



## WATCH OUT for the BAIT & SWITCH!

### THANKS FOR YOUR REFERRALS

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**It's a fact.** We all want to get a **GOOD** deal. Unfortunately, that desire to get the most value for your dollar increases the likelihood that you'll be a victim of **BAIT** and **SWITCH**... an ugly practice that is unethical and in some cases illegal.

The most common bait and switch tactic is to advertise an irresistibly low price for a product or service. **That's the bait.** Then when the time comes to deliver, the product is not available or the service will not accomplish what you wanted. Then you are pressured to pay more for an upgraded product or service. **That's the switch.**

The carpet cleaning industry has its share of unscrupulous operators who employ this tactic. How can you protect yourself and your friends? Of course, you don't have to worry about bait and switch when **Kleenrite** cleans your carpet, but the following information applies to all services that you might hire.

See "BAIT and SWITCH" on next page

### KleenRite Testimonials

"Will and Chris are just so awesome. the carpet looks amazing clean and fresh. they worked really hard."

– (Jennie Hsu)

"The guys did a fantastic job. We are really pleased."

– Barb Tasson (Cayden & Daymen)

"Fantastic. Wonderful. couldn't have had a better crew out. Thank you."

– Margaret Frankovich (Jeremy & Will)

"It turned out great. Anthony and Mike did a great actually fantastic job. I would recommend them both to anyone else for cleaning."

–Sara Burrus (Mike & Anthony)



There when you need us!

**(217) 351-4930**

**www.kleenrite.net**

In most cases you can identify potential bait and switch practices by watching for the following red flags.

**RED FLAG #1:** The price. We have seen coupon prices as low as \$5.95 per room or \$99 to clean a whole house of carpet, regardless of size. How they can afford to work so cheaply? What do we have to invest in order to properly clean your carpet?

We have to have the right equipment. That costs thousands of dollars. We need a trained, experienced technician. Good, dependable, sober, clean-cut, polite workers cost more and they're worth it.

You need safe, environmentally friendly cleaning agents. Quality products cost more than the harsh, cheap chemicals used by low quality companies.

We need a dependable service vehicle to get to the job. Driving will cost more than a few dollars in fuel. Don't forget about vehicle payments, insurance, taxes, and maintenance.

We need time. To properly clean a 3 bedroom house with living room, dining room, hall and stairs will take at least a couple of hours. Add in drive time, setup and prep, and you have a minimum of 3-4 hours.

So at \$99 to properly clean a house of carpet, it is impossible to make a profit. In fact, the company would lose money unless they cut corners. This means they must pressure you into spending more. If you don't pay the extra price you get a quick, lousy job.

**RED FLAG #2:** The fine print. Remember, "The large print giveth, the small print taketh away." In a typical carpet cleaning bait and switch ad, the small print will often have phrases like, "...heavily soiled carpet may require additional cleaning" or, "...this method for carpets that are properly maintained..." or other phrases to give them wiggle room to get you to spend more money to actually get your carpet clean.

**RED FLAG #3:** A weak guarantee. Here is a typical guarantee

from a low-price carpet cleaner. "If you are not satisfied with our recommended service, we will come back and clean the areas again at no charge."

In other words, if you only use the coupon deal and not the "recommended service" (extra charge) there is no guarantee! And if you do use the "recommended" service, and are not satisfied they will come back out and clean again at no charge. How generous! Will they refund your money? Not likely. At least not without a fight. A weak guarantee is no guarantee at all. And if it is not a money-back guarantee, what good is it?

**Kleenrite** never uses bait and switch tactics. We believe in doing a great job at a fair price every time for every customer. There are no hidden charges. We guarantee that you will be absolutely thrilled, or your cleaning is free. No fine print required.

