



# Nature's Quick-Dry

Start Your Own  
Carpet Cleaning Business  
Today

## HOW TO START AND SUCCEED IN A CARPET CLEANING AND FLOOR SERVICES BUSINESS THAT IS RELEVANT TO THE 21st CENTURY

Let Me Introduce Myself

Welcome to Nature's Quick-Dry Carpet Care. I'm Mark Dullea, originator of this innovative cleaning system and unique floor services business model. In 1990 I started a unique type of carpet cleaning and floor services company in the Boston area. Surprisingly, I had no background in this field, which is what I think enabled me to take a fresh look at this industry, rather than just try to go and do what everyone else in the business was doing. I had worked for 20+ years in city government, as an urban planner. But I guess I grew tired of participating in endless meetings and with the politics of a number of city and town halls. I decided it was time to try my luck in the private sector.

After looking into a number of industries, I zeroed in on carpet cleaning, and soon realized it was a field in need of serious updating. With a little research, I learned that customers' biggest complaint with traditional carpet cleaning, beyond frequent poor cleaning results, was that it was too wet. Much too wet. Carpets took too long to dry, and often a few days later, when they were finally dry, many spots and even complete foot traffic patterns had returned to view. Very disappointing to the customer! I figured if I could remedy this problem I would stand a good chance of succeeding in this industry.

I decided that I would try to both greatly reduce the volume of water used to clean carpeting and rugs, AND find a way to obtain improved cleaning results. I think during my first few years in the business I bought and tried every type of low-moisture, rapid-dry cleaning system out there before settling on the one that I still use today, and that I will supply to you in my Packages.

I decided to call my company Drysdale's, to try and draw attention to my quick-dry cleaning system. I also realized within a few short years that many of my customers, and the public at large, had serious environmental and home health concerns - an increasing awareness of unhealthy chemicals found everywhere in our living environment. That information told me that I should further switch cleaning products from the standard commercial carpet cleaning product I had been using to something safer to use in the home - especially around small children, pets, and elderly people. Soon I had made the switch to cleaning products based wholly or primarily on natural ingredients, which were free of all the toxins, chemical solvents, and other nasty stuff contained in traditional commercial cleaning products. And odor-free as well. (Perhaps I should have changed the name to GreenDale's at that time.)

My customers were now totally loving the unique package of benefits they were receiving from my service: great results; quick to dry; and chemical free.

While I continue to use the name Drysdale's for my own service business ([www.drysdales123.com](http://www.drysdales123.com)) I want everyone joining my system from here on out to be able to be viewed, first and foremost, as a Green Business. Hence the new name Nature's Quick Dry. "Green", in today's marketplace, is the single strongest marketing benefit to be associated with. You will want your "green-ness" to be seen clearly by everyone seeking a carpet cleaning service for their home or business. Plus, I also want the public to know that you are delivering the briefest of drying times possible. The best of both worlds!

Getting back to my own story, soon I had a strong cheering section of both homeowners and business owners and managers as well as strong support from my local media. For example, in one of its annual "Best of Boston" editions, BOSTON Magazine proclaimed Drysdale's as the Boston metropolitan area's best carpet cleaning service. The BOSTON GLOBE, New England's largest and most respected newspaper, twice featured my company as a service company it felt its many readers should know about. We have for years main-

tained a Straight “A” rating on AngiesList, the nation’s largest and most reliable consumer products and services ratings website. And frequently customers tell me that they found Drysdale’s on a Listserv in their own community, in which users share information on locally available services which they found to stand out from the ordinary.

## **HOW DO WE DO WHAT WE DO?**

You might think that to consistently achieve the results that we routinely obtain that you might need a complicated and expensive system of machines and supplies, as well as a long period of on the job training and experience. Yet the opposite is the case. The equipment you can be using if you purchase one of my Business Start-up Packages is inexpensive to buy and as simple to operate as a vacuum cleaner or lawn mower. And compared with the tens of thousands of dollars that is involved in becoming the franchisee of a large national corporation, or with the purchase of a new truck-mounted carpet cleaning van, everything that’s needed to start doing business the Nature’s Quick-Dry way comes in at between \$2400 and \$2850. And for the super economy-minded, I have even devised a \$1000 Package. And unlike a franchise’s requirement that you pay them a stiff annual franchise fee, and probably some percent off the top of your gross sales, with Nature’s Quick-Dry, you’re the boss and all the profits go directly to you. After purchasing your Package of equipment, supplies, and training materials, you pay only one low annual fee to remain a Nature’s Quick-Dry affiliated business. And the first year is free. If you choose to simply purchase one of the NQD Packages, and then go off on your own, using a business name of your selection, there will be no annual licensing fee. If you choose to operate in this independent manner, that is fine. However, you will not be eligible to use “Nature’s Quick-Dry” in your business name, nor will your own name or your business name and contact information be shown on the “Want Green Carpet Cleaning” page of the NQD website. As a result, you will not experience the benefit of our traditional or our Social Media marketing efforts.

