

Client Memo

From: Dr. John Braun D.P.C.S. (Doctor of **Premium Cleaning Services**)

Date: Friday, 2:37 pm

“Why In The Heck Is a Cleaning Company Sending You A Prescription To Tell You About A Cleaner Home, Longer Lasting Floors, and Reduced Allergens?”

Dear Arlene,

You're probably asking yourself the above question. Quite frankly, I'd be asking myself the same question if I received this unusual package in the mail.

The Answer Is Simple!

You see, right now is very likely the very best time ever to call us out to your home for cleaning. I had to send you something very special to attract your attention in order to share my news.

Why Is Now The Best Time To Check Out Your Neighborhood Cleaning Service?

Unless you've been really fortunate to get past allergy season, you know allergy problems are on the rise...especially in children and elderly adults. And if you're like most of our clients, you really want your carpet, tile, and area rugs to last as long as possible. Plus, you want your floors to look as great as possible when guests come in your home.

That's where we come in...We specialize in giving you the most exhaustively thorough cleaning in the healthiest way possible. And as our special neighbor, we want to give you a \$25 gift certificate for your very first cleaning.

Calling Premium Carpet Care Right Now Can Have a Long Standing Effect on the Beauty and Health of Your Home... RIGHT NOW!

Think about these 3 questions:

1. What happens when stains sit in my carpet, rug, or upholstery? Are they removable?
2. Could the allergens in my home really be improved through cleaning?
3. How often to carpet and rug makers recommend professional cleaning?

People Just Like You Rave About Their Experiences

Vickie Horton of Gulf Coast Kid's House *"Great job. The guys were friendly and worked hard to finish the building efficiently."*

Robert Rockwell *"I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with. Thank you for your professionalism."*

Joanne Griffin of Med Tran School *"I have used several and some people are better than others. I think Premium is tops."*

Margo Fancher- Pensacola *"Your employees were prompt and efficient and displayed a sincere willingness to do a great job."*

Tony McClure- Pensacola *"Excellent customer service and always dependable. The carpet looks brand new and stains that I thought that always stay, are gone. I highly recommend John for any carpet cleaning."*

Here's what to do next.

Pick up the phone right now and call 474-1133. Tell us you've just received your "Special Neighbor" certificate and you'd like to book your first cleaning. If you need an in home quote or professional opinion on a particular cleaning issue, we can come out to your home for a FREE inspection (this normally costs \$25, but it's FREE since you're our neighbor).

SIMPLY GIVE US A CALL AND LISTEN TO WHAT I HAVE TO SAY ABOUT HOW WE CAN KEEP YOUR FLOORS BEAUTIFUL AND YOUR HOME HEALTHY. IF WE CAN'T HELP SOLVE YOUR PROBLEM, WE'LL TELL YOU HONESTLY.

And you'll get \$25 off your first service. But you must call NOW. Your \$25 certificate expires in 14 days.

What could be fairer than that? It's time to stop worrying about floors. Let your neighborhood cleaning company help you.

Sincerely,

John Braun

P.S. Don't put this off! We get this all the time. Clients bring us fine rugs or have us clean carpet with stains that were "meant" to be cleaned months ago. Sure, sometimes we're able to work miracles. But the longer you wait, the more your fabrics could have damage done. So call us now.

P.P.S. And if you act now you'll get \$25 off your first cleaning. Call us at **474-1133** today. We're in the office from 8:30am – 5:00 pm. If it's after hours, visit our website at www.CarpetCareTips.com and get an email estimate.