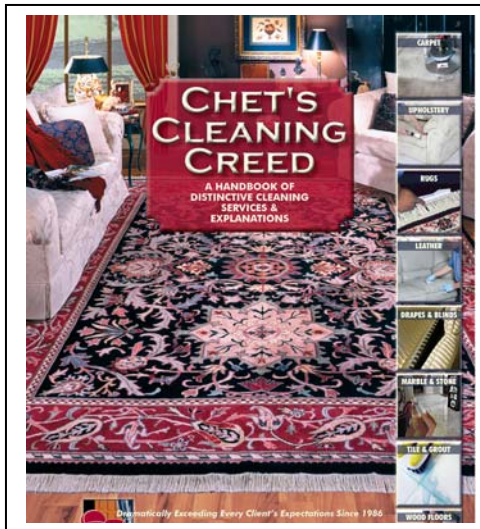


# Chet's Cleaning Inc.

April/May 08 Edition

## New Look Same Service



New brochure, New Website! After extensive research, multiple layouts, and several critiques from the boss, we finally got it right. (We Hope!) The goal was to be able to provide a resource to every client that would help educate them as to what we do and why. We also wanted to be able to provide a booklet that was unlike anything in our industry.

The title, “Chet’s Cleaning Creed”, was the first main decision that had to be decided upon. The word creed as defined by Webster’s dictionary is: a set of fundamental beliefs; *also*: a guiding principle. We thought that this best suited the booklet because it is Chet’s ideology that inspires the entire company to provide the world’s greatest cleaning experience our clients have ever had.

The color booklet will list all of the services that we provide which include marble and granite, hard surface polishing, wood resurfacing, leather repair and re-dye, oriental rug cleaning,

upholstery, draperies, silhouettes, luminettes, and of course carpet cleaning. In addition to that a spotting guide will be provided in the center of the booklet and will guide our clients to our new website for further help on spot removal. The website will allow our office staff to help describe the type of cleaning they can expect to receive from our company. It will also act as a resource for our clients to gain information about our products by providing links to manufacturers website. In addition to the above listed resources the website will allow our clients to see the other products that we provide for just general every day maintenance cleaning.

We are extremely excited about being able to provide these new tools for our clients to use. We would love for you to visit the new website and ask that you leave comments of things you might want to see in addition to what we have already provided, or things that you liked. As always our main concern is about

what you the client needs, wants, and desires. If there is anything that you would want to see us do in the future please feel free to let us know in the contact us section of the website. If you would like to receive this newsletter electronically please provide your name and email address in the comment section at the website.



## Spring Cleaning Coupon!!

This coupon is good for \$25 off any cleaning service we offer! For each additional cleaning service selected while in home, you will receive an additional \$15 off of your entire bill. Example: We are coming for carpet cleaning and you add on marble cleaning, and leather cleaning you will receive \$15 dollars off the total bill. Two additional services would be \$30 dollars off total bill.

\*Coupon not valid with any other discount offers

## Maintaining A Reputation!

Being a 100% referral company is something that we are most proud of here at Chet's. The people that refer us to their friends, family, and clients have come to expect nothing less than the best cleaning experience ever. They know that no matter what the concern may be that we will give an honest and professional recommendation. We have passed on jobs because we knew that we could not produce the results that the situation required. Our clients also know that we will do whatever it takes to make a client happy. This we have proved time and time again. Building a reputation is difficult. Even harder however, is trying to consistently maintain the reputation that has been built over twenty years.

-Next Newsletter we focus on **Education & Equipment!**-

The following six guiding principles help Chet's determine the appropriateness of our decisions:

1. **GUARANTEE**- Our goal is that every client be a 100% delighted with the cleaning experience that they have with Chet's Cleaning. So much so that they would go out of their way to refer us to their family and friends
2. **REPUTATION**- Our reputation and consistent uncompromising quality produce the most loyal clientele, giving us unmatched security. To be viewed in the industry as the service leader. For our referral network to view us as their cleaning consultants.
3. **EDUCATION & EQUIPMENT**- Allow us to provide the best results through technical training and providing our technicians with the most efficient and effective cleaning tools on the market.
4. **EXPERIENCE**- Established in 1986, we are able to utilize the knowledge that we have gained over the last two decades to provide our clients with the ability to properly maintain the investments they have made in their homes and provide a healthier environment for their families.
5. **SYSTEMS**- Chet's Cleaning has realized that the only way to offer consistent cleaning results is to have guidelines, programs, and accountability for both in place. This ensures every client will receive the best results possible, regardless of cleaning situations or the technician performing the work.
6. **EMPLOYEES**- Offering premium wages, providing thorough training and a positive work environment will ensure longevity and loyalty towards our company.

