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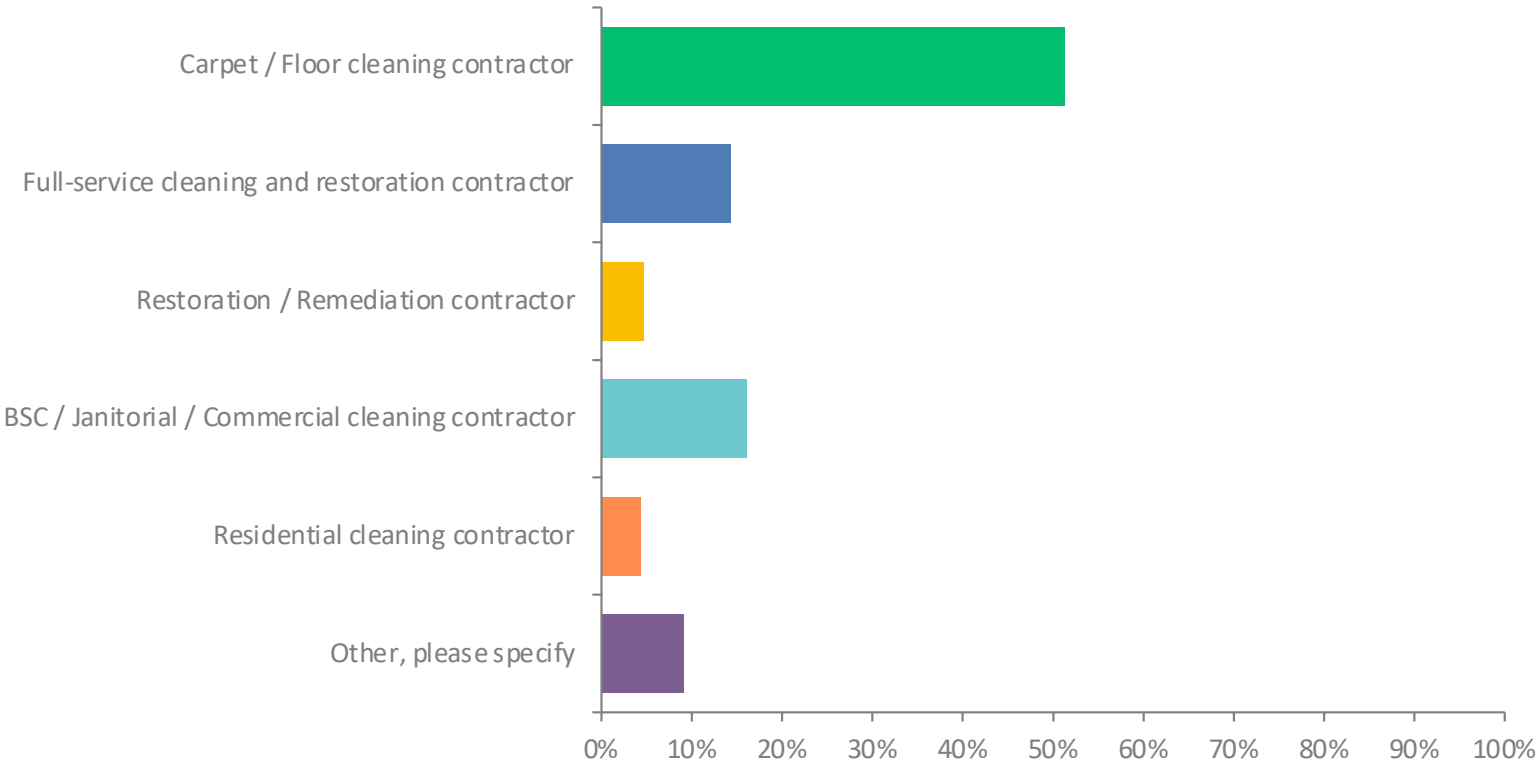
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The 2024 Cleanfax Carpet and Floor Cleaning Benchmarking Survey

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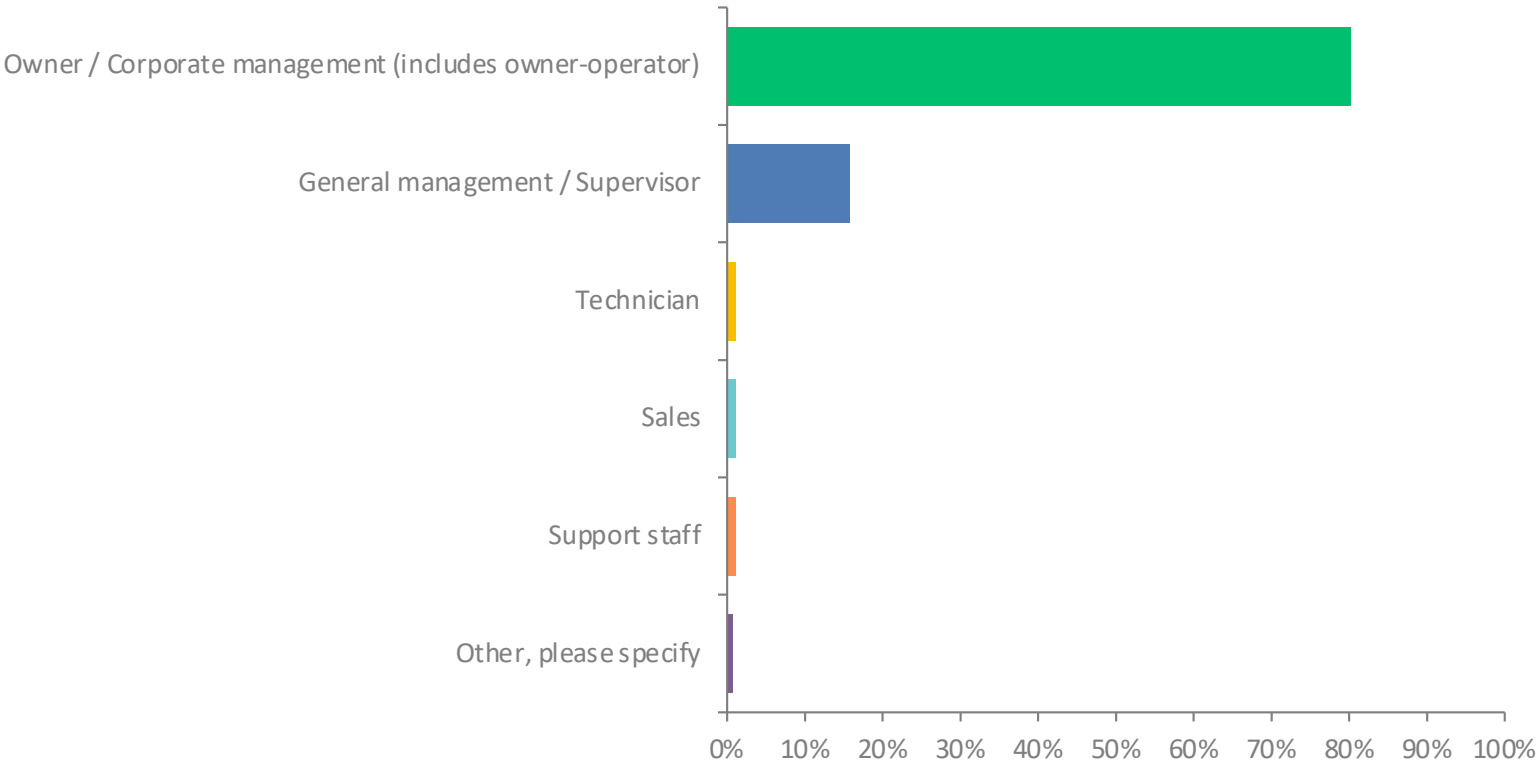
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Q1: Which of the following best describes your PRIMARY business?



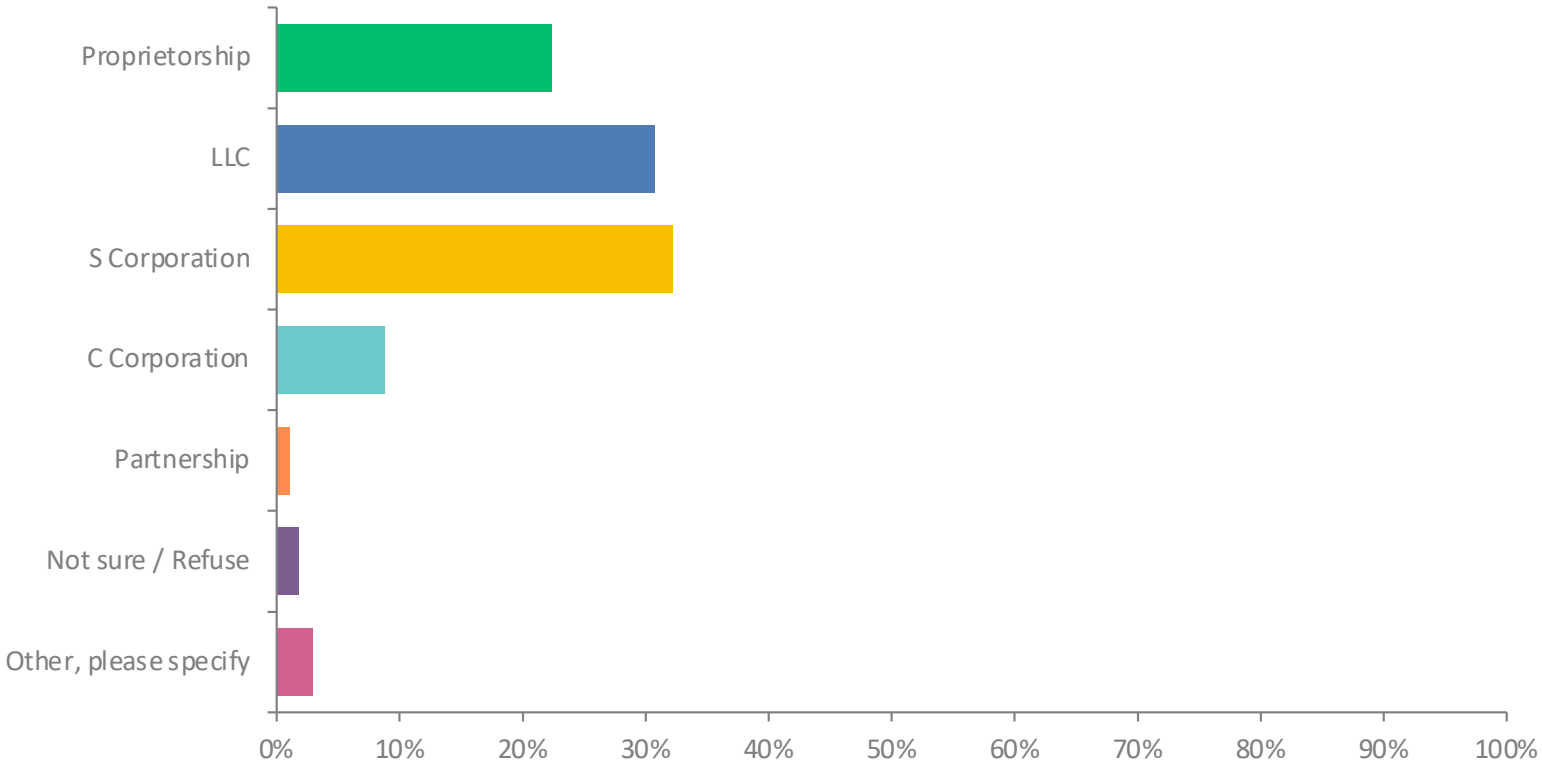
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Q2: What is your role in the business?



