

My Personal Promise to you

Dear Friends,

Your carpeting isn't just floor covering. It's a long-term investment in comfort, style and durability. I offer you this CONSUMER'S GUIDE TO FRESH, CLEAN HEALTHY CARPETS to help you get the highest return from your carpeting investment.

If you'd like us to clean your carpeting, I invite you to call. As a member of the carpet and FabriCare Institute, I have provided hundreds of carpet owners with the highest levels of competent, personal service. Now, I'm pleased to offer our services to you.

After you read this guide, please call me. I'll be happy to answer your questions and provide you with a free on-site estimate, without cost or obligation of any kind.

In addition, I offer MY PERSONAL PROMISE TO YOU: My goal is to satisfy even the most discrimination client. Everything we do for you will be done with the highest level of knowledge, skill, judgment and experience. If anything isn't done to your complete satisfaction, please call it to my attention immediately. I guarantee that you'll be delighted with our work. No ifs, ands or buts.

Don't let your dirty carpets create an unhealthy atmosphere in your home or office. Call today and I'll explain how we can make your carpeting look (almost) as good as new.



Cordially,
Mike Steiger
President/Founder
Mr. Unlimited

11 important questions to ask before you hire a carpet cleaner

- 1 Which method of cleaning do you use, and why?
- 2 Is your cleaning method endorsed in writing by carpet mills and fiber producers?
- 3 What specialized training do you have in carpet cleaning?
- 4 What professional certifications has your company received?
- 5 What guarantees do you provide with your services?
- 6 Will you give me an itemized, written estimate without cost or obligation?
- 7 Are you bonded and insured against theft, loss and breakage?
- 8 Are your technicians covered by workers' compensation insurance?
- 9 Do you offer services in addition to carpet cleaning?
- 10 To which trade associations do you belong?
- 11 Which civic, business and charitable organizations do you support?



Code of Ethics

CFI'S CODE OF ETHICS is built on a foundation of honesty, integrity, high moral and ethical standards and professional expertise.

Members of the Carpet & FabriCare Institute agree to:

- Maintain the highest professional standards of workmanship and service to our customers;
- Conduct our business affairs with honesty and integrity, never resorting to unfair trade practices that might reflect not only on our organization but on the entire industry;
- Avoid misrepresentations of products and services, false promises, misleading advertising, or any promotion of our work that might lead to misconceptions on the part of the consumer;
- Share our knowledge and expertise with fellow members, with the objective of upgrading the industry;
- Participate in education workshops and seminars to improve our own expertise and keep abreast of new developments in technology;
- Do everything possible to enhance the reputation of our members as skilled professional carpet and upholstery cleaners, offering honest, dependable, competent service to the customer.

Why should you hire a member of the Carpet And FabriCare Institute?

1. CFI members are dedicated to gaining the highest level of knowledge in the industry.
2. We abide by a strict code of professional ethics.
3. We stay up to date on the latest technological advances in the industry.
4. We benefit and learn from the experiences of our member professionals. Our extensive network of experts can solve virtually any problem.
5. We stand behind our work. If you experience a problem, we will correct it.



Consumer's Guide To Fresh, Clean, Healthy Carpets

When you read this guide, you'll discover -

- 5 Misconceptions that can damage your Carpet and your bank account
- 10 Steps to fresh, clean healthy carpet
- 8 Points to consider when choosing a Carpet cleaning company
- 3 Recipes you can use to remove almost every spot and stain from your carpeting

 <small>Carpet & Upholstery, Tile & Grout, Marble & Stone Hon. Polish, Shine & Seal, Water Damage Hardwood Floor and more</small>	<p>Mike Steiger 650-679-5544 mike@mr-unlimited.com www.mr-unlimited.com</p>
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FOR Services Call:
(650)-679-5544

www.mr-unlimited.com

Spot and stain removal guide

3 RECIPES YOU CAN USE TO REMOVE ALMOST EVERYSPOT AND STAIN FROM YOUR CARPET

Oily foodstuffs, including coffee, mustard, tea, soft drinks, beer, wine, vomit, urine, excrement.

TO CLEAN

Mix one tablespoon of mild carpet detergent, 1/3 cups of white vinegar and 2/3 cups water. Remove excess materials by absorbing liquids and scraping semi-solids. Apply solutions. Blot the carpet and gently brush the pile. Apply many layers of toweling over the affected Area. Weigh down. Leave until dry.

TYPE OF STAIN

Starches, sugars and foodstuffs, such as egg, milk, blood, candy, ice cream, chocolate, sugar stains, salad dressing.

TO CLEAN

Mix one cup of water, two tablespoons of ammonia, and one tablespoon of mild carpet detergent. Remove excess materials, absorbing liquids and scraping semi-solids. Apply the solution. Blot the carpet and gently brush the pile. Apply many layers of toweling over affected area. weigh down. Leave until dry. When dry, brush the pile gently.

TYPE OF STAIN

Heavy grease and oil, including gum, oil, tar, inks, wax, butter, grease, household cement.

