

**Your Consumer's Guide  
To  
Professional Air Duct Cleaning  
by Steve D'Aquila**

**“THE MOST THOROUGH AIR DUCT CLEANING  
EVER, EQUALS  
MAXIMUM BENEFITS FOR  
YOUR FAMILY”**



**For Your FREE inspection and QUOTE  
Call: 630-654-2084**

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**How to Avoid Four Costly Air Duct Cleaning Rip-offs!**

**Four Costly Misconceptions about Air Duct Cleaning**

**Crawlin' Critters and Crud**

**Five Mistakes to Avoid When Choosing an Air Duct Cleaner  
The Importance of Value and Price**

**Do You Want Clean, Healthy Indoor Air?**

**100% No-risk Guarantee**

**Five Recommendations for Fresh, Clean, Healthy Indoor Air**

Dear Home or Office Owner,

Choosing an air duct cleaner isn't easy.

Why? Because you are bombarded with misleading advertising, confusing claims, and simply bad information. Or worse, no information at all.

From super-low prices and high-pressure sales--to unqualified technicians and near-worthless methods--how do you ever find a qualified, competent, professional air duct cleaner?

You start by reading this Consumer's Guide. In this fact-filled guide, you'll discover how to avoid air duct cleaning rip-offs, four mistakes to avoid when choosing an air duct cleaner, and five steps to fresh, clean, indoor air.

I have been in the Cleaning Service Industry for over 10 years. I have dedicated my business to helping home and office owners get the highest return from their cleaning investment. I welcome your inquiries and will gladly answer your questions over the telephone. I wrote this guide to help you better understand air duct cleaning. Now, with this information, you can make an informed, intelligent decision.

And, if you have any questions about air duct cleaning, you are invited to call me at **(630) 654-2084**. I've dedicated my business to educating consumers. I'll be happy to help you in every way.

Steve D'Aquila

## **HOW TO AVOID FOUR AIR DUCT CLEANING RIP-OFFS**

**RIP-OFF # 1: UNBELIEVABLY LOW PRICE.** To some degree, all of us are attracted by low price because we want to work within a budget. But some air duct cleaners use price as the bait for their false

and misleading advertising. They offer a cheap price--like \$79.95 for a basic cleaning--and then, once they're in your home or office, they pressure you into buying "add-ons". It's as if you were buying a car and found out that the dealer was charging you extra for the tires and steering wheel. Professional air duct cleaning is not as cheap as some unethical air duct cleaners would like you to believe, and these specials may not solve your indoor air quality problems. Their basic price may not include complete cleaning and source removal, all components, or testing to determine the true source of an indoor air quality problem.

**RIP-OFF # 2: BAIT AND SWITCH.** Professional air duct cleaning should include all of the system. Unfortunately, unethical air duct cleaners often use a "basic" cleaning as a bait-and-switch technique. Here's how it's done: First, they "bait" you with a basic cleaning at an unbelievably low price. Then, when you call, they try to "switch" you to more complete, and more expensive, service. If you don't fall for their switch--and choose their basic service--you'll likely receive poor workmanship and they will not guarantee their work.

**RIP-OFF # 3: UNSUPPORTED CLAIMS LIKE: "CLEANING YOUR AIR DUCTS WILL SOLVE YOUR INDOOR AIR QUALITY PROBLEMS".** You may read this in an ad or hear it from an air duct cleaner, but remember this--air duct cleaning is only one part of an overall, comprehensive program for ensuring cleaner indoor air. Remember this--if your air ducts are NOT the source of your indoor air quality problem, your air ducts may NOT need to be cleaned. Only an honest, trained technician will be able to help you determine what steps you need to take to clear up an indoor air quality problem.

**RIP-OFF # 4: ENCAPSULATING SPRAYS ARE BETTER THAN CLEANING:** That seems to be the current rage among less than ethical air duct cleaners, because it is extremely cheap for them to apply and extremely lucrative for them to bill. Unfortunately, there are several good reasons NOT to do this. First, the North American Duct Cleaners Association (NADCA) recommends air washing the system. Second,

encapsulates may be registered with the EPA, but they are not yet approved. You shouldn't have anything sprayed into your ducts that doesn't need to be there, and encapsulates are currently only recommended for sealing the inside of fiber lined ducts AFTER a complete source removal--or cleaning. Finally, even encapsulates break down over time and will become "particles" that will be released in your indoor air--not to mention all the dirt, mold, mildew, and bacteria that it has been holding back.