## The Good Life



### Good Clean Funnies

**What room can no one enter?**  
A mushroom

**How does the ocean say hello?**  
It waves.

**What do you call a monkey that loves potato chips?**  
A chipmonk!

**Why is dark spelled with a K and not a C?**  
Because you can't see in the dark.



### Ingredients

- 8 ounces orzo pasta
- 1 teaspoon olive oil
- 3 medium carrots, chopped, or more to taste
- 3 ribs celery, chopped
- 1 medium onion, chopped
- 2 cloves garlic, minced
- 1/2 teaspoon dried thyme
- 1/2 teaspoon dried oregano
- salt and ground black pepper to taste
- 1 bay leaf
- 3 (32 ounce) cartons fat-free, low-sodium chicken broth
- 1/2 cup fresh lemon juice
- 1 lemon, zested
- 8 ounces cooked chicken breast chopped
- 1 (8 ounce) package baby spinach leaves
- 1 lemon, sliced for garnish (Optional)
- 1/4 cup grated Parmesan cheese (Optional)

## LEMON Chicken Orzo Soup

### Directions

Bring a large pot of lightly salted water to a boil. Stir in orzo and return to a boil. Cook pasta uncovered until partially cooked through but not yet soft, about 5 minutes; drain and rinse with cold water until cooled completely.

Heat olive oil in a large pot over medium heat. Add carrots, celery, and onion; cook and stir until vegetables begin to soften and onion becomes translucent, 5 to 7 minutes. Add garlic; cook and stir until fragrant, about 1 minute more. Season mixture with thyme, oregano, bay leaf, salt, and black pepper; continue cooking another 30 seconds before pouring chicken broth into the pot.

Bring broth to a boil. Partially cover the pot, reduce heat to medium-low, and simmer until vegetables are just tender, about 10 minutes.

Stir orzo, lemon juice, and lemon zest into broth; add chicken. Cook until chicken and orzo are heated through, about 5 minutes. Add baby spinach; cook until spinach wilts into broth and orzo is tender, 2 to 3 minutes. Ladle soup into bowls; garnish with lemon slices and Parmesan cheese.

Recipe courtesy [allrecipes.com](http://allrecipes.com)





## Health Benefits of FRESH Dog Food



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If you're worried about giving your dog the best food for their health, you're not alone. The newest pet parents consider their pet's food to be just as important as their own.

People today are 5 times more likely to add a topper to their dog's kibble to elevate the dog's mealtime experience. The studies show that pet parents are willing to pay up to 15% more for a premium nutritional choice - so they can enjoy a long life together. Fresh toppers are supercharging dogs' existing food with complete and balanced nutrition that dogs and pet parents love.

Here are some tips to tell if your dog's food provides optimum nutrition for their health:

**Look for these signs to know your dog's food is supporting their physical well-being:**

- ✓ Healthy skin and shiny coat
- ✓ All-day energy keeping them active
- ✓ Healthy digestion so you know they are getting essential nutrients
- ✓ Strong teeth and bones
- ✓ Healthy immune system for wellness

**What ingredients to look for in fresh products that benefit your dog's health and how:**

- ✓ Guaranteed antioxidants like Vitamins A and E for immune system support
- ✓ Omega-3 fatty acids for a lustrous coat
- ✓ Calcium and phosphorus for strong teeth and bones
- ✓ Wholesome veggies and grains for natural dietary fibers that support digestive health
- ✓ Increased nutrient absorption from highly digestible proteins, fats and carbohydrates to help fuel total wellbeing
- ✓ Fresh food toppers provide total hydration to support daily activity and put less strain on major organs, and help aid overall kidney health

With a home-cooked taste and quality ingredients, a fresh topper is the ultimate way to make mealtime bowl-licking experience for your pup!

## 3 Tips to Making Tax Season Less STRESSFUL



The top reason why people say they wait to do their taxes is too stressful and complicated.

If you find tax season intimidating, check out these three tips that can help ease tax time stress.

**1. Take a deep breath** - It's really just a matter of finding all your documents and organizing them. Tackle your tax forms one section at a time and start as early as you can to ease your stress.

**2. Get organized** - Whether you're doing personal or business taxes, creating a system will help you stay organized throughout the year.

First, create a deductions and expenses folder. In this folder, you'll keep cellphone and internet bills, receipts for supplies (like pencils, pens and papers), client dinner receipts and documents of charitable donations.

Next, you'll set up an income folder where you'll store your pay stubs, bank statements and other records that prove any income you have produced during the year. If needed, you can create another folder for business tax documents like

W-2s, property taxes and self-employment forms.

Lastly, make an investments folder. Here, you can save retirement contributions to IRAs or other accounts, tax-deferred investments, nondeductible investments and any other taxable investments.