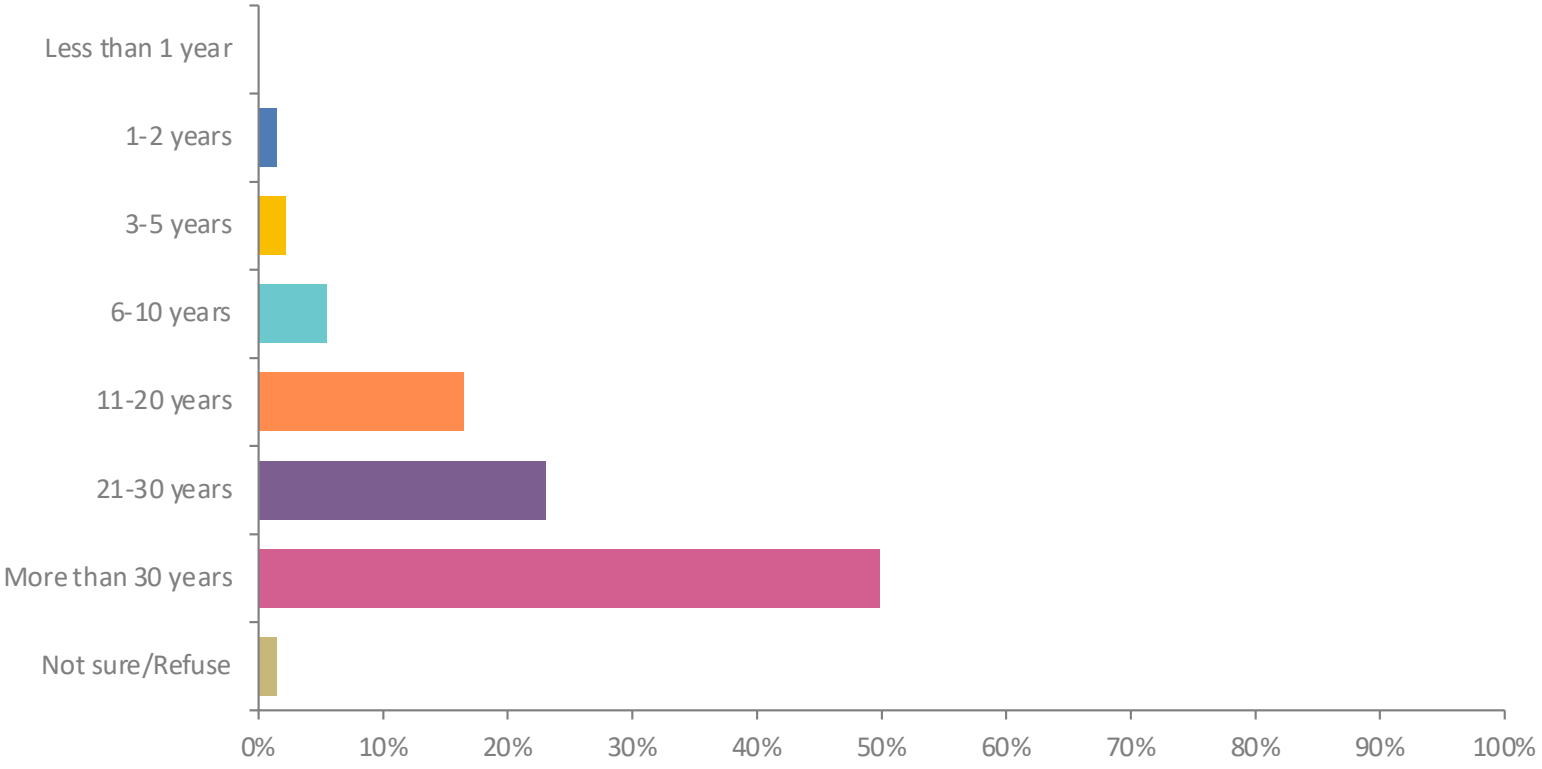
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Q3: What is the current structure of your business?



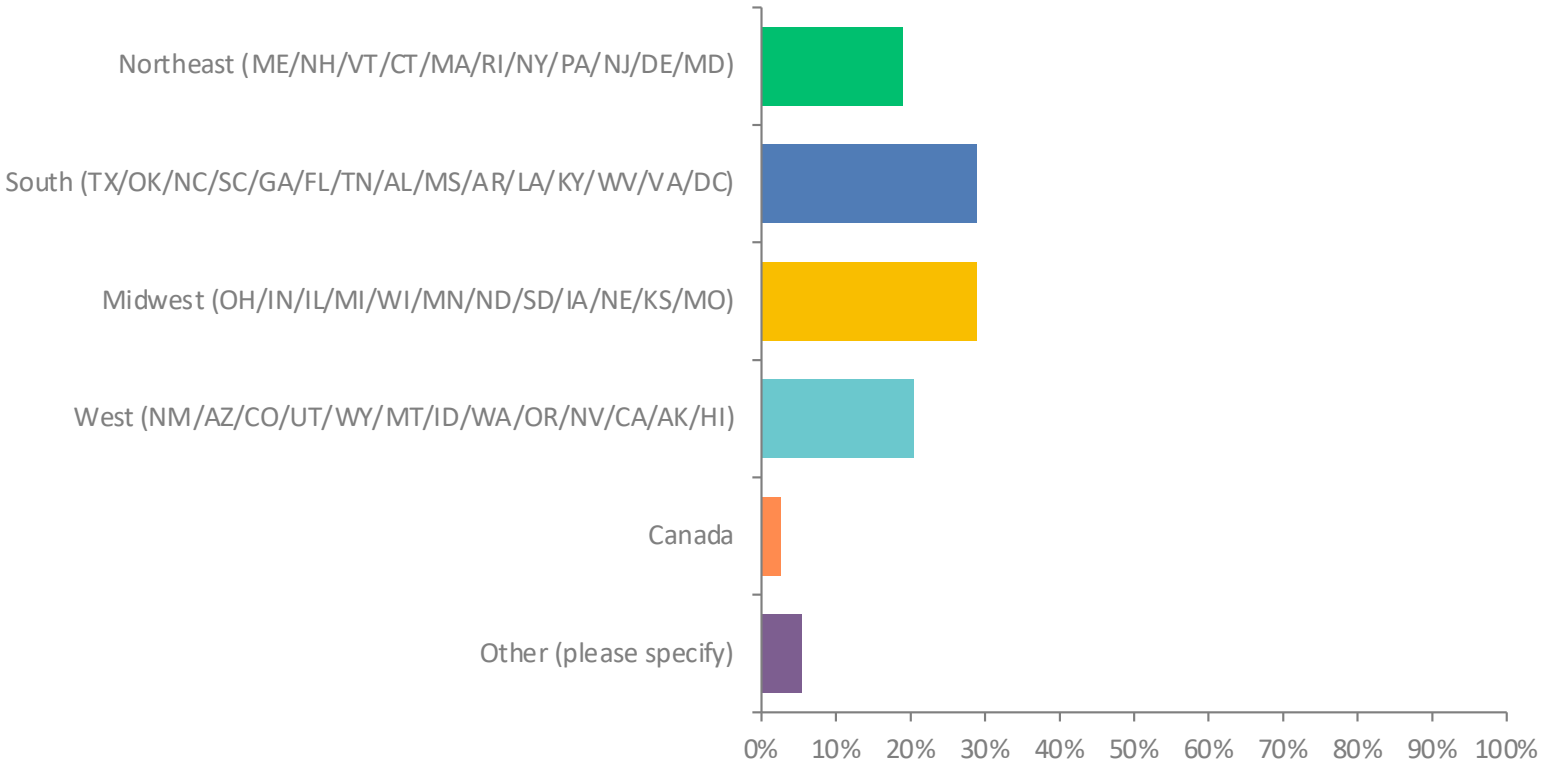
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Q4: How many years has the business been in the carpet and floor cleaning industry?



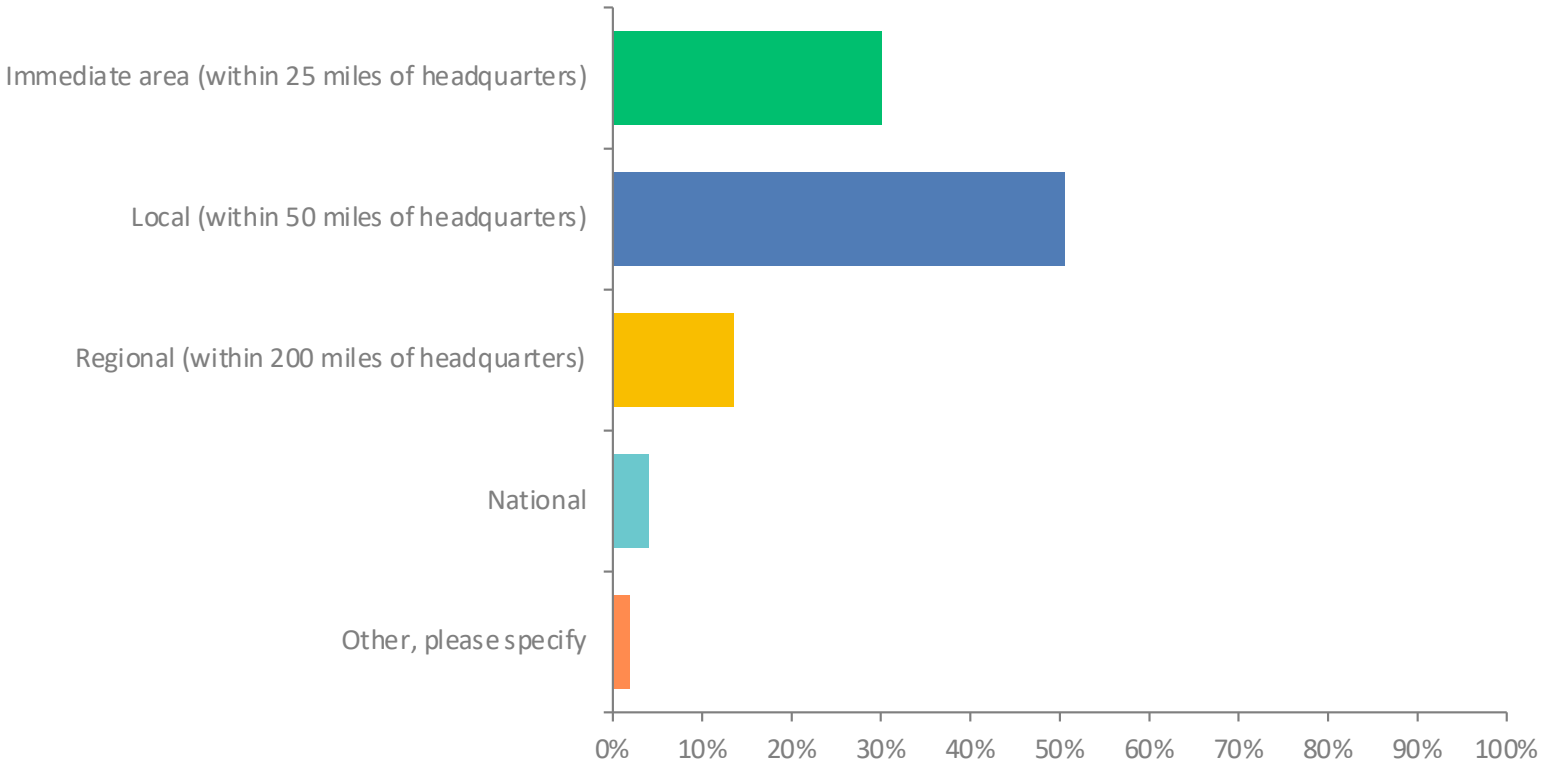
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Q5: Which geographical region(s) does your company serve?