The primary tool in my Package is the Challenger Pad Machine. While it may look somewhat like a standard 175-RPM rotary floor buffer, it is decidedly different. It is lighter, and therefore easier to operate and move about than a 175 machine. The main difference is in its operating style and speed. It’s pad driver scrubs at 1750-RPM, or OPM. What is OPM? It stands for Orbits per Minute. An orbit is a small (under an inch) orbital or elliptical scrubbing movement, which agitates carpet fiber far more aggressively than the 175 machines are able to do. And since agitation is a key part of the cleaning process, results are decidedly better. I realized, upon first using a random orbital machine, that it was a great improvement over my old 175-RPM machines. I was convinced, and have been using them for maybe 15 years now. The Challenger has been described in some online carpet cleaners forums and chat rooms as “built like a tank”. These weren’t my words, but I wouldn’t disagree. They run on and on, year after year, with minimal need for attention, maintenance or repair. Totally unlike the headaches you might experience in maintaining something as complex as a truck-mounted carpet cleaning system - especially if you live in a cold climate.

## **WHO WILL BE YOUR CUSTOMERS?**

The Nature’s Quick-Dry process is versatile enough that you will be able to serve and satisfy both residential and commercial customers. If you were to look at the names in our customer base, you might see more names of homeowners and fewer names of commercial customers. But if you were to look at our total of dollars of residential sales vs. total of commercial sales during a typical year, the higher number might well be on the commercial side of the ledger. This is because commercial jobs tend to be larger. Where an average residential job might bring in \$250 or \$300, a commercial job might gross two, three, or four times that much. Our commercial customers are an interesting mix, and include but are not limited to the following: hotels; country clubs; funeral homes; schools ranging from nursery schools all the way up to M.I.T.; medical offices; publishing companies; research companies; assisted living facilities; a school of acupuncture; Mas

sage Envy salons; yoga studios; restaurants; property management companies who specialize in condominium common areas; churches, synagogues, and even a Bhuddist temple which has been calling us annually in late August for nearly twenty years.

## **ADDITIONAL WAYS TO GENERATE INCOME WITH THIS PACKAGE?**

There certainly are, and you may wish to pursue some or perhaps even all of them. For openers, you will be equipped to clean any and all wall-to-wall carpeting, carpeted stairs, and even valuable area rugs, including orientals. The 6" orbital stair tool you will receive also doubles nicely as an upholstery cleaning tool. Some people entering this business spend an additional \$2000 to \$2500 just to purchase a piece of equipment for cleaning upholstery. We do all of our upholstery cleaning work with the tool we initially adopted for cleaning carpeted stairs. I'll explain how to do this in the Training Manual which comes with my Package.

Furthermore, many of your carpet customers will have areas of tile & grout floors - kitchens and bathrooms for instance. Our basic Package includes the Challenger Tile & Grout brush, which will enable you to sell additional floor brightening services to your customers with areas of ceramic tile floors. The design of the brush enables its bristles to dig right down into the grout lines - where the real dirt lies - and scour them right out.

Some customers will inquire if you can clean their hardwood floors, their vinyl tile floors, their concrete basement or garage floors, and sometimes even their wood decks? You certainly can, it's easy, and you'll learn how in the Training Manual component of my Package.

Your customers' hardwood floors present you with a further opportunity for creating an additional income stream for your business. There are many wood floors out there that are not yet ready for the full sanding treatment, but have become somewhat dulled out, and maybe lightly scratched. The random orbital Challenger machine is the ideal piece of equipment to perform the first step of what is called the Buff & Recoat process. And unlike traditional 175-RPM rotary floor machines, and even the so-called "square-buff" fixed orbital machines, with your random orbital Challenger, you won't run the risk of leaving visible swirl marks in your customer's floor. And while some floor finishes, both water and oil-based, can be tricky to apply evenly, I'll direct you to products which apply level and even, and will have you looking like a wood floor refinishing pro right out of the gates. I'll even direct you to very-low-chem, environmentally friendly wood floor finishes that even your Greenest customers will love.

