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### **\$100.00 Introductory Offer for You**

B/P Carpet Cleaning, premium carpet & upholstery care specialists has been delighting clients of the Tri-State area Realtors, Interior Designers and Carpet Retailers since 1988. Bobby Anderson, the owner/operator of B/P Carpet Cleaning would like to extend an offer to you and your clients. *B/P Carpet Cleaning understands that referrals you give reflect on you.* Therefore, we are offering you a **\$100.00** introductory offer at your residence. A minimum charge will apply, however any service over the minimum will be discounted up to **\$100.00**. We are confident that once you experience the B/P Carpet Cleaning advantage, you will take us up on the offer to provide your clients with a discount on B/P Carpet Cleaning services.

### **Carpet Cleaning Discounts for You & Your Clients**

We will provide you with three **\$50.00** introductory offer cards via mail or our website. Each card represents a **\$50.00** gift to your clients from you. Simply sign the introductory offer card, give it to your client, and when the client redeems the card B/P Carpet Cleaning will record that you made the referral. You will then receive a Referral Certificate worth 10% of the amount your client paid us for our services. You can redeem the certificate to reduce the cost of a cleaning job of your own, or pass it on to another client to use along with a **\$50.00** introductory card for an even greater discount. Please remember that the introductory offer cards are specifically meant for clients who have not used the services of B/P Carpet Cleaning in the past.

### **Additional Benefits**

We can also give you answers to questions your clients frequently ask relating to carpet problems and cleaning. Such as:

- What are those ugly black lines around my baseboards and under doorways?
- What can be done about the pet stains in my carpet?
- Do I need to replace my carpet or can it be stretched and cleaned well enough to sell or look and feel nice for me to enjoy a few more years?

Answers to these questions can be found on B/P Carpet Cleaning's **Frequently Asked Questions**. There are also downloadable versions of these answers on the Realtor Program section of our web site. That link can be found at the bottom left of every page next to Understanding Urine Damage and the PDF files are on the bottom right side of Realtor Program link.

### **Why Use B/P Carpet & Upholstery Cleaning, Inc?**

B/P Carpet Cleaning's 12-step process is very thorough and the results are amazing. We stay current with manufacturers' recommendations through the IICRC (Institute of Inspection Cleaning and Restoration Certification). The IICRC is the only certification & education program that manufacturers recognize for carpet and upholstery cleaners. We are a local service provider for Stainmaster Warranty cleaning, an Authorized Mohawk Floorcare for Life service provider, a member of the Better Business Bureau . For more information on our Reputation, Experience, Education, Systems, Guarantee and 12-step cleaning process, check out the rest of our site. By taking advantage of this offer you will experience the many things that set B/P Carpet Cleaning apart from our competition.

\* Program Restrictions: Offer good for first time clients of B/P Carpet Cleaning. You must be a Realtor. This letter must be presented and can only be used once. Repeat clients are encouraged to use Referral Certificates to receive discounts on B/P Carpet Cleaning services.

*Our Mission: To Provide the Most Outstanding Service Experience Ever!*