#### **4 COSTLY MISCONCEPTIONS ABOUT AIR DUCT CLEANING**

**MISCONCEPTION # 1:** *My air doesn't smell bad, so my air ducts don't need to be cleaned.*

False. Although many odors can be traced back to the air system and require a thorough cleaning to eliminate them, not all mold, mildew, or bacterial contamination will produce a noticeable odor. As a matter of fact, this is a simple explanation for the term sick building syndrome. Many buildings, homes and offices are air tight to improve efficiency of the air cooling and heating system. Only a small amount of outside air is circulated into the room, which means that the occupants end up breathing stale air.

The U.S. Environmental Protection Agency has ranked poor indoor air quality as one of the highest risks to human health among all types of environmental problems. According to studies conducted by the EPA and others, the average measured levels of many hazardous pollutants may be as much as 100 times higher in indoor air than in the air outside. The World Health Organization has estimated that 30% of tall buildings experience indoor air quality problems. According to the highly respected Journal of the American Medical Association: "the risk of respiratory infection is 45% higher among occupants of energy efficient buildings".

**MISCONCEPTION # 2:** *The only reason to clean air ducts is to get the dirt out and keep my home or office cleaner.*

Not True! Indoor air contaminants include: fibers and chemicals from carpeting and fabrics; formaldehyde and other chemicals from furniture; vapors from cleaning and copier chemicals; dust mites; and hair, dander, and germs from occupants and pets. The combined effects of these pollutants can be significant, especially on those suffering from allergies, asthma, or other respiratory ailments.

So, getting ALL of the contaminants out for that reason alone is pretty important. There is another. All of the contaminants provide a rich breeding ground for mold, mildew, and bacteria. Further, the particles get into moving components, which can cause physical damage to the system over time. Cleaning the entire system will result in a more efficient one that can actually end up saving you money. Oh, yes . . . and your home will be cleaner, too.

**MISCONCEPTION # 3:** *Having the right equipment is all a company needs to clean my air ducts properly.*

Absolutely False. Many companies own duct cleaning equipment--but a large number of employees don't know how to use it. You probably know someone who bought the newest computer on the market, but didn't learn how to use it for a year or more. The same is true of duct cleaning equipment.

**MISCONCEPTION # 4:** *The company that offers the lowest price is the company I should hire.*

Maybe--but not always. Here are some points to consider:  
The price you see offered may not be for the services you want performed. If you want a complete, professional cleaning of your air duct system, the air duct cleaner should perform all of the following:

Open access ports or doors to allow the entire system to be inspected.

Use vacuums that exhaust to the outside, or only HEPA, or high efficiency particle air vacuums if they exhaust indoors.

Protect you, your family, your pets, your carpet and furnishings during the cleaning process.

Use specialized equipment for dislodging foreign matter from duct surfaces and high power vacuums to remove it.

Protect duct integrity; including re-insulating and re-sealing any access holes.

## **Crawlin' Critters And Crud**

### **A Guide To The Slime, Grime,**

### **And Livestock That's Sleeping, Creeping.**

### **And Galloping Through Your Air Ducts**

Bacteria. Car exhaust. Chemicals. Copy toner. Dirt. Dust. Dust Mites. Fungus. Germs. Grime. Grit. Hair. Industrial Waste. Lint. Lead. Mice. Mold. Mildew. Pollens. Pollutants. Roaches. Rodents. Scum. Smoke. Soil. Soot. Tar. Tobacco Smoke.

All of these things are known to live, hide, breed, or otherwise get a foothold inside your air duct system. Will you help us? We are trying to find at least one thing for every letter of the alphabet. We don't have anything yet for these letters: E, J, K, N, O, Q, U, V, W, X, Y, Z. If you can think of something that could be in your air ducts that begins with these letters--or any others--please call or write to me and I'll consider including them in my next consumer's guide.

## **5 MISTAKES TO AVOID WHEN CHOOSING AN AIR DUCT CLEANER**

**MISTAKE # 1:** Choosing an air duct cleaner based on equipment alone. No question, your air duct cleaner needs first-rate equipment. But he also needs something else. He needs employees who are skilled at operating that equipment. Many companies own the right tools, but very few companies teach their employees how to use them properly.

**MISTAKE # 2:** Choosing an air duct cleaner based on low price. Low price could be a problem in three ways:

(1) Low price can be the bait that attracts your phone call. But once the cleaner gets into your home, he pressures you into a much more expensive job.

(2) Low price can be for a partial job or only an encapsulate application. Rarely does the consumer know what this means, and, when told, asks for a more complete cleaning and/or other services which result in a much more expensive job.

