

Chet's Cleaning Inc.

July/August 07 Edition

“Dedication to Education”



Senor Mike and Matt with Paul Riemer from Riemer Floors during our Cinco De Mayo Luncheon



Mike & Linda teaching fabric care & the dry-cleaning process to the Greater Workroom of Detroit Association.



Chet, Mike, and Jason cooking breakfast for our staff. One of our company mottos, anything we do, we practice, practice, practice!!

During the past several months we have taken a new approach to educating our referral associates and sharing the same knowledge our clients have grown accustomed to receiving in their homes while we clean. We began hosting lunch and breakfast consultations for our referral associates which allow us to educate them about our referral program and assist them to provide the same customer service that we deliver on a consistent basis. With over twenty years of experience we've witnessed what our referral associates products look like after they have been in our clients homes for several years; enduring children, pets, and sun damage. We use these presentations to help our referral store owners and employees ask the proper questions of our clients regarding how the goods will be used and determining the environment the product will be subjected to. As a result we hope to ensure that you, the customer, receive the best customer service and longest lasting enjoyment of the goods in your home or business.

Since February, Chet's has made use of dozens of eggs, loaves of bread, and pounds of bacon and sausage to educate our referral associates to better serve our customers. We have cooked for companies including: **Ethan Allen** (Lakeside), **Drexel Heritage**, **Calico Corners** (St. Clair Shores and Bloomfield), **Renewal by Anderson** (Livonia), **Baker, Knapp, & Tubbs/ Rozmallin**(MDC), **RJ Thomas**(MDC), **Thybonny**(MDC), **World of Floors**(Rochester) to name a few. In addition, we hosted a luncheon seminar for over a hundred of metro Detroit's leading textile companies at which Gerry Weinberg appeared as the guest speaker. We have recently added "College Professor" to our repertoire by leading seminars aimed at educating design students at various colleges and universities.

These programs are examples of Chet's commitment to providing excellent customer service to the residents of southeastern Michigan and our dedication to educating the companies providing the goods we service. **In the most unpredictable economic environment in years Chet's Cleaning realizes that the power in sustaining and increasing business comes from YOU, our loyal repeat customers.** Without your continued support, none of these programs would be possible, so we extend a warm and heartfelt thank you to our clients and our referral associates!

Free Car Wash Coupon!!

With any service performed by Chet's throughout June and July we will give you a free car wash coupon for "The Works" valid at any Mr.C's Car Wash.

A Twenty Dollar Value (valid only July & August 2007) not valid with any other discounts

This coupon is also good for \$5.00 off of a full service car wash even without purchasing services rendered by Chet's Cleaning

This coupon will pertain to all of our cleaning services which include Carpet, Window Treatments, Oriental Rugs, Leather, Upholstery, Tile & Grout, and Marble & Granite.

How Much Would You Pay for Quality Cleaning Services?

For over twenty years, Chet's has strived to "Dramatically Exceed Every Client's Expectations, Consistently." Chet's wants to provide our loyal clients with the best service experience ever and help protect the investments they have made in their home. The most often asked question to Chet's Cleaning is, "Why are you so expensive?!" Simply, **WE REFUSE TO FORCE OUR CLIENTS TO LOWER THEIR STANDARDS OF QUALITY TO WHAT OTHERS IN OUR INDUSTRY VIEW AS ACCEPTABLE CLEANING PRACTICES!!!** Since we run our business based upon the six core values below we have decided to dedicate an explanation about each one of these areas in newsletters to follow. The standards that are taught during these certifications must be followed in order to provide the most thorough cleaning available. While the IICRC is the governing body of our industry, they are unable to effectively enforce all of the guidelines that proper cleaning requires. The responsibility of following these guidelines falls directly back onto the shoulders of owners and employees of cleaning companies across the country. During the past two decades, Chet's has built a reputation for quality, not only by following these guidelines, but also by adding steps that will provide the most thorough, yet safest experience possible.

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.