## **HOW ABOUT DEALING WITH MARBLE AND OTHER NATURAL STONE FLOORS?**

Yes, you can! In recent years there have been developed marble and stone floor polishing and refinishing materials and systems that don't require the extra-heavy floor equipment, tricky diamond abrasives, or the high level of professional skills previously needed to bring new life to natural stone floors. These systems were created to work with standard old-style rotary floor machines (buffers) but have been found to work even better with the high speed of such random orbital floor machines as the Challenger. And work of this nature will put you in touch with the wealthiest customers in your market area. The refinishing of marble floors is a real profit-generating niche business. My Training Manual will tell you how to get started.

## **WHAT WON'T I BE ABLE TO DO?**

In all honesty, there will be floor jobs beyond both your own skill level and beyond the capabilities of your Challenger machine. One of these is full-sanding wood floor refinishing. But in my own business I've learned how to add thousands of dollars a year of additional income from offering just this service - AND - I

never have to lift a finger beyond a single visit to the customer's home or business premises. You'll learn in my Training Manual how my unique business model manages to accomplish this.

## **WHO WILL BE YOUR COMPETITION?**

At first glance it might appear that all of the carpet cleaners in your vicinity would be your competitors. In reality this is not the case. The vast majority of these businesses are just more of the Same Old Same Old, locked into dated 20th century technology. The same old excessive use of water process, and the same old synthetic, unhealthy chemicals mixed into all that water. They like to tell people that it's "steam" cleaning, but of course it's not steam at all. Steam is just a marketing term intended to sound impressive. So-called steam cleaners come in two basic types: those using truck-mounted equipment, and those rolling in portable HWE (hot water extraction) machines, known in the trade as "porties". With my low-moisture process, you avoid having to drag heavy and possibly dirty hoses all over your customers' homes or business premises. When doors have to be left open to allow those hoses to come through, cold air will come in the winter, and the customer's cat might slip out while the cleaning job is in progress in order to prowl the neighborhood. Do you want to go and chase down runaway cats? I didn't think so.

It's very likely that you will be the only carpet cleaning service in your market area offering customers the unbeatable combination of great soil and stain removal, super-low drying times, and a safe and environmentally friendly cleaning experience. That is a great "niche" to be in. By being the first in your market area to offer this package of benefits, and tying your marketing messages to it, you will achieve what is called in big business "positioning". You will become positioned in your potential customers' minds as the service to call when good results, good health, and super convenience are desired.

## **PLEASE EXPLAIN MORE ABOUT THE DIFFERENCE BETWEEN WET AND DRY CARPET CLEANING.**

There is really no such thing as totally dry carpet cleaning unless you count vacuuming, which is only Step #1 of the carpet cleaning process. So I prefer to use the term "quick-dry" or "low moisture" to explain what I do. With the Nature's Quick-Dry process, water is certainly involved, but it is used sparingly - just enough to penetrate and loosen the soil which has become adhered to the carpet fibers. We are trying to clean the carpet fibers, and at the same time trying to prevent wetting the base of the carpet. Steam cleaning can soak the base of the carpet, and any soil located there turns to a kind of mud. Very little, if any, of it can be removed. During the dry-out period after wet process cleaning, which can take from a low of many hours up to a few days, depending upon the skill level of the cleaning technician, the hydrology of the evaporation process tends to draw some of this muddy soil back up onto the carpet's fibers. This is called "wicking". When the customer experiences wicking, she is likely to soon see the return of spots, stains, and possibly entire foot traffic patterns. Now she is unhappy. She picks up the phone and calls the company that just did the work, and asks that they return and "fix it". Now! This is known as a "callback". You don't want to use a cleaning process that can produce callbacks. With the Nature's Quick-Dry process, you will never get a callback. Our process is a "what you see is what you get" process. It looks great when the job is complete, and stays looking great. Since you have avoided wetting the base of the carpet, wicking can not occur to undo your fine work.

Steam cleaning can have even more dangerous results than wicking. Water released into the carpet by an overzealous or inadequately trained cleaning tech can penetrate down through the base of the carpet into the pad underneath, and in extreme cases, down to the wood floor beneath the pad.

This will result in a seemingly endless dryout period for the customer, a musty odor, and - worst case - the growth of mold. Mold is dangerous. People who breathe mold spores into their lungs can become sick.

Really sick. And the water down under the pad for a prolonged period of time can cause damage to the customer's wood floor. You don't want to risk having to replace a customer's ruined wood floor.