(3) Low price means the air duct cleaner has cheap equipment or untrained personnel, which will not effectively clean your air ducts.

**MISTAKE # 3:** Choosing an air duct cleaner based on a single telephone call. Instead, invite the person to your home and ask for a specific written quotation. Then you'll know exactly what the air duct cleaner recommends--and you won't be the victim of high pressure tactics when the technician steps into your living room.

**MISTAKE # 4:** Choosing an air duct cleaner who doesn't offer a money-back guarantee. In my view, every air duct cleaning company should be fully accountable for its work. And if you aren't pleased with the job in every way, you shouldn't have to pay for it. Period. Ask the air duct cleaner if he offers a money-back guarantee and then make sure the

air duct cleaner includes his guarantee on his written quotation.

**MISTAKE # 5:** Choosing an air duct cleaner without getting comments from his other clients. Any air duct cleaner can say anything about his past jobs. And, sadly, some of what he says may not be true. Make sure you ask for references or read comments from current customers so you can depend on the air duct cleaner and his work.

## **THE IMPORTANCE OF VALUE AND PRICE**

Price is what you pay. Value is what you get. When you select an air duct cleaner, you'll choose from a wide variety of capabilities and prices. Not surprisingly, having your air ducts thoroughly cleaned by a professional costs more than using your vacuum cleaner to do it yourself. If you are going to use the cheapest cleaner to do the job, you may actually be better off doing it yourself.

On the other hand--if you want your air ducts thoroughly and reliably cleaned--then you have to have it cleaned by a skilled, qualified technician.

## **DO YOU WANT CLEAN HEALTHY INDOOR AIR?**

If all you want is a quick vacuum of the grills--then I respectfully ask that you call another company. But, if you want to protect your health, and the health of your family or employees, then you're invited to call me.

As I pointed out earlier in this brochure, duct cleaning is only one part of an overall indoor air maintenance system. The contaminants may re-occur if you don't remove the source.

**100% NO-RISK GUARANTEE**

I want you to be super-pleased--in fact, delighted--with every air duct cleaning job I do. So, every job comes with my iron-clad, risk-free, guarantee. What does this mean? Simply this: If you aren't happy with my work, I'll re-clean the duct area for free. And, if you still aren't pleased, you pay nothing. Not one cent. Many companies don't guarantee their work, but I feel nothing is more important than your complete and total satisfaction. I stand behind every job 100%. If you ever have any questions or concerns about my work, please call me right away at **(630)654-2084**

## **5 RECOMMENDATIONS FOR CLEAN, HEALTHY AIR**

If you are thinking about having your air ducts cleaned, I encourage you to follow these five recommendations

**Recommendation #1:** make a commitment to yourself to get your air ducts cleaned. The longer you wait, the longer you expose yourself and your family or employees to possible contaminants. Further, the sooner you get the air ducts cleaned, the sooner you will have the confidence that your air quality is good and that your system is running efficiently.

**Recommendation # 2:** Decide whether you want to work with an honest, reputable company--or are you willing to risk working with the company that offers the lowest price, knowing that it may be your health at risk and that the company may not be in business tomorrow.

**Recommendation # 3:** Ask the right questions of a duct cleaner before you hire.

Interview potential air duct cleaners by asking the following eight questions:

- 1) How do I know when my air ducts need cleaning?
- 2) How often should I get my air ducts cleaned?
- 3) How long have you been in business?

- 4) Are you properly insured?
- 5) What type of equipment do you use?
- 6) Is your equipment HEPA equipped?
- 7) What training have you had in air duct cleaning?
- 8) Will a trained technician be on site at all times?
- 9) What is your Guaranty?

**Recommendation # 4:** Once you are satisfied that you are working with an honest, competent professional, invite him into your home or office and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost--no surprises.

**Recommendation # 5:** Use high efficiency air filters. I highly recommend using electrostatic air filters. They remove pollen, dust, and airborne pollutants with a peak air resistance of 94%. You will never need another filter, and they are quick and easy to clean.

By following these five recommendations, you'll gain all the information you need to make an informed, intelligent decision.

I'll be happy to answer any questions you have--provide you a cost estimate or come into your home and give you a free written estimate--without cost or obligation of any kind. To reach me, call **630-654-2084**.

THANKS AGAIN for reviewing my new Consumer's Guide to Air Duct Cleaning. I hope you found this information helpful.

If you have any questions or comments--or if you'd like me to give you an exact written quotation to clean your air ducts--please call me at **630-654-2084**

I've dedicated my business to consumer education and service. I'll be pleased to help you in every way. I look forward to your call.

*Steve D'Aquila*