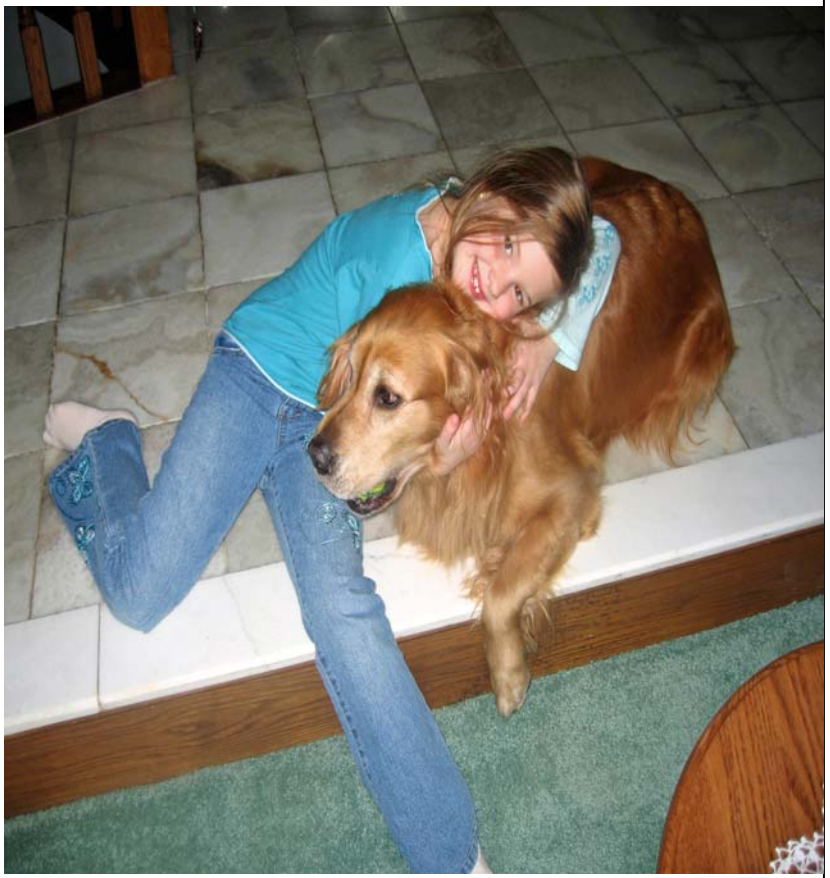
GET **FREE CASH**
OR **FREE CLEANING**

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!

Kids & Pets Gone Wild!!!

Chet's Cleaning would like to give our clients a chance to share some of their most treasured moments with their kids and pets. Each newsletter, we will pick the cutest picture that involves the particular newsletter's theme. Last month's newsletter theme was Kids & Pets Gone Wild for Easter!! Gwynneth and Golden Retriever Jossie waiting patiently for the Easter Bunny. Thanks for the picture! I'm sure the **free spotting kit** will keep Jossie out of the dog house all summer. Next month's winner will receive our "Spotting Solutions Kit" \$75.00 value. The theme is **Summer Time!** Photos can be mailed to 26051 Dequindre Rd, Madison Heights, MI 48071 or E-mail to matt@chetscleaning.com
All pictures must be submitted by 07-25-07.



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 Denise H. in Birmingham, MI "Your brochure says you are allergy specialists- What does that mean?"

First our cleaning systems remove more allergens than any other cleaning system in the market. Our technicians are highly trained and educated in these procedures. The solutions we use are natural and Anti Allergy specific, which means they remove more allergens and soil than normal cleaning solutions without toxins or anything harmful to us, our pets or the environment. We have an anti allergy treatment that denatures the most common allergy dust mite feces, naturally and safely, without using any toxins. Wouldn't it be nice to do away with prescriptions or injections because your environment is cleaner and has been treated properly?

The second question comes from Jackie J in Rochester, MI "How often should I vacuum?"

Ideally proper vacuuming is done once per week, for each person or pet in you home. For example, if you have a spouse and two children and one pet, you should vacuum five times per week. One of these times should be thoroughly; the others need to be done at entries or areas where soil can be spread from, such as foyers or dining rooms.

Apple Cider Marinated Pork Spare Ribs



1 rack pork spare ribs
Salt
Essence, recipe follows
4 cups apple cider
1 cup light brown sugar
2 tablespoons butter
1 cup thinly sliced onions
2 cups Granny Smith apples with peel
Freshly ground black pepper
1/2 cup chicken broth
1/2 cup beef broth
2 tablespoons cold butter
Chopped green onions, for garnish



-Season both sides of the ribs with salt and Essence. Place the ribs in a large glass rectangle baking dish. Pour 3 cups of the cider over the ribs, cover with plastic wrap, and refrigerate for 24 hours.

-Preheat the oven to 350 degrees F.

-Remove ribs from the refrigerator and discard the marinade. Sprinkle the brown sugar over the flesh side of the ribs. Wrap tightly in plastic wrap and then wrap in aluminum foil. Place in the oven and cook for 3 to 4 hours. Remove from the oven and cool completely.

-Preheat the grill.

-Place the ribs on the grill, flesh side down, and cook for 6 to 8 minutes, turning the ribs every 2 minutes, or until the ribs are nicely marked.

-In a saucepan, over medium heat, melt the butter. Add the onions and apples.

-Season with salt and pepper. Sauté for 2 minutes.

-Add the remaining 1 cup of cider and the chicken and beef broth. Bring to a simmer and continue to cook until the mixture reduces by half, about 8 to 10 minutes. Whisk in the cold butter. Garnish with green onions and serve ribs with the apple slaw on the side.

Credentials, Associations, and References



INDUSTRY
PARTNER

“Can't thank you enough for the presentation last night. The students enjoyed and learned from your experience in running a successful management and marketing team.

Your enthusiasm is contagious and made us all want to work for Chet's Cleaning! Your time and effort in the preparation, as well as the evening away from home is very much appreciated. I will definitely take you up on a tour of Chet's when I teach "Workroom Practices".

Dawn Tennant, Baker Professor

“Jason should be applauded for his mannerism & promptness and was overly concerned as to whether we were happy with his performance & service!”

Charlene P, Bloomfield Hills

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

Call 800-404-0017 Today!

Inside:

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**Free Spotting Kit- Kids and
Pets Gone Wild**

Cost of Quality Service

Dedication To Education

**Apple Cider Marinated Pork
Spare Ribs**

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

