

# Healthy Home News

"Secrets For Living A Healthy, Wealthy & Happy Life..."

## CERTIFIED CARPET CLEANER

### *Does It Mean Anything?*

**Would you be surprised to learn that most carpet cleaning companies have no formal training?**

That they are not required to be licensed? There is no requirement to have any certification whatsoever? Is training and certification important? After all, isn't carpet cleaning a "menial" task that anyone can perform?



Actually, a carpet cleaning professional is working with one of your most valuable assets. Should it be trusted with just anyone? Unfortunately, our industry is full of "rogues" that only care about how much money they can get from you, and nothing about the life of your carpeting. They do not care about the industry in which they work.

Have you ever noticed that in many states, air conditioning companies, plumbers, and pest control companies are required to be licensed? Not so for carpet cleaners. Fortunately for you, and for me, there are many fine people in the carpet cleaning industry that realize the standard must be raised. Those of us in that process help to police our own industry. In order to do this, associations and certification organizations were created.

One such organization is called the IICRC (Institute of Inspection, Cleaning, and Restoration Certification). This organization provides certification courses and exams for the carpet cleaning industry. By attending these courses, carpet cleaners are taught about fiber identification, carpet construction, cleaning chemistry, cleaning methods, and professionalism.

There are several levels of certification: Certified Technician, Journeyman Technician, and Master Cleaning Technician which requires a number of certification categories and 3 years of study.

So, the question remains- "Does it mean anything?" Yes, yes, yes! It means a lot! It means that the certified firm is on the cutting edge of technology and change in our industry. It means that a certified firm knows the right way to apply cleaning procedures and chemistry. It means that the certified firm is working together with other certified firms to raise the standard of carpet cleaning in general, therefore providing you with a higher quality product.

**Get your favorite chair cleaned free when we apply protector to your carpet**

## Who Wants To Win Movie Tickets?

*Take my Trivia Challenge and you could win too!*

This is one of my favorite parts of the newsletter! Each month I'll give you a new trivia question. And the first person to send an email to [info@knoxclean.com](mailto:info@knoxclean.com) with the correct answer wins **two FREE movie tickets**. Enjoy a night out on me with someone special in your life! Take your best guess, and then email me! Remember, your chances of winning are better than you think!

This month's MegaTrivia Question is...

What California city did the last Pony Express ride end in?

A: Sacramento. B: Los Angeles C: Oakland

Last month's winner was Laura Cooper  
CONGRADULATIONS LAURA

**WANTED**



Dead or alive

Bubba is a fictional character that represents The Uneducated, Uninformed, and Sometimes Downright Unscrupulous Carpet Cleaners of The World. He is to be avoided at all cost!

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**GET FREE CASH OR FREE CLEANING THROUGH  
OUR REFERRAL REWARD PROGRAM!**

For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward **FREE CASH** or **FREE CLEANING**. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 100% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!



# Pets Gone Wild

ON YOUR CARPET?

## RUN SPOT RUN - URINE SPOTS

What should you do when your pet "goes on the carpet"? Are puppy puddles putting you in a particular predicament? Well, not to worry, that's what we are here for.

First of all, if you have a pet that is prone to urinate on the carpet, take a quick walk through your home each day when you get home. The quicker you get to a pet stain the better.

Some technical tips on urine: When urine is first excreted, it is on the acid side of the pH scale and very easily removed. Within hours of being exposed to oxygen it turns to an alkaline pH. When this happens it will continue to increase in alkalinity to the point of becoming practically ammonia. This explains the ammonia like odor. **At this stage the urine dramatically affects the dye structure of the carpet.**

**To clean the urine spot: Mix 1 part white vinegar to 2 parts water and clean with a white terry towel. If you have a small extraction machine, it would be ideal to use it. DO NOT USE OVER THE COUNTER SPOT REMOVERS OR ALL PURPOSE CLEANERS ON URINE! YOU MAY SET THE SPOT PERMANENTLY! IF YOU HAVE TROUBLE REMOVING IT, CALL US IMMEDIATELY**

**OUR MISSION: To Provide You With The Most Outstanding Service ExperienceEVER, Guaranteed or Your Money Back! Avoid Uneducated, Uninformed, & Downright Unscrupulous Carpet Cleaners! Call 865-691-5556 Today!**

## INSIDE...

### FREE MOVIE TICKETS

### *Treating Urine Spots*

How to Get **FREE CASH** or **FREE CLEANING** through Our Referral Reward Program!

What is a certified carpet cleaner?

### Mostly Business by Ted Goff

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"Someone calling themselves a customer says they want something called service."



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*Dear Friend and Client,*

**Thank You! Thank You! Thank You!**

Thanks to YOU the word is spreading! Thanks to all of my wonderful clients and friends who graciously referred me to their friends and neighbors last months! This business runs on the positive comments and referrals from people just like you! I couldn't do it without you! A special thanks to all the fine folks who referred me.

*Sincerely, The Entire Eco Clean Staff*