common law of business balance
prohibits paying a little and getting a lot,
it can't be done.*

*If you deal with the lowest bidder,
it is well to add something for the risk you run,
and if you do that you will have enough
to pay for something better.*

John Ruskin 1819-1900