

# PRO • CARE

*FloorCare for Life*™

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## \$100.00 Introductory Offer for You

Pro-Care, premium carpet & upholstery care specialists has been delighting clients of the greater Nashville area Realtors, Interior Designers and Carpet Retailers since 1995. John Browning, the owner/operator of Pro-Care would like to extend an offer to you and your clients. *Pro-Care understands that referrals you give reflect on you.* Therefore, we are offering you a **\$100.00** introductory offer at your residence. A minimum charge will apply, however any service over the minimum will be discounted up to **\$100.00**. We are confident that once you experience the Pro-Care advantage, you will take us up on the offer to provide your clients with a discount on Pro-Care services. For a complete list of services, visit us online at [www.ProCareOfNashville.com](http://www.ProCareOfNashville.com).

## Carpet Cleaning Discounts for You & Your Clients

We will provide you with three **\$50.00** introductory offer cards via mail or our website. Each card represents a **\$50.00 gift to your clients from you**. Simply sign the introductory offer card, give it to your client, and when the client redeems the card Pro-Care will record that you made the referral. You will then receive a Referral Certificate worth 10% of the amount your client paid us for our services. You can redeem the certificate to reduce the cost of a cleaning job of your own, or pass it on to another client to use along with a **\$50.00** introductory card for an even greater discount. Please remember that the introductory offer cards are specifically meant for clients who have not used the services of Pro-Care in the past.

## Additional Benefits

We can also give you answers to questions your clients frequently ask relating to carpet problems and cleaning. Such as:

- What are those ugly black lines around my baseboards and under doorways?
- What can be done about the pet stains in my carpet?
- Do I need to replace my carpet or can it be stretched and cleaned well enough to sell or look and feel nice for me to enjoy a few more years?

Answers to these questions can be found on Pro-Care's Web page at [www.ProCareOfNashville.com](http://www.ProCareOfNashville.com) under Frequently Asked Questions. There are also downloadable versions of these answers on the Realtor Program section of our web site. That link can be found at the bottom left of every page next to Understanding Urine Damage and the PDF files are on the bottom right side of Realtor Program link.

## Why Use Pro-Care?

Pro-Care's 12-step process is very thorough and the results are amazing. We stay current with manufacturers' recommendations through the IICRC (Institute of Inspection Cleaning and Restoration Certification). The IICRC is the only certification & education program that manufacturers recognize for carpet and upholstery cleaners. We are a local service provider for Stainmaster Warranty cleaning, an Authorized Mohawk Floorcare for Life service provider, a member of the Better Business Bureau and the recipient of Angie's List Super Service Award for 2008 and 2009. For more information on our Reputation, Experience, Education, Systems, Guarantee and 12-step cleaning process, visit us online at [www.ProCareOfNashville.com](http://www.ProCareOfNashville.com). By taking advantage of this offer you will experience the many things that set Pro-Care apart from our competition.

\* Program Restrictions: Offer good for first time clients of Pro-Care. You must be a Realtor. This letter must be presented and can only be used once. Repeat clients are encouraged to use Referral Certificates to receive discounts on Pro-Care services.

***Our Mission: To Provide the Most Outstanding Service Experience Ever!***