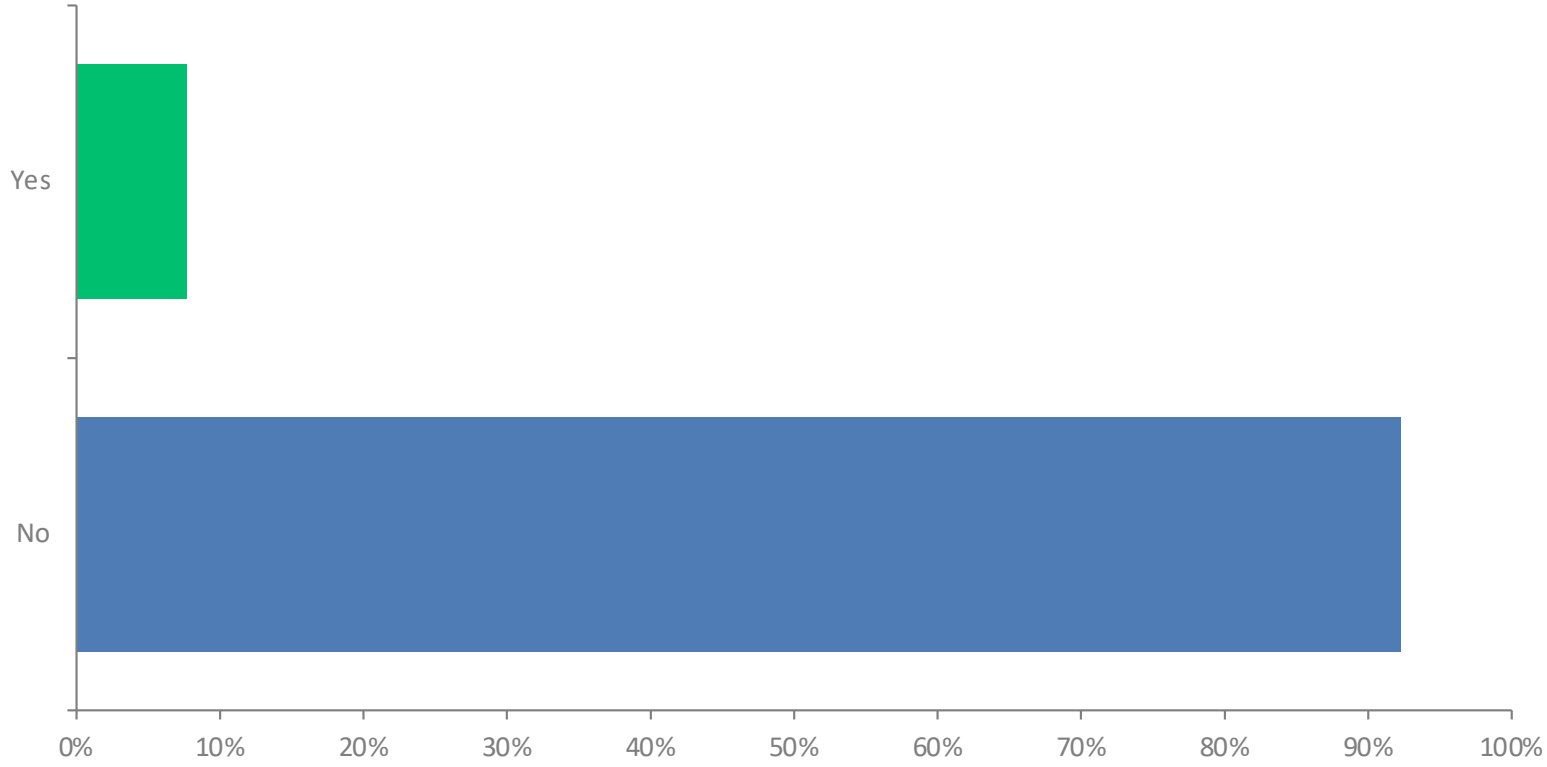
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Q6: What geographical area does the business service?



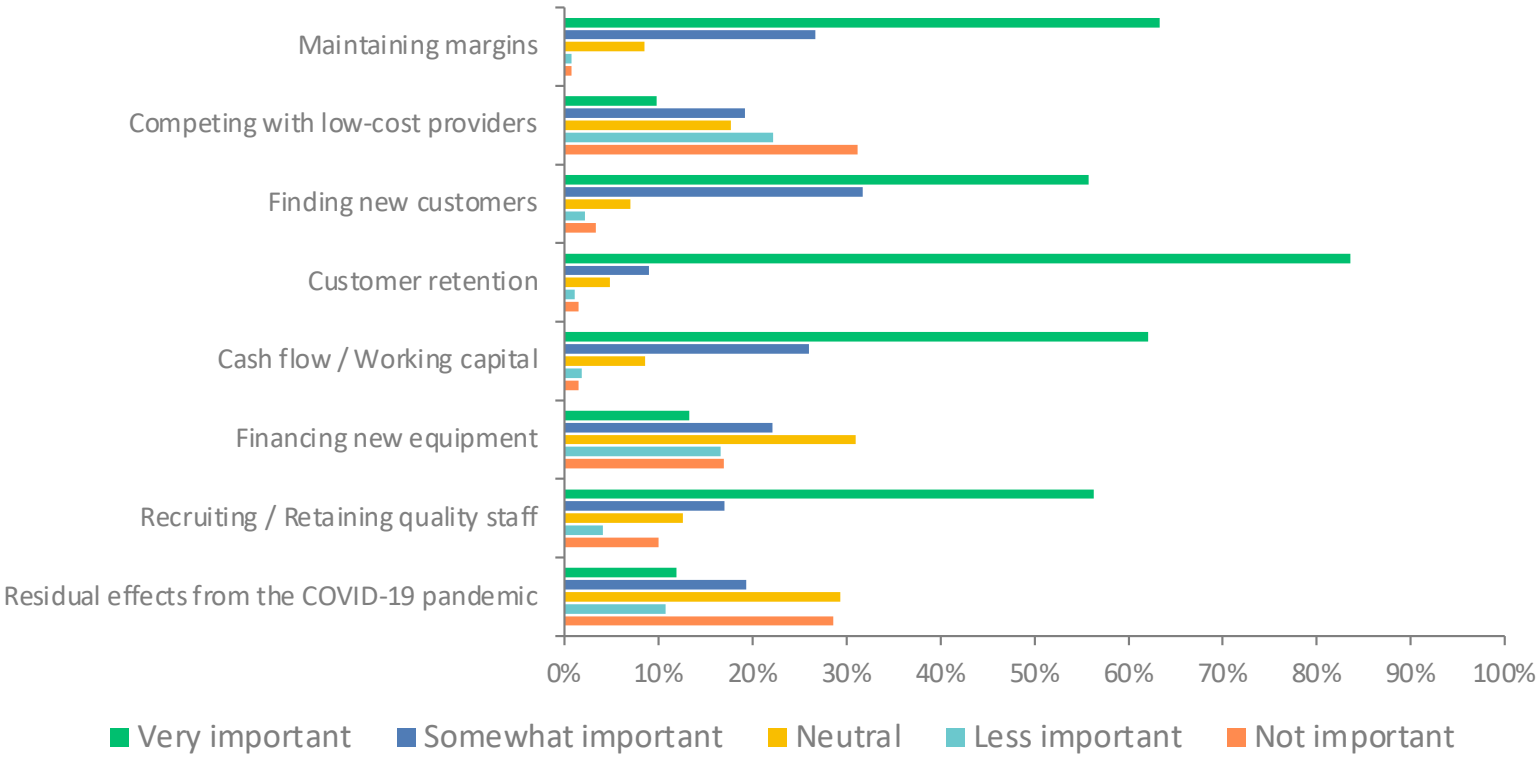
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Q7: Is your business part of a franchise system?



