

Creating Repeat Customers & Referral Business is Easy with HOST[®]

“The first year was really tough but now my business is 95% repeat or referral customers,” stated Steve Izo, a 100% HOST user in northern California. “I spent 23 years with a major airline but became disenchanted with the changes that deregulation brought into the industry. In 1983, looking for a change, I entered into a partnership with a longtime friend and opened a branch of



Steve's van is a professional and effective rolling billboard.



Steve Izo
Izo and Son, Professional Carpet Cleaners

“I had a good position in the airlines. Now, as a professional carpet cleaner using nothing but HOST in my business, I netted more than double what I earned in my best year working for the airlines. That certainly says something about HOST and for doing top quality work, wouldn't you say?”

his already successful carpet store in Dublin, California.”

Steve continued, “One day we asked the Fabrica carpet mill representative, who had come to make a sales call, what she thought was the best method of carpet cleaning. She answered emphatically, ‘The HOST Dry Extraction Carpet Cleaning System.’ She then urged us to contact our local HOST representative for a demonstration so we could see firsthand how it worked and could, in turn, recommend it to our customers. The representative actually came to our home and gave us a personal demonstration. I was astounded by the results!”

“As time went by, we began

to receive more and more requests for carpet cleaning and I decided this might be a lucrative business opportunity. I began to clean carpets part-time. I purchased my first HOST equipment, then went to Racine and was thoroughly trained at the HOST School.”

Steve reminisced, “It was a tough first year. I knocked on many doors, begged for jobs and applied all I had learned to doing a good job. I contacted every carpet mill representative I had met through the store and asked for their referral business, as well. Many still call me to clean their customers carpets—and their own!”

Steve's prices are far from being the lowest in the area but



Patricia Davalo takes care of reminder calls.

Steve's customers are confident in referring his company to relatives and friends. Many asked to be called every six to twelve months for a cleaning, so their carpets always maintain their appearance.

he concentrates on doing superior work and giving value for the money spent. When he finishes the job and leaves the customers' homes, they are invariably pleased with the results. They are confident in referring Steve to clean the homes of their relatives and friends. Many ask to be reminded about scheduled maintenance cleaning every six months to a year. Steve has cultivated relationships with property managers and new home developers by demonstrating the benefits of the HOST system to them. Now Steve maintains their clients' new carpets.

"I use a few simple incentives," Steve explained, "I always leave a practical gift with my name and number as a reminder for the homeowner."

Steve believes in helping others and enjoys being a resource for his fellow HOST cleaners in the area.

Adds Steve, "It's important to keep your equipment and tools up-to-date. I have purchased a Freestyle® extractorVAC®. I have brushes appropriate for the carpet styles I'll be cleaning and I attend additional training from HOST on a regular basis. I always learn something new and I get excited about this business all over again!"

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to request a HOST demonstration.
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