

Chet's Cleaning Inc.

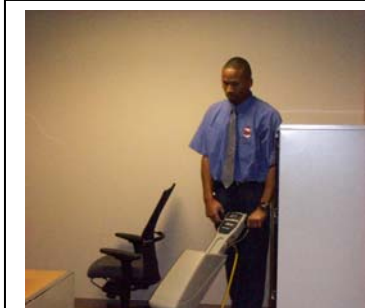
Nov-Dec '07 Edition

Chet's Cleaning, Giving back to the community for

Thanksgiving!



Marketing Director Mike Wright getting is hands dirty(Literally!)



Lead Technician Tommie Otis working away cleaning office cubicles



General Manager Matt Haack showing off his vacuuming skills

The past year has brought great things for Chet's Cleaning. Our business has grown, as well as our client base. With that growth however, comes bigger and greater responsibility to the community that is helping our business grow. This November, Chet's Cleaning will begin donating our cleaning services to an organization called Forgotten Harvest. As the nation's third largest food rescue organization in the country, Forgotten Harvest currently maintains a budget where 95 percent of every dollar raised goes directly towards program costs. To that end, the organization is committed to ensuring that its administrative costs remain very low.

What does Forgotten Harvest do?

Forgotten Harvest was formed in 1990 to fight two problems: **hunger and waste**. The food rescue organization – the only in metro Detroit currently rescues over **8.5 million pounds** of food per year by collecting surplus prepared and perishable food from a variety of sources which; includes grocery stores, fruit and vegetable markets, restaurants, caterers, dairies, farmers, wholesale food distributors, and other Health Department-approved sources. This donated food, which would otherwise go to waste, is delivered **absolutely free of charge** to **more than 135 emergency food providers** in the metro Detroit area. The individuals and families served are as diverse as the community's residents – young and old, from all races and faiths. The common bond uniting them with each other and with Forgotten Harvest is hunger.

In addition to donating services to Forgotten Harvest, we also have given away free cleaning services to M.O.M (Mother's Of Multiples) and The Jacob Michael Davis Foundation.

The mission of MOM is to promote the special aspects of child development which relate specifically to multiple birth children.

The Mission of The Jacob Michael Davis Foundation is to ease burdens brought by childhood cancer. It directly impacts cancer patients first, but also aids parents, siblings, extended families, caregivers, and even entire communities. These burdens may be physical, emotional, psychological, financial or organizational. No one can predict whether a family will celebrate the joy of a cure, or the searing pain of a loss.

Toys For Tots Coupon!!

This Coupon is valid for a \$25 discount on any of our cleaning services for any toy given to our technician at the time of service before December 25th.

Help Chet's Cleaning Make A Difference This Holiday Season!

For every additional service added at time of cleaning, you will receive \$15 off of your entire bill. Example: We are coming for carpet cleaning and you add on marble 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

Standing Behind A Guarantee?

In the last newsletter we began explaining the Mission of Chet's Cleaning. Our goal, "To Dramatically Exceed Every Customers Expectation Consistently!" sets the very highest level of excellence for not only our technicians, but also our Drapery and Rug Departments as well as our entire office staff. When making any type of decision, we look to our six - point marketing messages, to guide us in the right direction. Our guarantee is that every client be a 100% delighted with the cleaning experience they have had with Chet's Cleaning, so much so that they will go out of their way to refer us to their family and friends. We stand behind every job we do from carpet cleaning all the way down the list of services to marble polishing. The reason that we have this guarantee is quite simple. We care and appreciate our clients more then any other business in the country. If we make a mistake and an accident happens, not only do we make it right with the client, but we learn from it and change our systems so that we can prevent it from happening again. This guarantee supports the standard business rule of the two and twenty affect. Simply a happy client will tell two of their friends about us, while a dissatisfied client will tell twenty of their friends and family. So the question that we leave you with is, Did we dramatically exceed your expectations last time we cleaned for you?

-Next Newsletter we focus on **Reputation!**-

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!

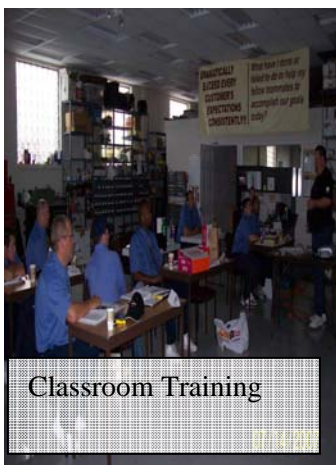
For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward CASH or FREE CLEANING. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 110% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!

Mastering Marble !!

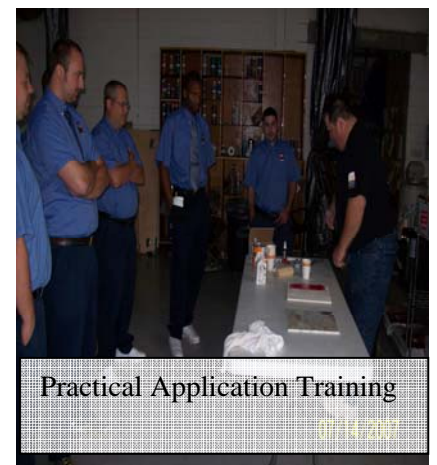
Chet's Cleaning is now cleaning and polishing marble and granite. We recently were certified by the Marble Institute of America in hard surface polishing and restoration. The class was two days long, one day of in-class training and one day of hands on training. Tom McNall, a Marble Institute of America trainer, came from Canada to do the training.

This new service should allow us to provide a service for every one of our clients cleaning needs. We are extremely excited about the additional service and look forward to showing you the end results.

For a free inspection for the month of November please contact us at 1-800-404-0017.



Classroom Training



Practical Application Training



Before picture of Marble. Notice blemish in center of tile.



After picture of Marble! Looks Great!

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. 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 & best thing is to use a spoon & scoop the excess amount of spill onto spoon. Next, take your bottle of Chet's Spot Out & follow directions on bottle. With a cotton towel, apply direct pressure to spot for at least one minute. Repeat until you no longer get any transfer onto the white towel. If the spot remains without any further transfer onto towel, call Chet's to come out and assess 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



**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**