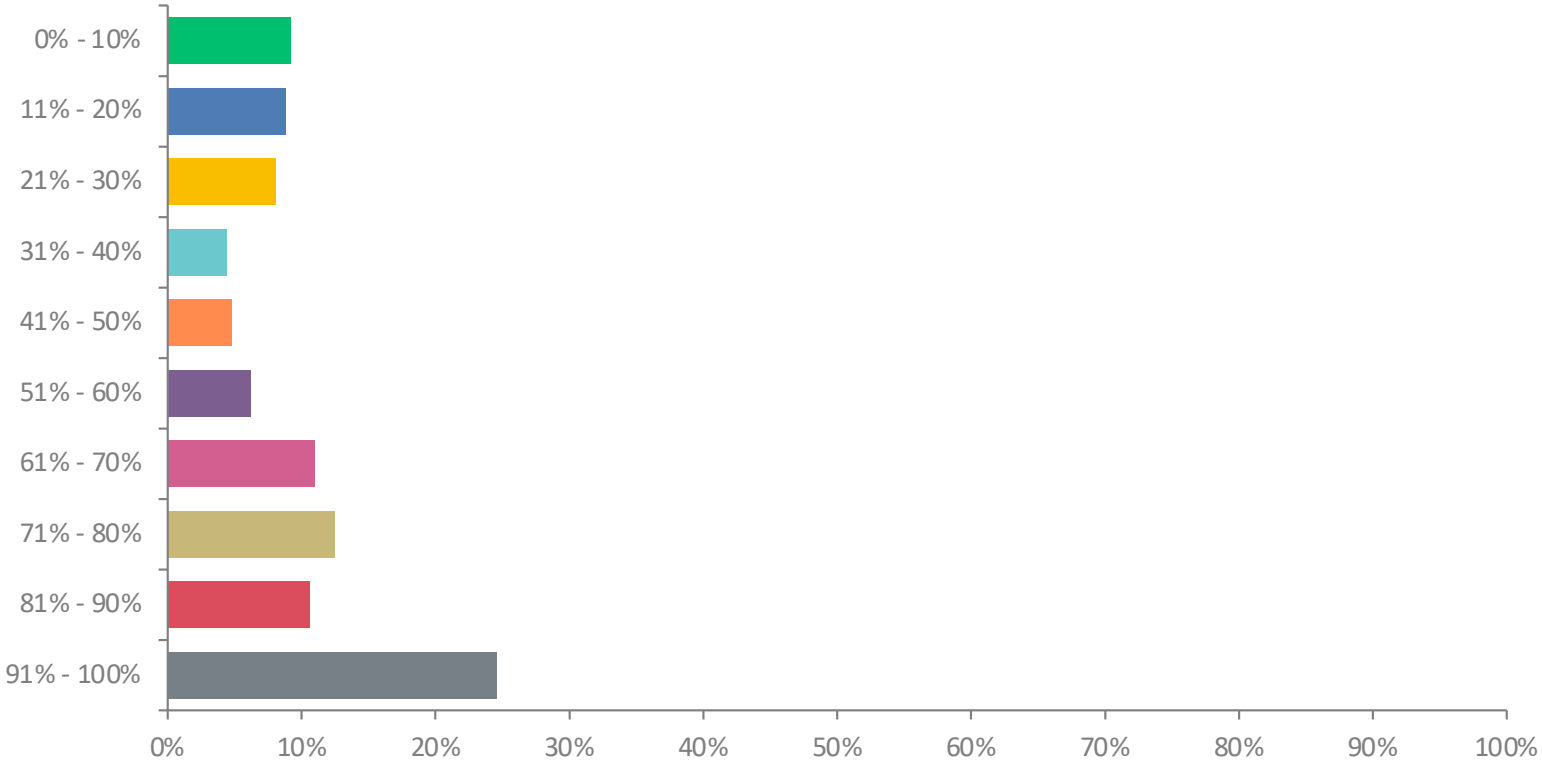
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Q8: Rate the importance of the following challenges as they pertain to your business. Please answer each option.



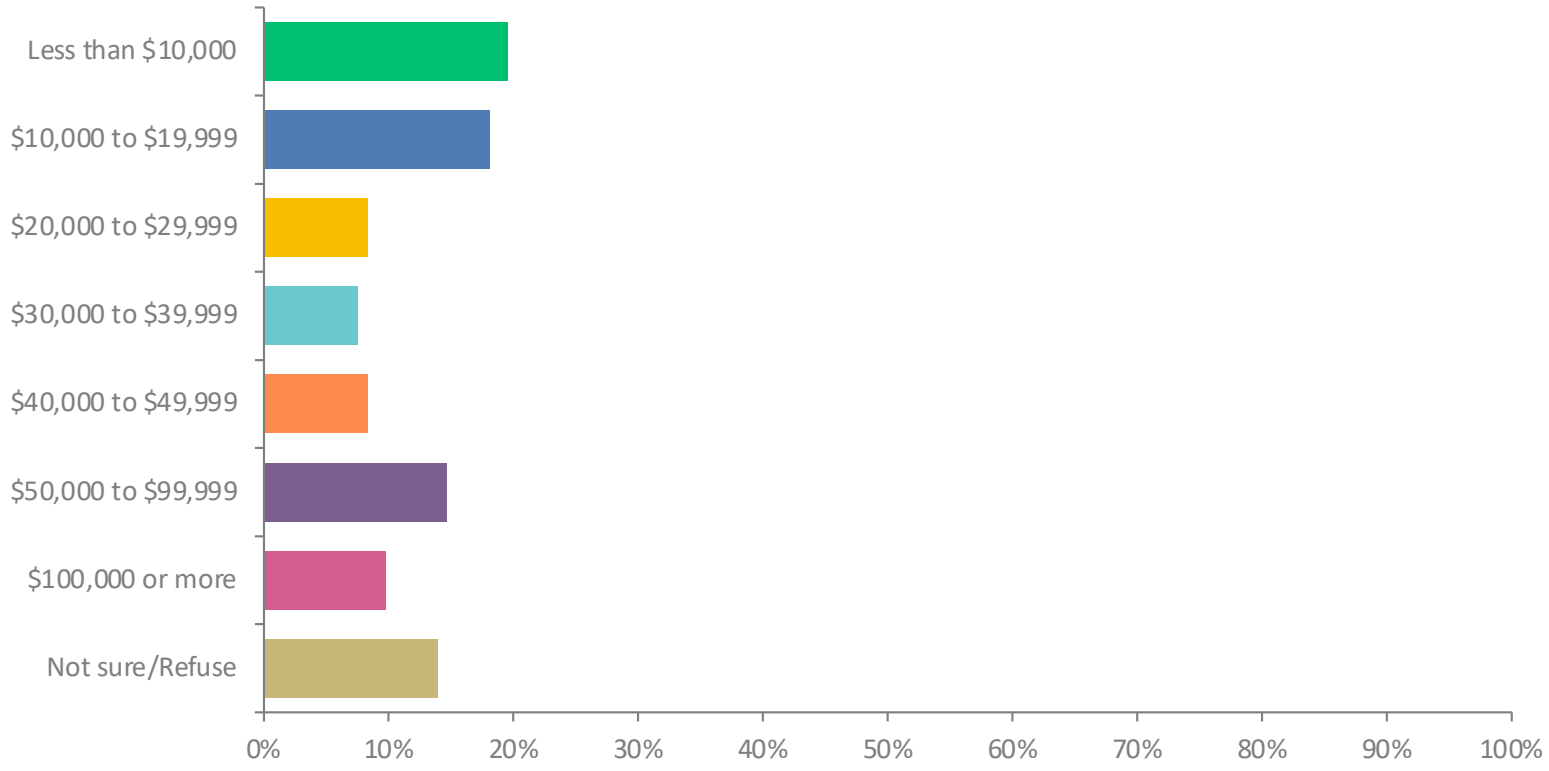
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Q9: What percentage of your total revenue is associated with carpet and floor cleaning services?



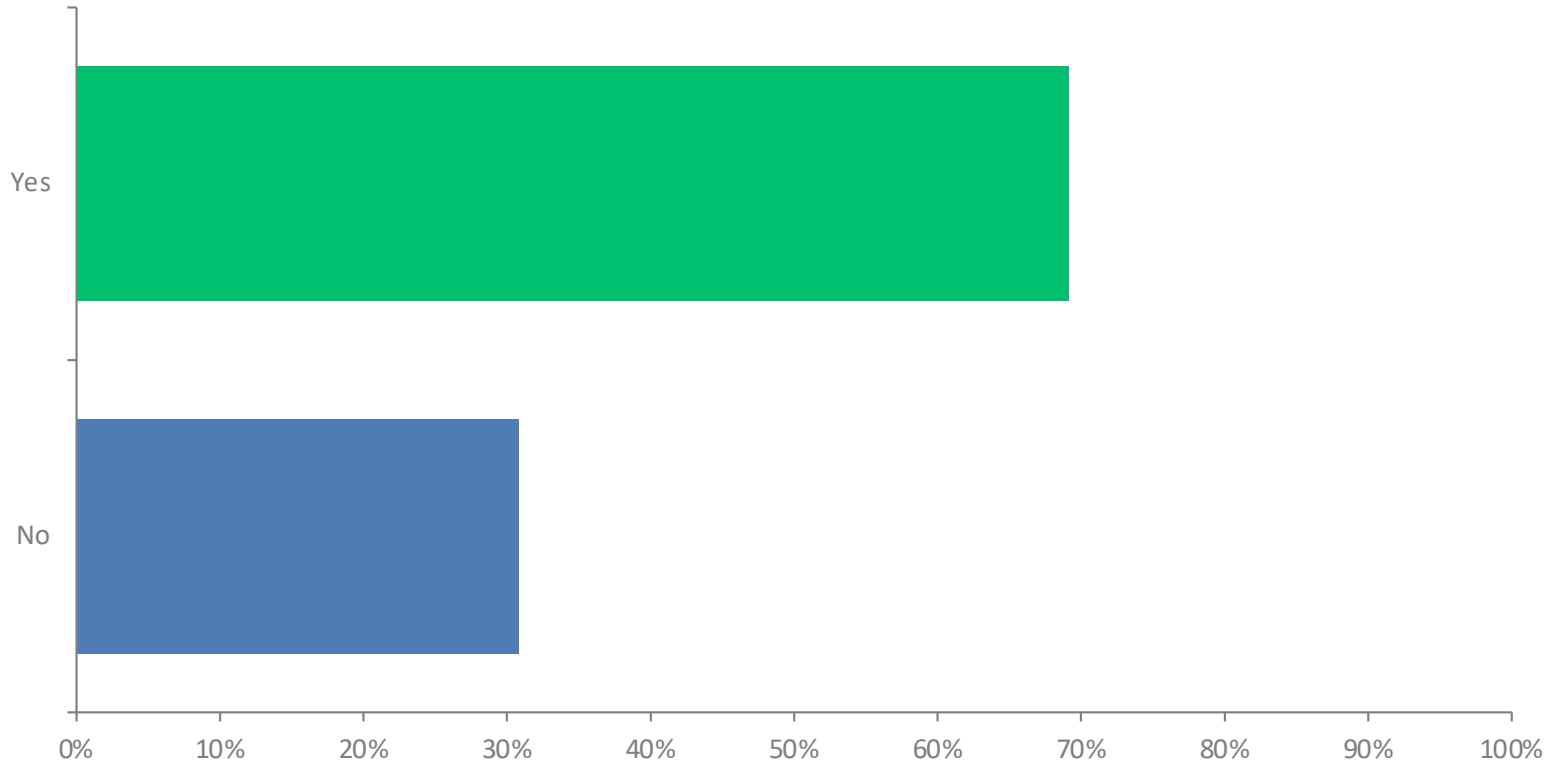
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Q10: What were the approximate start-up costs for your carpet and floor cleaning business (or for this portion of your broader business)?