## **WHAT'S ALL THIS ABOUT NATURAL CLEANING PRODUCTS?**

Nature's Quick-Dry's signature feature, which more and more customers every day are responding to, is our reliance on vegetable-based, all- or nearly all-natural ingredients, and odorless cleaning products. Customers who know a little about chemistry realize that most sweet-smelling scents left behind in their homes are synthetic, industrial chemicals, not natural fragrances. I recently read online about a company which asked over 200 carpet cleaning customers which they preferred - a cleaning process with a scent, or an odorless process. The overwhelming majority (over 90%) said "Skip the scent". The basic Nature's Quick-Dry cleaning product leaves no odor, but for those customers who do like a scent, in my Training Manual I tell you how to easily accomplish this, adding an honest citrus scent - not a factory-made chemical - to the air as you work. It's true! You can please everyone!

Homeowners, particularly those in the coveted higher demographic levels (more education + better jobs = more disposable income) place a high value on products and services which they believe will reduce their own and their family members' exposure to chemicals. Chemicals in our living and working environments are known to cause cancer, respiratory illnesses, and have a strong tie to the nation's current epidemic of autism in children. You want to be part of the solution, not part of the problem. Ditch the chemicals, for your own sake as well as your customers'.

Many traditional cleaning chemicals, still widely used in the carpet cleaning industry, contain toxins, volatile organic compounds (VOCs), and other noxious ingredients. These can cause or exacerbate health problems in people, particularly young children (not yet fully developed immune systems), the elderly (failing immune systems), and pets (who live with their noses close to the floor). Your ability to deliver needed services to households and business premises in a healthful manner will distinguish you from the competition in the eyes of these people. The field of Facility Management is rapidly changing as the people who are taking graduate level courses in how to properly manage large and sophisticated buildings are now learning about Sick Building Syndrome, and how not to degrade Indoor Air Quality (IAQ) by unnecessarily introducing chemicals known to cause respiratory harm. As a Nature's Quick-Dry business owner, you can help them solve this problem, and win their loyalty, resulting in repeat business as well as referrals for you.

## **JOB OBSOLESCENCE**

The kinds of services that you can offer as a Nature's Quick-Dry licensee are not likely to be replaced any time soon by computers, any kind of digital technology, or an app. They require one or more people on every job - someone who can look at the floor which needs attention and get the job done. Your work can't be outsourced to India. It can't be accomplished with a 3-D printer. Robots? Maybe someday, but probably not in your lifetime.

## **STANDARD PACKAGE VS. PLUS PACKAGE**

My entire Standard Package sells for \$2600. There is one additional "in between" type of tool you might want to add - a 12" diameter orbital floor machine, which adds only \$350 (including shipping) to the cost of the Package. It's called the Oreck Orbiter (Pro Model). It's larger than my stair tool, and smaller and lighter than the Challenger. Works nicely in such areas as narrow hallways, stair landings, large carpeted stairs of the type you will often see in commercial buildings, and when you have to clean the carpet in a small room on the third or higher floor in a building which has no elevator. I'd suggest adding it in to complete you ar-

senal. In that case you will be purchasing the Plus Package. With either Package, all you will need to acquire locally is a good vacuum cleaner, a \$20 two-gallon pump sprayer, and maybe a hand-vac such as the Royal Dirt-Devil (around \$60 in any local vacuum cleaner shop). This last item is handy for vacuuming carpeted stairs and upholstery fabrics, should you decide to offer upholstery cleaning.

Here is the complete Nature's Quick-Dry \$2500 Package:

- one Challenger Pad Machine, including pad driver and three gliders
- one 6" orbital tool for stair carpet and upholstery cleaning
- 10 full-size "Primo" terrycloth soil removal pads for the Challenger
- 10 smaller terry pads for use with stair/upholstery tool
- one TuWay Thin One 15" carpet bonnet
- one MicroBeast 15" micro fiber scrub bonnet
- one Challenger Tile & Grout cleaning brush
- one gallon of Orbit Natural cleaning concentrate
- one 32 oz. bottle of Oban odor neutralizer
- one package of several Vacaway specialty stain treatment products
- one package of eight furniture moving sliders
- one small hand-held carpet spotting brush
- Most importantly, you will receive a copy of my Nature's Quick-Dry Training Manual. The Manual is clearly written and deals with both the technical aspects of cleaning carpets, upholstery, etc., as well as with the business end of things.

