

Carpet Cleaning Kensington 4 U, In an Effort to Educate Consumers, Produces Free Tutorial Offering Guidance About How to Select

John S. King December 14, 2012



Peter Thomas, owner of Carpet Cleaning Kensington 4 U, feels that consumers may need some insight into how best to go about choosing a professional carpet cleaner, so he assembled a tutorial full of information and points to consider prior to and during the selection process.

With more than 20 years of service, Carpet Cleaning Kensington 4 U continues to win the day when called to conduct hot water extraction carpet and area rug cleaning and ridding upholstery of grit and accumulated grim. A market leader for more than two decades, [Carpet Cleaning Kensington 4 U](#) has dedicated itself to educating consumers about carpet cleaning techniques and carpet care. In line with this business approach, the company recently posted an educational tutorial recording that provides guidance about the most common carpet cleaning misconceptions and the prevalent issues consumers face when hiring a company to clean their carpets.

Through the educational tutorial, Carpet Cleaning Kensington 4 U provides guidance and insight for consumers to consider before they hire a carpet cleaning contractor and during the actual process. For example, there are several things to consider when making the decision to hire a qualified carpet cleaning company, said Carpet Cleaning Kensington 4 U owner, Peter Thomas.

“Consumers need to ask themselves, and their potential carpet cleaning contractor, several questions prior to hiring a company,” Peter said. “All carpet cleaning companies are not the same, though, and every one of them will portray themselves to have the most experience, the best prices and will promise to take the most thorough approach to cleaning your carpets.”

Among the variety of things to consider when hiring a carpet cleaner is if they are certified by the Institute of Inspection Cleaning and Restoration Certification (IICRC), as is Carpet Cleaning Kensington 4 U.

Additionally, consumers should ask several of the following questions to ensure they hire a company committed to performing high-quality workmanship and customer satisfaction:

- What procedure do they recommend?
- Is the carpet groomed following cleaning?
- How is their pricing model established?
- Will they pay more for labor to move furniture or is this included in the price?
- Is their work guaranteed?

In addition to these considerations, Peter also addresses several misconceptions people have about the carpet cleaning process.

For example:

- It is okay to wait as long as possible for carpets to be cleaned
- The only reason to clean carpet is to get the dirt out
- One method of carpet cleaning is as good as another
- Dry cleaning is the same as hot water extraction (or steam cleaning)
- Having the right equipment means one is qualified to use it
- The lowest price is always the right price

- A rented carpet cleaner cleans carpets just as thoroughly as a professional carpet cleaning company

“The decision to hire a professional carpet cleaning company bear more weight and carries more consequences than many people consider,” said Peter. “We’re simply trying to educate the community and our customers about the reasons for and the necessity of regular cleaning and maintenance.”

Carpet Cleaning Kensington 4 U specializes in both commercial and residential treatment, and is certified in Commercial CPT Maintenance by the IICRC, and serves all of Kensington, London, Poplar, Cambridge, Brighton, Hampstead, Islington, Barons Court, Fulham, Kings Road, Chelsea Harbour, Sloane Street, Kensington Gardens, Holland Park, Chelsea Harbour and Shepherds Bush.

The company is committed to providing the highest quality customer service, and educating consumers about how to avoid be taken advantage of, said Peter, which is the reason he assembled the educational tutorial recording.

For more information about Carpet Cleaning Kensington 4 U, visit www.carpetcleaningkensington4u.com. To listen to the educational tutorial, visit <http://soundcloud.com/carpetcleaningkensington/carpet-cleaning-kensington>.

About Carpet Cleaning Kensington 4 U

Carpet Cleaning Kensington 4 U has been providing a high standard of [carpet cleaning](#) for more than 20 years and are one of the most sought out cleaning companies in the Kensington area. The company is certified in Commercial CPT Maintenance by the IICRC, and serves all of Kensington, London, Poplar, Cambridge, Brighton, Barons Court, Fulham, Kings Road, Chelsea Harbour, Sloane Street, Kensington Gardens, Holland Park, Chelsea Harbour and Shepherds Bush. The company specialises in carpet cleaning, rug cleaning including upholstery and Stain guard.