TO CLEAN

Remove excess material. Apply a non-flammable dry-cleaning solvent. Blot dry. Brush the pile gently.

WARNING! Pre-test all cleaning agents in an inconspicuous area to make sure they are colorfast. Do not attempt to remove these stains: Lipstick, rouge, nail polish, rust, dried mustard, furniture stains, candle wax. These stains require special reagents or techniques to be used by professional carpet cleaners only.

NOTE Many carpet owners put agents and compounds on their carpeting in hopes that they will remove spots and stains. Often, these agents become more of a problem than the original spot. If the spot doesn't come out using the suggestions above, don't risk damaging your carpet. Call a professional carpet cleaner.

8 points to consider when choosing a carpet cleaning company

1. SPECIAL TRAINING

Professional cleaning firms require that their managers and employees complete ongoing training programs. Ask about the education and training of the technicians who will be cleaning your carpet.

2. CERTIFICATIONS

Professional cleaning firms are certified by IICRC or comparable training and testing organizations.

3. GUARANTEES

The company you hire should stand behind its work. Make sure you read the carpet cleaner's guarantee before you decide which company to hire.

4. WRITTEN ESTIMATE

Your carpet cleaner should provide you with a written, itemized list of services to be provided, and the price of each service. Never settle for verbal quotation or an all-inclusive price.

5. INSURED

You want to be sure the carpet cleaner you hire can pay for any damage he causes on your premises. Make sure the company you hire is insured for liability and carries workers' compensation insurance on its employees.

6. DIVERSIFIED SERVICE

Professional firms often offer additional services, such as repair, deodorization and carpet protection. In addition, they clean upholstery, draperies and Oriental rugs.

7. REFERENCES

Comments from previous customers are the best way to learn about the quality of a company's reputation when choosing a carpet cleaner.

8. MEMBERSHIP IN TRADE ASSOCIATIONS

Professional firms belong to regional or national associations that promote high ethical standards and continuing education. Look for references to trade associations in advertising materials.

10 Steps to a fresh Clean, healthy carpet

Step #1 - PRE-INSPECTION Our trained technicians pre-inspect your carpet. They identify the carpet's construction and fiber, evaluate your needs and recommend the appropriate cleaning method or procedure.

Step #2 - ITEMIZED SERVICES We list services and price them separately before we begin work on your carpet. You feel comfortable knowing exactly what we'll be doing and what it will cost.

Step #3 - PRE-VACUUMING Your carpet needs a thorough vacuuming just prior to cleaning. You will save money if you vacuum your carpet before we arrive.

Step #4 - PRE-CONDITIONING In our cost estimate, we include the special treatment of heavily soiled entry and traffic areas with pre-conditioning agents.

Step #5 - FURNITURE MOVING We carefully move your furniture, protecting every piece with the proper moisture barrier to protect your carpet from furniture stains. In most cases, we clean around heavy, delicate and fragile items, such as loaded china cabinets, pianos, and antiques. You will save money if you move your own furniture before we arrive.

Step #6 - SPOTS AND STAINS As a part of their normal job, our technicians pay special attention to spots and stains.

Step #7 - SAFETY The cleaning agents and equipment we use are in strict accordance with safety regulations and manufactures' recommendations.

Step #8 - FREE OF RESIDUE Our technicians pay careful attention to leave carpet fibers as residue-free as possible to prevent accelerated resoiling.

Step #9 - RETURN TO NORMAL USE In almost every case, the carpet is dried and returned to normal use within 24 hours. This time varies depending on the methods used, the degree of soiling, and humid weather conditions.

5 misconceptions that can damage your carpet & your bank account

Misconception #1 The longer you wait between carpet cleanings, the better. This is incorrect. Dirt is like sandpaper. It damages your carpet. The more often you have your carpets cleaned, the longer they will last. Industry standards recommend that you clean your carpets every 6 to 18 months, depending on your lifestyle.

Misconception #2 It makes no difference which method of cleaning you choose. This is incorrect. One has several methods to choose from: Bonnet, Dry Foam, Dry Compound and Hot Water Extraction (steam cleaning). Some cleaning systems are considered interim maintenance cleaning systems and others are regarded as restorative by the industry. Only Hot Water Extraction (steam cleaning) can employ a rinse step leave your carpets as residue free as possible.

Misconception #3 All a company needs to clean carpets correctly is the right equipment. This is incorrect. Many cleaning companies own professional carpet cleaning systems, but they don't teach their technicians the proper ways to use them. Make sure the cleaning company you choose has technicians who are trained by certified carpet instructors.

Misconception #4 You should hire the company that quotes you the lowest price. Usually not. Some carpet cleaning companies offer a low price to persuade you to call, but then add on services you thought were included in the price. It would be like a car dealer quoting you for a car and then telling you the steering wheel and windshield are extra.

Misconception #5 Carpet cleaners don't provide references. This is incorrect. Carpet cleaners provide customer references all the time. If the cleaner you're considering won't provide references, you know the cleaner:

1. Is new to the business and doesn't have references;
2. Is dishonest and doesn't have good references; or,
3. Does poor work and will never warrant a favorable recommendation.