

For Carpet Cleaners: Business Up but Looking for New Doors of Opportunity

By AlturaSolutions Communications

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The survey was conducted on an individual bases by AlturaSolutions Communications for HydraMaster, a leading manufacturer of truckmount carpet and floor-care cleaning equipment.

Approximately 50 carpet cleaning/restoration technicians were asked the following three business-related questions:

- How is your business doing this year compared to 2009 and 2008?
- If your business is doing better this year, why do you believe this is so?
- Are you looking for new ways to grow your business in 2011, and if so, how?

According to Robert Kravitz, president of AlturaSolutions, a large number of the technicians interviewed did say their businesses are doing better this year, especially compared to 2009. “This was not the ‘across the board’ response, and some technicians said sales have actually gone from bad to worse, but overall most said things have improved in 2010,” reported Kravitz.

Asking those technicians who are seeing better days why they believe this is happening, Kravitz noted one surprising answer: that the real estate market is so depressed.

“People are no longer trying to sell their houses, so they are fixing them up, including cleaning the carpets,” was a common response.

This is a bit of a twist because historically, many carpet cleaning technicians depend on the buying and selling of houses to generate a constant stream of business, according to Kravitz.

Finally, as to plans to bolster business in 2011, a sizable percentage said they were looking into new business opportunities, such as hard surface floor cleaning, tile and grout cleaning, and pressure washing.

“It appears some [carpet cleaning] manufacturers are already aware of this new direction,” says Kravitz.

“At least one exhibitor at the show was demonstrating a high-heat, high-psi truckmount system specifically designed for hard-surface cleaning.”

Methodology:

This was an informal, question-and-answer survey. As noted, approximately 50 attendees were approached at the tradeshow and asked the questions above.

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About HydraMaster

HydraMaster is a multimillion-dollar corporation with 150 employees and 90 representatives worldwide.

The company manufactures several truckmount systems, a wide variety of accessories for high-performance truckmounts, and specialized cleaning wands, including the powerful RX-20 HE.

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