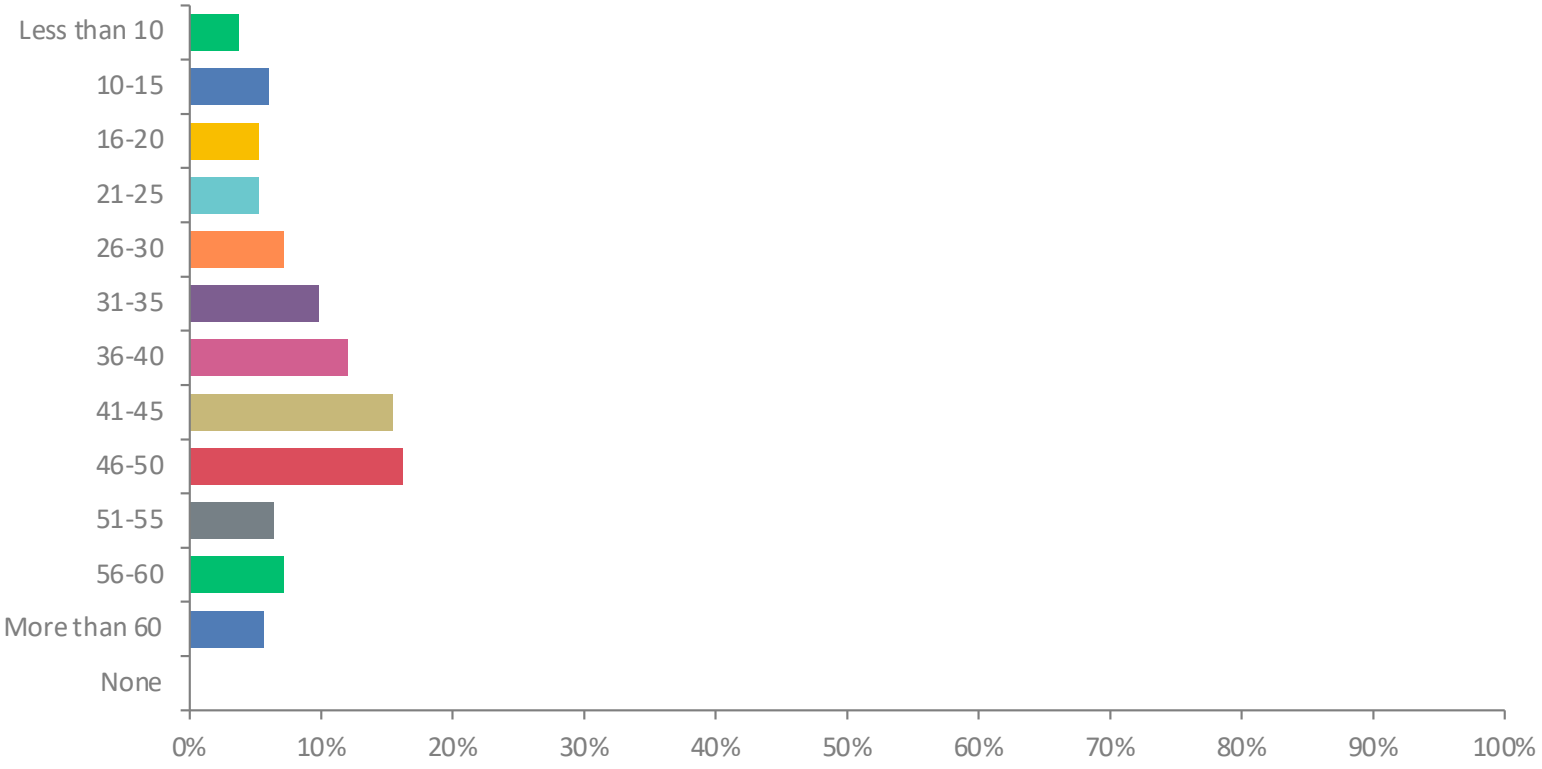
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Q11: Are you actively involved in the physical labor of cleaning?



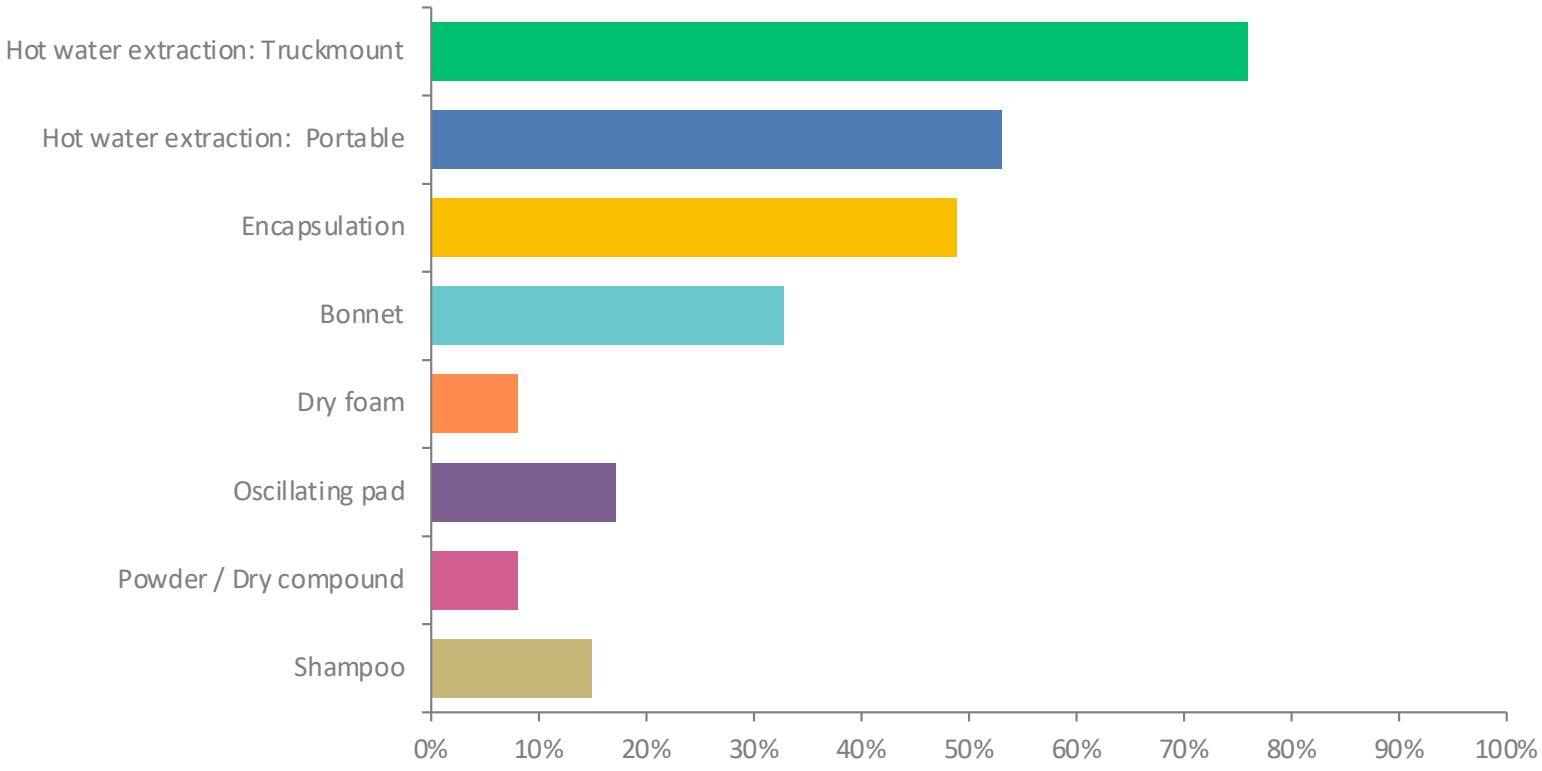
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Q12: On average, how many hours per week do you work in/on the business?



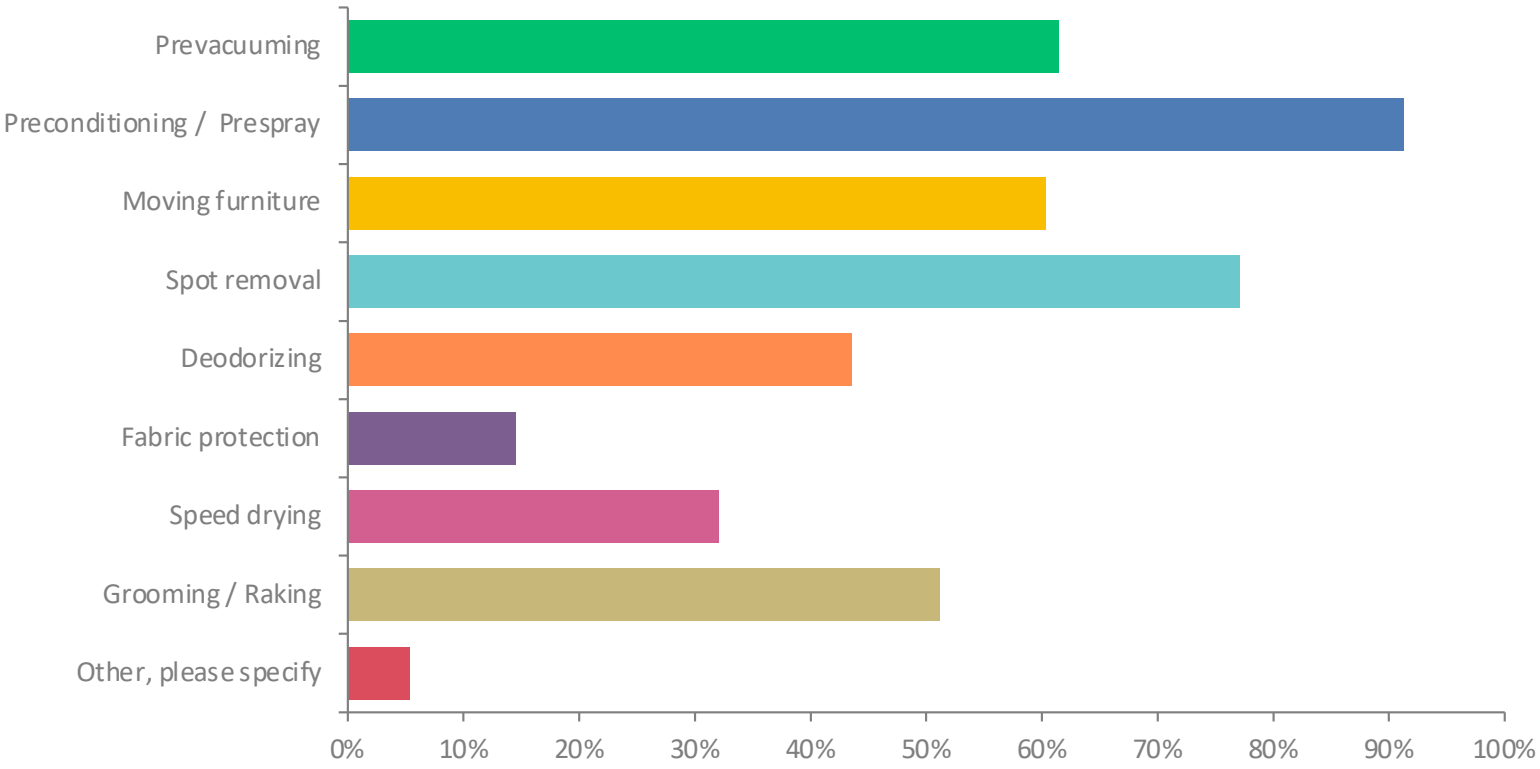
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Q13: Which carpet cleaning method(s) does the company use? Choose all that apply.