## SHIPPING

If you opt for the Plus Package over the Standard Package,, for an additional \$350 you will also receive the Oreck Orbiter mid-size orbital floor machine with various attachments. With either Package, there will be a charge of \$200 for the cost of shipping the Challenger machine from Texas to you. This shipment includes the Challenger itself, its pad driver, gliders, various pads, and a gallon of Orbit Natural concentrate - enough to clean upwards of 10,000 sq. ft. of carpet. I pay the shipping cost of the separate package which I send to you from Massachusetts containing the other items. For those purchasing the Plus Package, the Oreck Orbiter would be shipped separately from Plymouth MA. The Challenger and either the Standard Package or the Plus Package can also be shipped into Canada, at slightly increased shipping and international processing costs. The Challenger Company does not ship its machines to other continents. Currently, the payment of a state sales tax only applies to Texas residents.

## FURTHER INFORMATION

Before making any kind of final decision that this is a business opportunity for you, you ought to take a look at the Challenger company's website. [www.challengerop.com](http://www.challengerop.com).

You will find some videos there of the Challenger machine in action, as demonstrated by Challenger owner and my good friend Brooks Beeler. Several years ago I sold Brooks a Challenger and what was then called my Drysdale's Business Start-up Package. He prospered with it, liking it so much that when the Challenger company, located less than an hour away from his home in Lindale TX, came up for sale, Brooks bought the company. You will see from the website that Challenger offers a business start-up package for sale as well. But I think if you look at what each of our Packages includes, and compare the prices for each, that you will agree that mine is the more complete AND the better value.

## **WHO SHOULD CONSIDER ENTERING THIS BUSINESS?**

Anyone who believes that he or she would generally be happier and more productive owning his or her own business is a good candidate. Working for one's self will nearly always lead to a better effort put forth, a higher level of creativity, and more determination to succeed than will working for someone else.

Anyone who is currently working for someone else, yet still has some time during a typical week to try advancing his own enterprise, should consider this. Even if you have only weekend hours to respond to requests for service, this could still work for you. Just your first few jobs will repay your entire capital investment in my Package.

Perhaps you are someone employed in some area of local or state public safety, such as fire fighter or EMT. While you are often required to spend unusually long hours at a stretch on the job, you may well have several free days each week. You can use this otherwise unproductive time to launch and carry on your own local service business.

Or maybe you are retired, unemployed, or under-employed. If you believe you still have the strength, energy and motivation to earn a good living, even if it's only on a part-time basis, then the Nature's Quick-Dry program may prove a good fit for you.

You might be a parent - even the primary caregiver to one or more school-age children. Sure. You could probably get what is called a "mothers hours" low-wage, dead-end job at one of the local fast foods or a retail store. But isn't your time more valuable than wasting it on a near-minimum wage job, with uncaring supervisors, and with little or no potential for real advancement? In the residential side of carpet cleaning, at least 90% of the customers who call for services are themselves women. They would much prefer to grant access to their homes to another woman, or to a couple, rather than to a man whom they don't know.

## **HOW MUCH CAN I MAKE AS A NATURE'S QUICK-DRY BUSINESS OWNER?**

I can't give a specific answer to this question. The U.S. Government agency responsible for overseeing franchised business and business opportunities prevents someone like myself from suggesting how much money you might earn in a year. Also, some people are better at running a business than others.

They will earn more. Others will earn less.

My experience as owner of Drysdale's Carpet and FloorCare goes something like this. Our carpet cleaning work in the Boston area normally generates between \$75 and \$125 per hour, per person. Sometimes, on a puff job, maybe up to \$150 an hour. Sometimes, on a really tough job, maybe \$65 an hour. On commercial jobs, with a helper along whom you might pay a generous \$20 per hour, you and your helper combined might be grossing \$200 or more per hour. Subtract from that what you pay your helper, and a few more dollars for cleaning products, and you keep the rest. I get further into how to charge for carpet cleaning and other floor services in the Training Manual part of my Package.

I will say that Drysdale's prices its services above the median range for carpet and upholstery cleaning, because we know we're worth it. Customers who are getting the results and added benefits they want and feel they deserve are happy to pay a fair price for services rendered. You don't want to price to attract the low-end, bottom-feeding customer. All that matters to him or her is price. Next time they'll find someone cheaper than you. There's no loyalty with the price-motivated customer. Pricing at the low end is a way to ride your way right out of business.

## **WRAP UP**

Perhaps you have some interest in what I have been telling you about here. Starting a business is a big decision. You shouldn't jump right in without giving it a good deal of thought. If I can help you in your decision making process, then please get in touch. My cell phone is 978-314-3301. Call directly or leave a voice or text message. My email address is [markd@cybercom.net](mailto:markd@cybercom.net). I would be happy to speak with you or exchange email messages. I will decidedly not try to sell you anything over the phone with amped up "sales talk". That's not my style. Maybe I'll hear from you.