

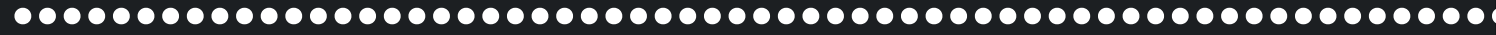
Geyen Group South

Appearance Management® defined



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WHY I WROTE THIS BOOK

Commercial Carpet Cleaning is not just important for a few of us working in the cleaning industry.

The importance of maintaining a clean and healthy living [environment is everyone's responsibility.](#)

With that understanding I set out to write this book about commercial carpet cleaning.

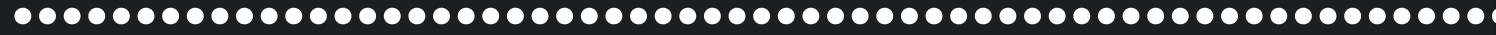
Yes, I own a commercial carpet cleaning business, which makes me zero in on this type of cleaning much more than anyone else and since many people spend the majority of their working day in an office with carpet, [clean carpet is in their best interest and their on-going good health.](#)

So, I wrote the book to point out the importance of clean commercial carpet.

And to explain the widely respected and manufacturers required carpet cleaning systems and methods that are commonly used for this type of cleaning.

Marleen Geyen





WHAT WE DO

Geyen Group South cleans commercial carpet in professional buildings such as:

- ✓ Corporate Headquarters
- ✓ Banks and Credit Unions
- ✓ Call Centers
- ✓ Hotels
- ✓ Conference and Event Centers
- ✓ Art Center and Theaters
- ✓ Professional Office Buildings
- ✓ Senior Care Facilities
- ✓ Government Facilities
 - Local
 - State
 - Federal

We go in and do this service at night and/or on weekends.

Our clients are in their offices during the day, so most of the time evenings and weekends are more accessible for our technicians to do the cleaning. Except Call Centers.

We clean according to [manufacturer's warranty and recommendations.](#)

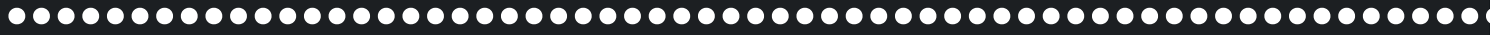
Our clients schedule their carpet cleaning on a regular basis.

- ✓ Weekly
- ✓ Monthly
- ✓ Bi-Monthly
- ✓ Quarterly
- ✓ Semi-Annually
- ✓ Annually

Depending on foot traffic and time of year, schedules change when need changes.

We work with the facility, building, office or HR manager to create the best service that fits within budget and time constraints of the company.





HOW WE DO IT

METHOD

AND SYSTEM AND SOLUTION

Geyen Group South incorporates a number of cleaning systems to reach the best appearance and outcome for the carpet in any office.

One size does not fit all here. There are a number of variables:

- ① Age of carpet
- ② Type of carpet
- ③ Location of carpet
- ④ Frequency of past cleaning
- ⑤ Manufacturers recommendation
- ⑥ Expectation of client

The most familiar methods and systems are:

- ① Hot water extraction for restorative cleaning
- ② Low moisture for interim cleaning
- ③ Dry cleaning for lightly soiled carpet raised flooring, heavy humid areas.

These are the basic methods, [there are variations](#) of each.

We at Geyen Group South work with each system and vary when needed. Sometimes we interchange systems within the same facility, it all depends on the condition of the carpet and the expectations of the client. Solution or Chemistry is vitally important when working with any method or system. We have developed a safe solution that we use regularly in all our commercial accounts.



**WHY WE
DO IT**



AIR QUALITY

EXTENDS CARPET LIFE

APPEARANCE

Commercial carpet cleaning on a regular basis restores appearance, extends the life cycle of the carpet and most important, makes people feel better.

[Appearance is paramount](#) to employees, visitors and clients that visit the facility – pride in ownership applies here.

Depending on how long the carpet is expected to last before replacing and buying new, frequently scheduled cleaning will extend the life of the carpet. Thus saving dollars on carpet replacement and saving dollars on moving office staff while carpet is being pulled and new installed.

It has been proven that people feel better when the carpet is clean and the appearance is bright, beautiful and spot free.

Plus, it's healthier to have clean carpet where many people are settled and working.

[Air quality is improved substantially after carpet cleaning.](#) This is true for carpet in homes as well.

BUSINESS AS A VEHICLE

Personalized. Scheduled.
Just like you expect it.



Anyone can rent a simple carpet cleaning machine at Home Depot. Then proceed to clean their office carpet on a regular basis.

The results may be less than attractive, but it can be done.

Or a couple guys can use their truck, buy a few used carpet cleaning machines and solicit door to door for a chance to clean office carpet.

These two options are selected by a number of businesses in how they have their office carpet cleaning carried out.

We have ventured into a different way to clean carpet, by hiring and teaching technicians in the cleaning systems recommended by carpet manufacturers.

Added to this training is [our certification program](#), designed to educate and certify our technicians after they pass rigorous tests that confirm their understanding of systems, methods, chemistry and fiber.

By growing Geyen Group South Inc into a sizeable commercial carpet cleaning business, we have created not one technician, but a staff of many technicians' opportunities to advance and improve their social and financial well-being.

**BUSINESS IS
PERSONAL**

Personalized. Scheduled.
Just like you expect it.



AT GEYEN GROUP SOUTH WE TREAT BUSINESS AS PERSONAL.

What I mean by that is that we take care in our interactions with our clients, vendors and our technicians, operations manager, office administrator and sales manager.

Work is personal. Our positions are personal. Our interactions with others affects all of us.

That being said, when someone mentions “its just business” we take offense because we absolutely know that the truth is business IS people.

We wear Geyen Group South on our work shirts and drive vans that say Geyen Group South on the exteriors. We ARE our business and are proud of our name and what it and we stand for.

BACK TO THE BASICS



We contract with an experienced instructor to come in to our office/warehouse location and [train to the IICRC Standards](#).

This is a rigorous 12-16 hour classroom hands on training.

Consisting of knowledge in fiber, systems, equipment, methods, solutions, chemistry, spotting, and stains.

Monthly training classes are held and are mandatory. During these sessions we review and discuss new information on:

- ✓ Safety
- ✓ Driving Company Vehicles
- ✓ Texting and Phone Calls
- ✓ Equipment Repair
- ✓ Equipment Maintenance
- ✓ Equipment Usage
- ✓ Client Interaction
- ✓ Technician Interaction
- ✓ Security
- ✓ Security Guards
- ✓ Cleaning Systems
- ✓ Cleaning Chemistry and Solutions
- ✓ Spot and Stain Removal Procedures

Whenever possible we invite specialists in these fields to present the training material.

**A HUGE AND
GROWING
DEMAND**

Personalized. Scheduled.
Just like you expect it.



Carpet and more Carpet is being installed in office buildings everywhere.
The sound inhibiting and air quality filter of carpet is unsurpassed.

All this means is that, companies such as Geyen Group South, will be contracted
to clean this carpet and be sure it has the appearance that makes the client proud.

APPEARANCE IS WHERE IT STARTS CLEANLINESS COMES NEXT

Air Quality is there, but since it is not seen, AQ is not always addressed and
respected as it should be.



THE AUTHOR

Personalized. Scheduled.
Just like you expect it.



Marleen Geyen is the owner of Geyen Group South Inc, a commercial carpet cleaning company located in Tampa, Florida. Marleen believes ownership brings with it the responsibility to advance the economic lives of the people who work with her. When she isn't working, you can find her with her nose in a book at a coffee shop.

