
The Ultimate Consumer Guide to Carpet & Upholstery Cleaning



CARPET & UPHOLSTERY
CLEANING

Welcome



Hi, we're Gary & Beth from The Wright Clean.

If you're thinking about getting your carpets or upholstery cleaned, you've probably noticed how hard it is to know who to trust. Some companies advertise rock-bottom prices, others push confusing packages, and many don't explain their process at all.

This guide was created to give you honest, practical advice so you can make the best choice for your home — whether you choose us or not. By the end, you'll know how to:

- Avoid the biggest mistakes people make when hiring a cleaner
- Understand the different cleaning methods (and which ones to avoid)
- Keep your carpets cleaner for longer
- Ask the right questions so you feel confident about who you let into your home




Why Clean Carpets Regularly?

WHY CLEAN CARPETS MATTER

Your carpets, rugs, and upholstery act like a giant air filter in your home. They trap dirt, dust, and allergens, helping keep the air fresher. But just like any filter, they get “full” over time. When that happens, every step or seat can release hidden particles back into the air.

01

 Industry experts recommend cleaning every 6–18 months depending on family size, pets, allergies, and lifestyle.

02

BENEFITS OF REGULAR CLEANING

- Healthier air (removes pollen, bacteria, pet dander, dust mites)
- Longer carpet life (grit and soil act like sandpaper on fibres)
- A fresher, cleaner-smelling home
- Safe spaces for children and pets to play

The 5 Biggest Mistakes People Make When Choosing a Cleaner

1

CHOOSING ON PRICE ALONE

Low prices often mean hidden upsells, cheap chemicals, or rushed jobs.

2

ASSUMING GOOD EQUIPMENT = GOOD RESULTS

Training and experience matter far more than the latest machine.

3

NOT CHECKING REVIEWS OR REFERRALS

A trustworthy cleaner will be proud to show client testimonials.

4

NOT ASKING ABOUT A GUARANTEE

Every cleaner should back their work. If you're not happy, you shouldn't have to pay.

5

NOT CHECKING HOW PRICING WORKS

Some companies use vague quotes or hidden add-ons. At The Wright Clean, we operate with **fixed upfront pricing** — so you know the full cost before we begin, with no surprises.

Carpet Cleaning Myths Busted



You should wait as long as possible before cleaning.

FALSE. Dirt acts like sandpaper and cuts carpet fibres. The longer you wait, the faster your carpet wears out.

Cleaning just removes dirt

No — it also removes allergens, bacteria, smoke residue, and pollutants that affect your health.

All methods are the same.

Not true. Some leave behind sticky residues, some over-wet carpets, and some (like DIY machines) can even cause permanent damage.

Professional cleaning strips oils from your carpet.

Only if cheap, harsh detergents are used. Professional methods protect fibres and are safe for kids and pets.

Carpet Cleaning Methods Explained



Method	Pros	Con
DIY Machines	Cheap, easy to hire	Weak suction, over-wetting, residue left behind, carpets resoil quickly
Hot Water Extraction (Steam)	Deep clean, widely available	Risk of over-wetting, long dry times, mould/mildew if poorly done
Circular Dry Foam	Fast drying (1–2 hrs), 92% soil removal, safe for kids/pets, no sticky residue	Not suitable for flooding or heavily soaked carpets

✦ The Wright Clean uses the Circular Dry Foam system, proven in consumer tests to clean thoroughly, leave no residue, and dry quickly.

4 Steps to Choosing the Right Cleaner

1

Commit to regular cleaning

- Waiting too long shortens carpet life and impacts health.
-

2

List your priorities

- Is health most important? Appearance? Longevity? Value for money?
-

3

Ask smart questions

- What method do you use?
 - Do you guarantee your work?
 - What training/certifications do you have?
 - What products do you use (are they child/pet safe)?
 - Can I read testimonials from recent clients?
-

4

Understand the pricing model

- Be clear on whether the company charges fixed prices, packages, or variable rates. At The Wright Clean, our fixed pricing means you know exactly what you'll pay before we begin — no hidden costs or unexpected upsells.

About The Wright Clean



At The Wright Clean, we've built our reputation on three things:

- Honest, upfront fixed pricing (no hidden costs)
- Safe, family- and pet-friendly cleaning methods
- A 100% satisfaction guarantee

We're proud to serve our community with carpet, rug, and upholstery cleaning that's not just about appearances — it's about healthier homes.

Ready for a Fresh, Healthy Home?



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