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Five tips on starting a carpet cleaning business

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CHICAGO — With the carpet cleaning season in full swing, many people may be thinking of starting their own carpet cleaning service.

"The good thing about the carpet cleaning industry is that it's very flexible," says Doug Berjer, with [CFR \(continuous flow recycling extractors\)](#). "Some people have part-time businesses, others are full-time, and still others build their businesses until it's big enough to leave a regular job."

On top of flexibility, Berjer says, carpet cleaning is one of the most lucrative businesses in the overall professional cleaning industry, paying from \$50 to more than \$100 per hour.

Plus, consumers spent more than [\\$4 billion in 2011](#) to have their carpets cleaned and installed 14 billion square feet of carpeting...all of which will eventually have to be cleaned.

"However, to be successful in the industry, you've got to set up your business properly," says Berjer.

To do this, he offers the following tips:

Education: Carpet cleaning is a skill and like other skills, it must be learned. Various organizations, including IICRC, offer training programs.

Be legal: Register your business. You can start as a sole proprietor and then, if the business grows, consider incorporating, mainly for personal liability reasons.

Equipment: Select equipment that will grow with you and the industry. Because the carpet cleaning industry is getting greener and more sustainable, equipment that uses chemicals and water most efficiently is recommended.

Be niche focused: Some carpet cleaners only do residential work in high end residential areas, while others prefer commercial work. "It's often best to find a niche and stick with it...this way you get to know a specific industry and what those customers expect."

Webinize: A search engine optimized web site is a must. Often, a low-cost/no-cost site can be surprisingly effective.

"The final thing is to get the word out," adds Berjer. "Believe it or not, simply placing flyers out in a grocery store or church can still be an effective way of getting your business off the ground."

About CFR, a Tacony Company

CFR designs and manufactures a complete range of eco-friendly carpet cleaning systems and high performance specialty tools with an innovative, patented technology that is radically different from other carpet cleaning systems. Continuous Flow Recycling (CFR) technology provides superior moisture-controlled cleaning, faster drying times, and increased cleaning productivity that is unmatched compared to standard carpet extractors on the market today. Through a state-of-the-art recycling filtration system, coupled with moisture-controlled atomization wand technology to minimize carpet moisture, CFR is the Greenest carpet cleaning system available.