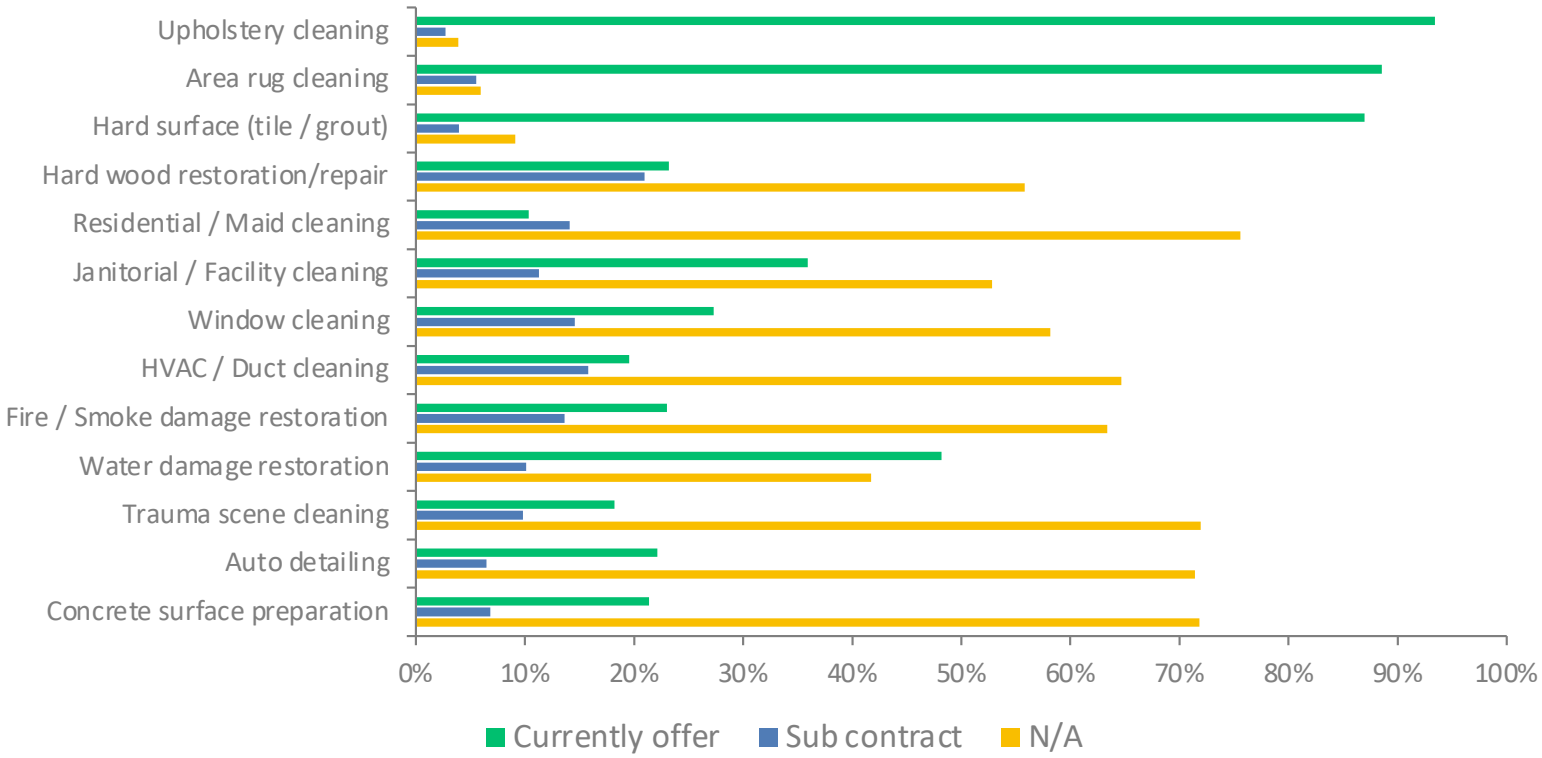
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Q14: Which of the following services are included in the base price of a typical carpet cleaning? Choose all that apply.



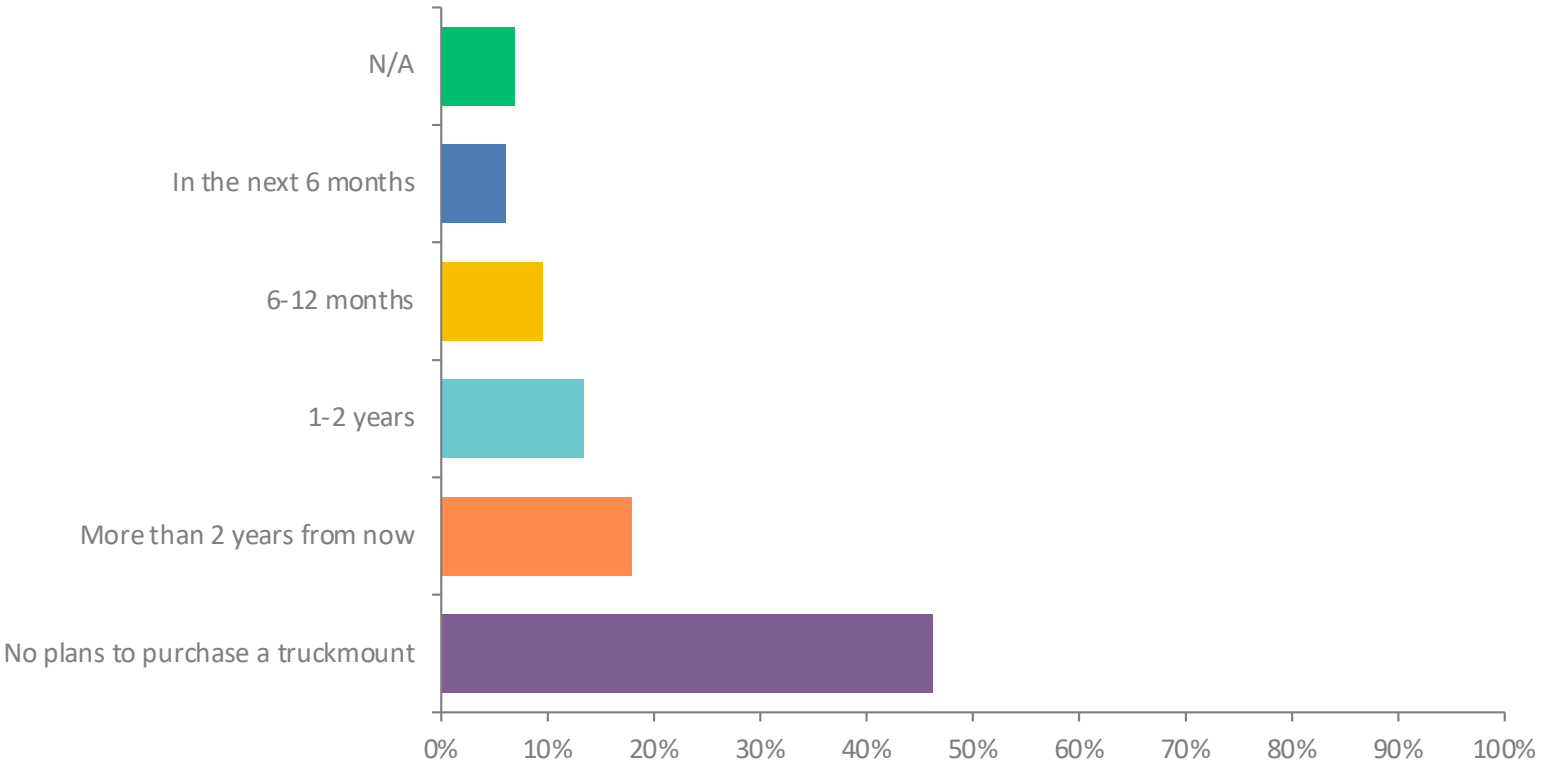
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Q15: Which of the following services do you offer in addition to carpet cleaning services, and which do you sub contract? Please answer all questions.



