

For our neighbors in the 32514 zip code:

I've Set Aside
3 FREE GIFTS
Just for YOU!



John Braun, owner
Premium Carpet Care

Response required by September 30, 2008

Don't Miss Out!

Dear Neighbor:

Gas prices are higher than ever. Since you live in our neighborhood, I want to give you a special incentive to try our service. I'm tired of paying my technicians to drive all over the county for cleaning jobs. I'll do anything to earn your business because you are our neighbor.

It all started when I saw a competitor's van in our neighbor's driveway. Normally, this doesn't bother me, but this competitor was based out of Gulf Breeze. Why would any of our good neighbors use a company from another county? I know you would rather support a neighborhood company and be able to visit our actual shop where you can get unlimited FREE refills on spot remover.

So, the only answer I could come up with is PRICE. That yellow truck in my neighbor's driveway advertises 5 rooms of carpet cleaned for \$99. "How can I let them know we do a better job and service them more efficiently?" I said. Then, I considered lowering our prices. After crunching some numbers, here's what I figured out....

This is what other companies do to charge you cheap prices:

- No background checks and drug testing on employees in your home--*that's scary*
- The cheapest cleaning agents are purchased that can cause damage and rapid re-soiling
- No liability insurance so you will be liable for their mistakes
- No workman's compensation so their employees can **sue you** if they get hurt
- Drive old, dented, leaky vans that leak oil in your driveway
- Book more jobs in a day so no more than 45 minutes are spent cleaning your home
- Give employees a one-day training crash course and NO further technical training
- Hire technicians for \$8 an hour and hope they'll care enough to do a good job--*yeah, right!*

You think you're really getting a bargain, but think again. Many cleaning companies in Pensacola cut most or all the expenses listed above. Funny part is, their clients assume things like insurance are covered, but it's not. Any company that charges you a cheap price has to cut expenses. There is no way they can afford to do the job we do and charge a really cheap price.

We've been in business for 11 years and plan on keeping our loyal clients. I refuse to cut these expenses, no matter how high gas gets.

Besides, in this day and age, you really have to be careful who you bring in your home. Do you want a guy with a **felony record** cleaning in your bedroom? I know of several guys with felony records who work for other carpet cleaning companies in Pensacola. Some have tried applying with me, but I will NOT hire them.

Our clients already tried the cheap guys...

That's why they've come to us. They're tired of cleaning companies who show up late, look unprofessional, do a poor



This is Josh, our lead cleaning technician. He uses a special microscope to find pieces of dirt in this oriental rug.

job, and won't come back to fix their mistakes. After thinking it over for a moment, I concluded there was no way I could do this to my neighbors or my current clients. I've spent too much time and effort building a quality cleaning company to let it all go to waste.

So, "How can I prove our outstanding reputation, education, experience, and cleaning system is better than our competitors and well worth the cost?"

You Get the Best Offers of the Year: For two weeks only, I want to offer you three completely FREE gifts just for trying us out.

FREE Gift #1: Any spot up to 100 square feet cleaned absolutely FREE. It doesn't matter how dirty the area is, we'll clean it with our \$22,000 truck mounted cleaning system operated by technicians trained to remove the worst stains. (\$34 value)

FREE Gift #2: 50 square feet of hard floor cleaning. This includes, tile and grout, natural stone, or vinyl floor. Our expert cleaning systems will make your floors sparkling clean again. (\$33 value)

Why would I do this? First, I really want to show you how our service is better than our competitors. Second, our shop is close to your house. You're our neighbor, so we can save costs of driving time and fuel. Once you use us, we know you won't use any other company again, even if we charge a few dollars more.

Give us a try. Call **474-1133** today to set an appointment. This offer absolutely expires on October 24, 2008, as our busy season is right around the corner. Call now. Appointments fill up fast.

Sincerely,

John Braun
Premium Carpet Care, President



P.S. Here's **FREE Gift #3:** The first time we clean for you, you also get a FREE bottle of spot remover with lifetime FREE refills. Just stop by our shop on Olive Road any time you need more. Being that you are located in our neighborhood, we can service you better, give better discounts, and offer you more than our competitors.

P.P.S. These 3 FREE gifts may not be offered again this year. So, you must make your appointment before October 24, 2008. Call today and get 100 square feet of carpet cleaning AND 50 square feet of hard floor cleaning FREE.



We're at **1116 Olive Road (half way between Old Palafox and Davis)**. You may have seen our ads in the News Journal with "Sparkling Clean Tile and Grout" or "You'll get the cleanest carpet in Pensacola" We have a reputation for being the most thorough cleaning service in Pensacola. Several carpet and tile stores recommend us.

Yours FREE

Call us today at 474-1133

To see videos of our carpet, tile and grout, area rug cleaning, and hardwood floor maintenance systems, visit **www.CarpetCareTips.com**

Here are a Few Reviews From Our Thousands of Happy Clients...

“Papa Don” Schroeder of CNN Radio: “We have been using John Braun and his crew here at CNN Radio for over a year now, and that says it all. It took us years to find Premium Carpet Care. I hope our recommendation saves you a lot of time and aggravation.”

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 Griffith 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.”

Sharon Root (Pensacola): “You have a very professional staff-workers diligent and pleasant.”

Chalita Baehr (Downtown Pensacola): “All in all a very positive experience. The floors look like they did when they were newly installed.”

Bonnie Justice (Cantonment): “Very professional, personable, high emphasis on customer service, good business integrity. Thorough cleaning and reasonable price for such extensive service.”

Mike Murphy (Pensacola): “He did a much better job than I expected. Spent a lot of time working on stubborn stains.”

Royal Barnette (Pensacola): “I was very much impressed with your equipment, promptness and cleaning was superb.”

Joyce Baxter (Gulf Breeze): “My carpet is very clean and dried quickly.”

Eileen Crabtree (Pensacola): “Very helpful, conscientious, and responsible. We are very satisfied.”

Give us a try. You’ll love our service!!! Call 474-1133 right now.