**3. Go digital** - Now that you've got the system in place, recreate that system on your computer. You can also store or sync the folders on the cloud or mobile device so you can access documents on the go. You can also upload invoices, receipts and other documents into digital files as soon as you receive them.

The easiest way to convert physical documents into digital ones is to scan them. You can even scan your stuff and email it to your professional accountant and let them deal with it!

Don't let tax season anxiety get you down. Using these three tips, you'll be able to complete your tax forms quickly and set yourself up for success for the next tax season.



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Taxes can be a daunting task. Some people are so anxious that they put it off until just before the April 15 deadline. Over 30% of Americans waited until the last minute to file taxes in 2022.



## TIPS on How to CHANGE Yourself and SHAPE Your Life



Stay-At-Home  
To-Do List

- Do yoga / exercise
- Clean the house
- Meditate
- Read a book or maybe 2
- Go to bed early

To make a change in your life, **old bad habits** must be abandoned, and **new good habits** should be developed.

**Wake Up Early in the Morning:** Sleeping late is at the top of the list of bad habits. Wake up early. Make your bed, and try to get in the routine to start exercising. Morning exercise is very beneficial. Finally, have a healthy breakfast. If you do this for a few days, you will start to feel healthier and more alert during the day.

**Make A Realistic Routine:** Having a daily routine and a checklist at the end of the day will help you understand how much you have done and how to better organize the next day.

**Read:** Good books will increase your creativity and personal knowledge. Reading a good book before going to bed at night will help you sleep. Generally, nonfiction is a better choice for bedtime.

**Avoid Company of Unhappy People:** Being around negative people who constantly complain can cause depression and stress to everyone around them. If you can, try to politely ask them to

be more positive, if that doesn't work then avoid their company as much as possible.

**Listen to People:** Listening carefully when people speak to you will help you actually understand their point of view and you will get to know them better. Being a good listener will make you a better person.

**Save Money:** Spend as much as you need to SAVE money. Before you go shopping, try to decide in advance how much you will spend. Making a detailed list will help you avoid overspending.

**Keep Talking:** Don't make promises you can't keep, no matter how small. If you keep your word, you will gain people's trust, which is important in all relationships.

**Make Proper Use of Your Time:** If you learn to use your time properly, you will decrease the level of stress in your life and be more successful at work and in your relationships. Finish your work timely. Make sure to allow for family time, leisure, exercise, and proper rest.



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Most people think their lives should be better but there is nothing they can do about it. If you want to change your current situation, you have to make positive changes at every level of your life.



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Carpet and Upholstery Cleaning

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Oriental and Fine Area Rugs

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## Win a \$50 VISA Gift Card!

Read this edition of Healthy, Wealthy & Wise to find the answer to the following trivia question:

Which of the following statements is false?

- a. The desire to get the most value for your dollar increases the likelihood that you'll be a victim of bait and switch.
- b. Quality carpet cleaning products cost more than the harsh, cheap chemicals used by low quality companies.
- c. You can still make a profit and clean a whole house of carpet for \$99.
- d. Carpet cleaning equipment costs thousands of dollars.

Find the correct answer and go to [www.KleenRite.net](http://www.KleenRite.net) or email us at [support@kleenrite.net](mailto:support@kleenrite.net) to submit your answer. Include your name, phone number and the correct answer. Be the first to contact us with the correct answer and win a \$50.00 VISA Gift Card!  
Contest Expires 3/31/23.

Happy  
*St. Patrick's*  
Day

## Get FREE Carpet Cleaning! Seriously... It's FREE...

**For existing KleenRite clients** – Refer a friend and they get a free room of carpets cleaned the KleenRite way! Plus, when your friend becomes a KleenRite client, we'll send you a \$10 gift card to use toward your next cleaning. Why would we do this? Because we know that word of mouth is the best advertising in the world! It's a win-win-win!

**For new customers** – Call KleenRite for a free in-home carpet evaluation. While we're there, we will clean one room of carpet up to 200 sq. feet absolutely FREE! This is the best way for you to experience the KleenRite difference with no strings attached and risk-free! We'll give you an exact quote on the rest of your carpets too. Again, there is no obligation, small print or purchase requirement. It's just... FREE.

Offer valid only for addressee.