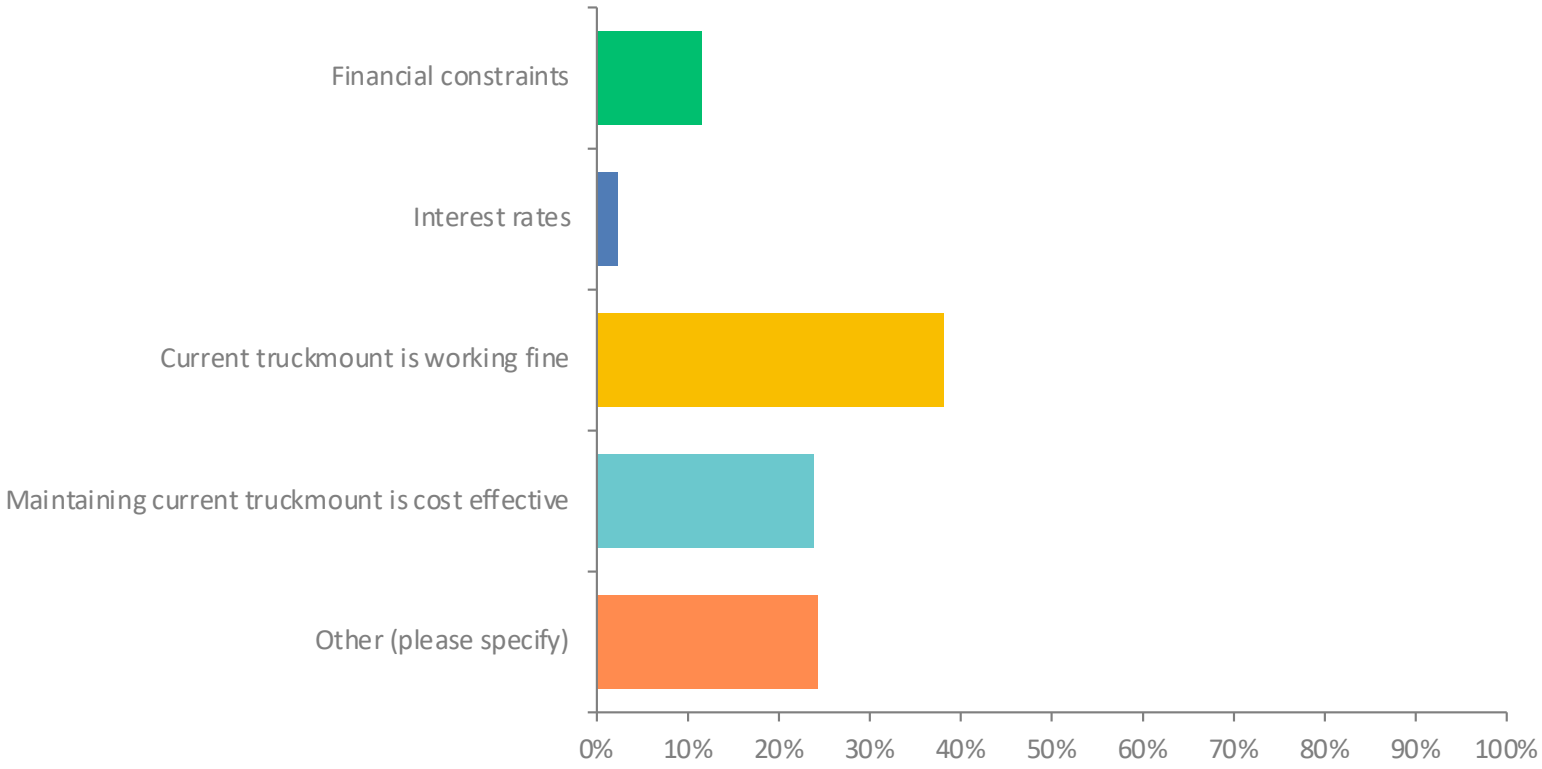
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Q16: How soon are you likely to purchase a new truckmount?



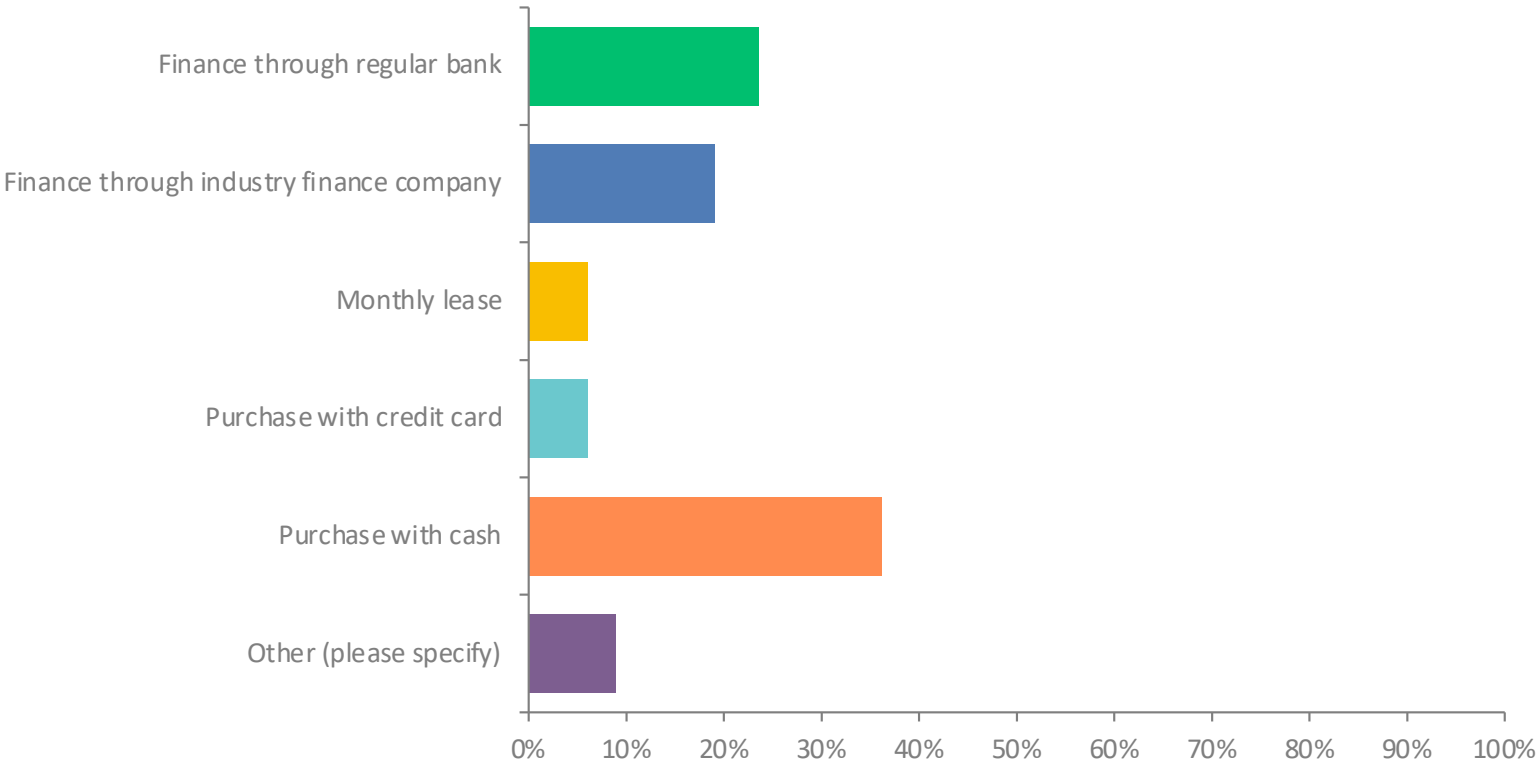
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Q17: If you do not plan to purchase a truckmount, what is most influencing that decision?



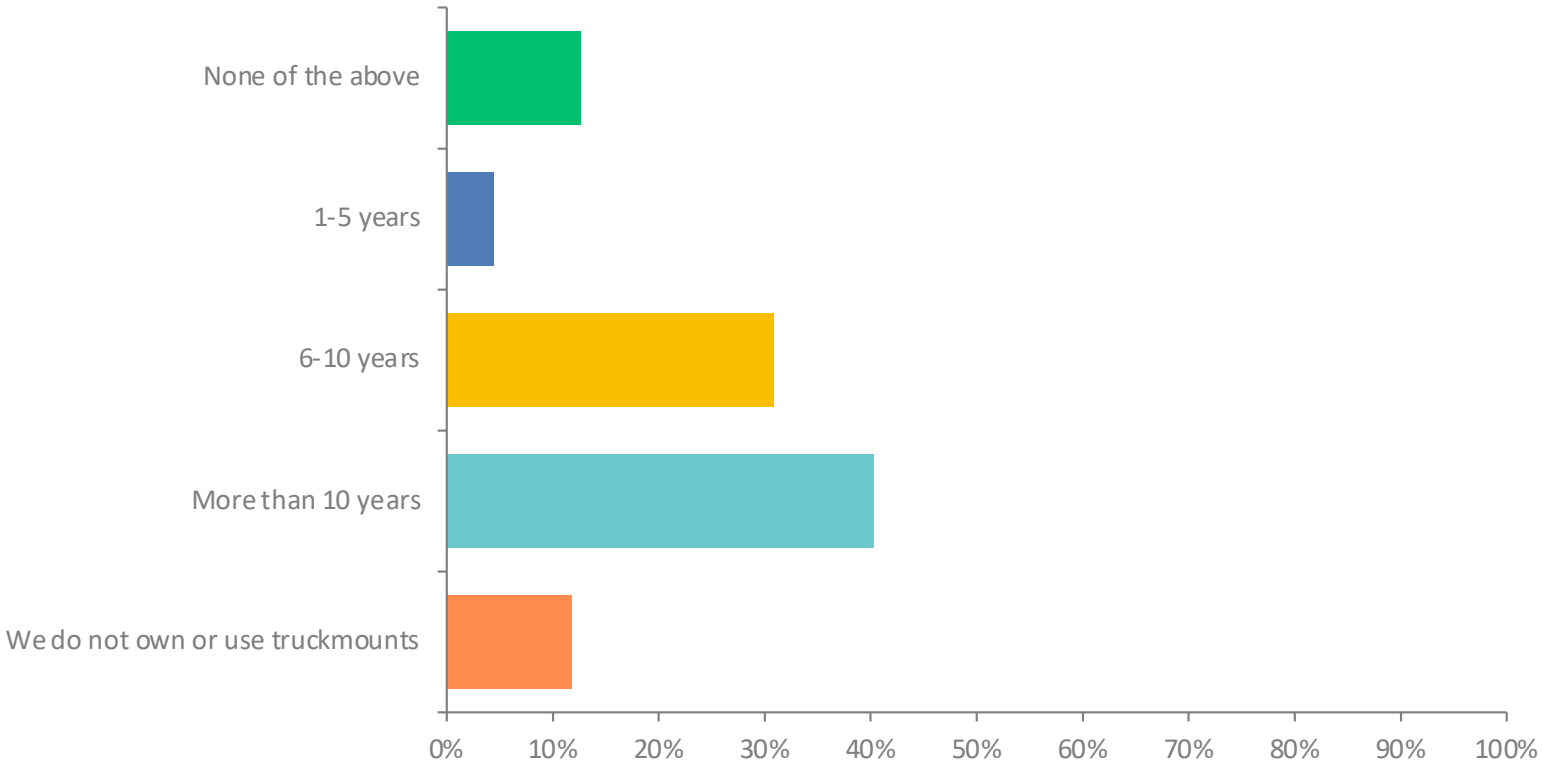
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Q18: What's your preferred method of financing or purchasing new truckmounts or other high-value cleaning equipment?