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 CASH or FREE CLEANING. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 110% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!**

### Re-Dyeing Leather

A lot of clients own leather furniture. Unfortunately the directions of how and why you should maintain your leather furniture are very difficult to find. It is for this reason that leather sometimes needs to be re-dyed.

All leather can be re-dyed the only concern when re-dying the leather is has it been maintained properly. Just washing leather is not enough. Just like your own skin once you wash yourself you must use lotion to keep your skin soft which will prevent drying and cracking.

The other common situation that we run into is repair of head oils in leather as shown on the right. Research has shown that head oil actually if not cleaned becomes rancid and in turn will rot the leather if not properly taken care of.

If you have any questions about how to maintain your leather or want a free inspection for dyeing, call us at 1-800-404-0017.



### Chet's Corner

He'll answer all your cleaning questions!

Below are answers to your cleaning questions. If you have any questions you may send them to [chet@chetscleaning.com](mailto:chet@chetscleaning.com). The answers will be posted not only in the following month's newsletter but also on our website.

The first question comes from Judy W. in Grosse Pointe, MI "I notice that you polish marble. What should I be using to clean and maintain my marble?"

The number one thing that you should be doing is insuring that the cleaning solution that you are using is not acidic. We do sell a neutral rinse here at Chet's. We can also supply this cleaning solution at the time that we do the polishing as well.

The second question comes from Rita S in Novi, MI "In case of an food spill what can I do help prevent permanent damage to my carpet?"

Don't panic! The first and best thing is to grab a spoon and scoop the excess amount of spill onto spoon. Then take spot out and apply to spill. With a cotton towel apply direct pressure to spot for at least a minute. Repeat until you no longer get any transfer onto the white towel. If the spot remains without any transfer onto white towel call Chet's to come out and access the spot.

# Pumpkin Cake

## INGREDIENTS

- 1 1/2 cups vegetable oil
  - 2 cups white sugar
  - 4 eggs
  - 3 cups all-purpose flour
  - 2 teaspoons baking soda
  - 2 teaspoons baking powder
  - 3 teaspoons ground cinnamon
  - 1 teaspoon salt
  - 2 cups solid pack pumpkin puree
  - 1/2 cup chopped walnuts
- DIRECTIONS**

1. Preheat oven to 375 degrees F (190 degrees C). Grease and flour a 10 inch tube pan. Sift together flour, soda, baking powder, cinnamon and salt. Set aside.
2. In a large bowl, combine oil and sugar. Add eggs one at a time and mix well. Add the flour mixture and beat until smooth. Add nuts and pumpkin and blend until smooth. Pour batter into greased 10 inch tube pan.
3. Bake at 375 degrees F (190 degrees C) for 1 hour or until a toothpick inserted into the center of cake comes out clean. Cool in pan for 10 minutes, then turn out onto a wire rack and finish cooling. Dust with confectioners sugar before serving.



## Credentials, Associations, and References



DOMESTIC ESTATE MANAGERS ASSOCIATION



International Facility Management Association

**Greater  
Detroit  
Workroom  
Association**

I thought Chet's was the best but after Jerrelle and Dale I know Chet's is the best!

**William K  
Birmingham**

Fabulous! My carpet looks brand new!

Robbie was extremely helpful & professional went above & beyond

**Linda L.  
Beverly Hills**

**OUR MISSION: To dramatically exceed every client's expectations, consistently!**

**Call 800-404-0017 Today!**

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**Your Company Name  
Your Company Address  
Your City, State, Zip  
Your Phone Number**