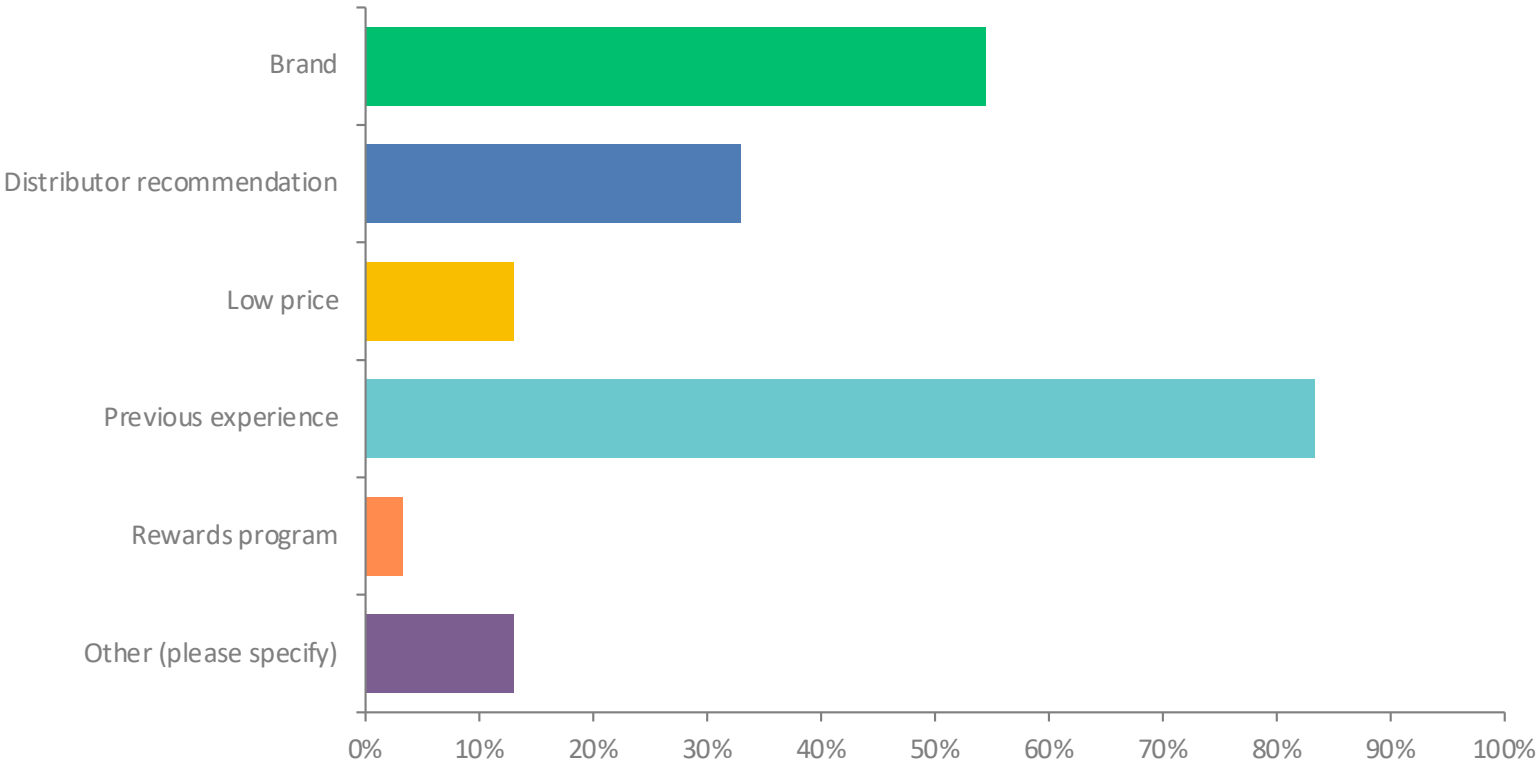
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Q19: How long do you typically keep your truckmounts?



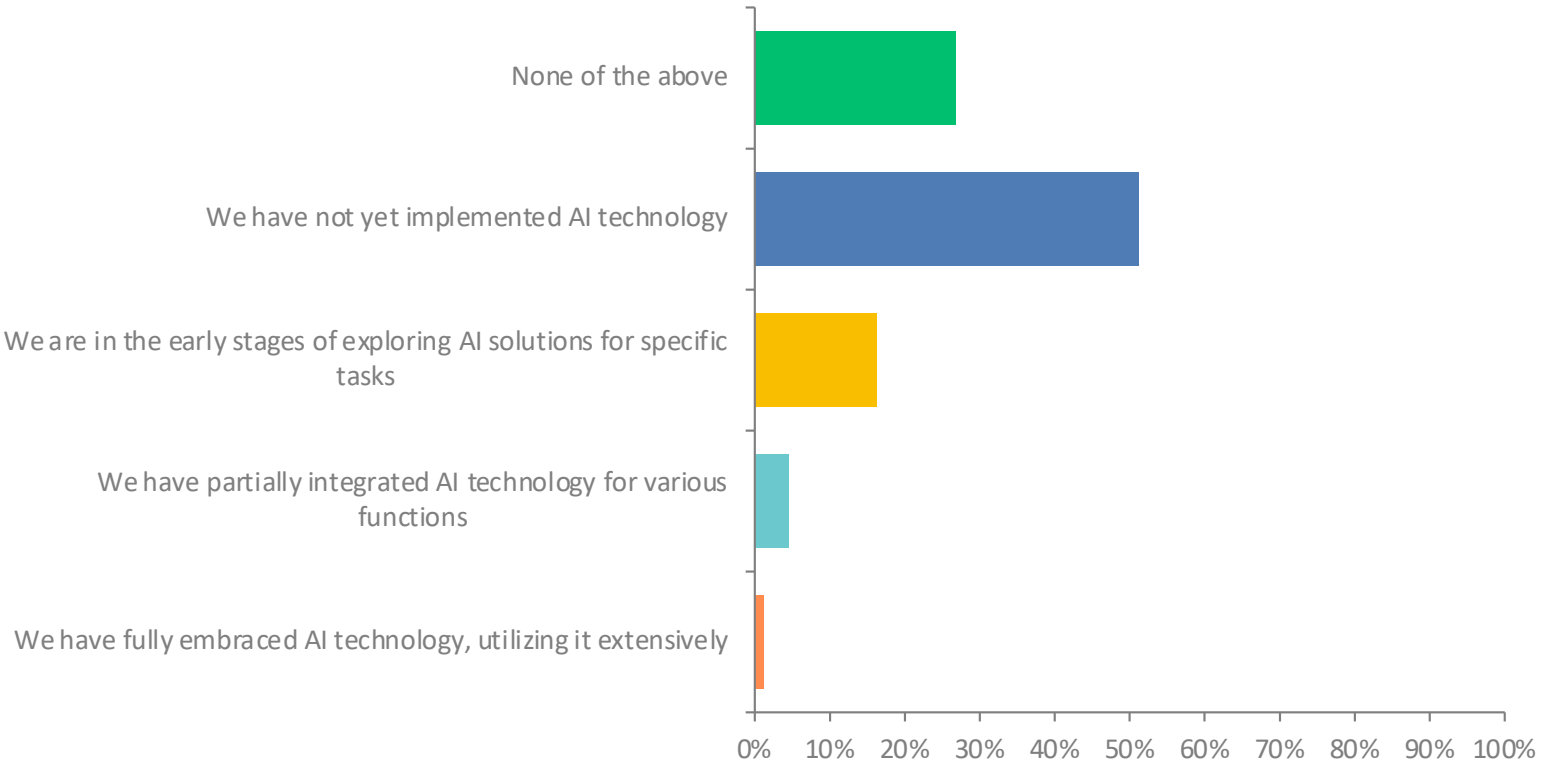
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Q20: What two factors most influence which cleaning products you purchase? Choose just two.



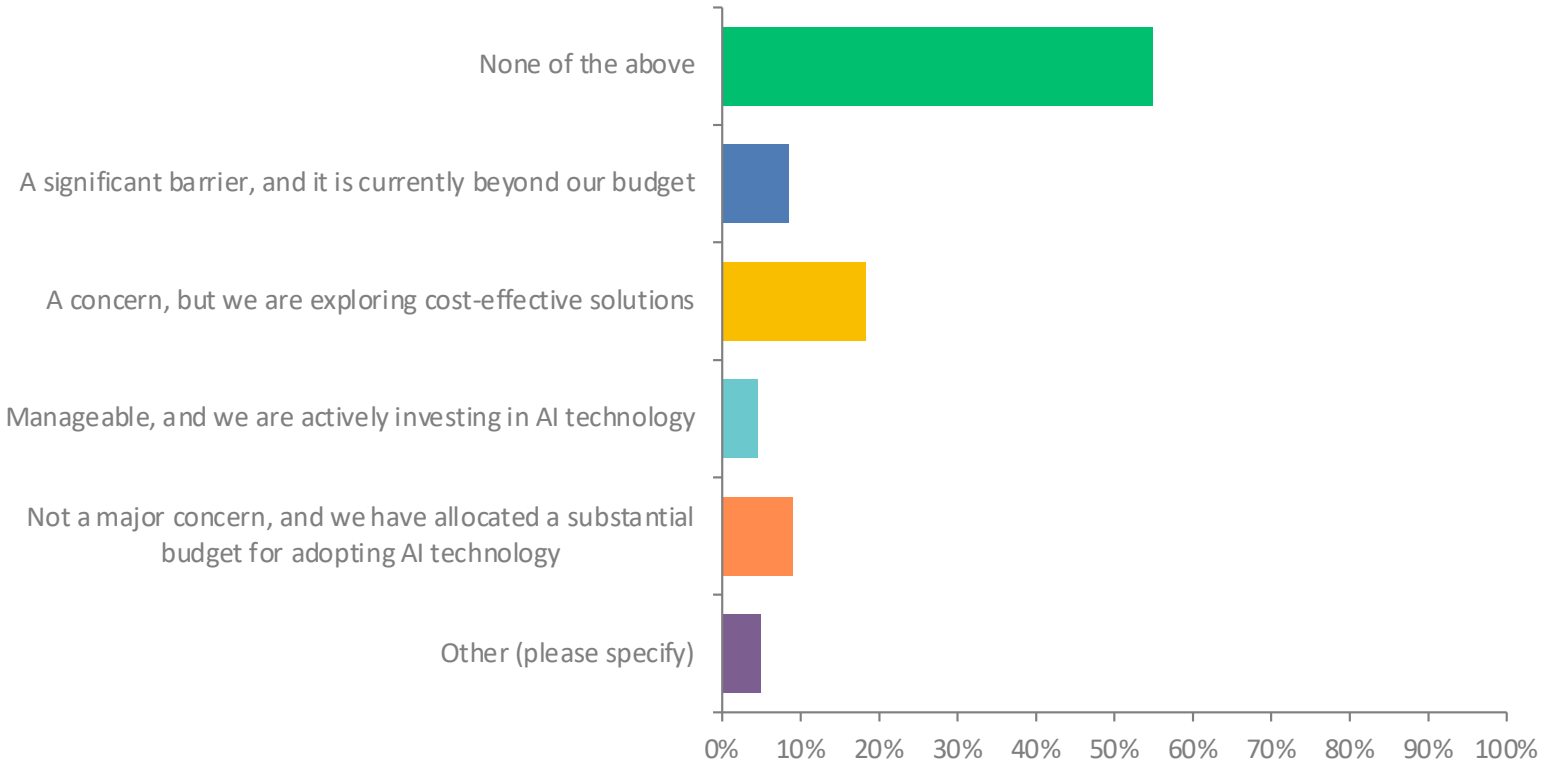
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Q21: How have you implemented artificial intelligence (AI) technology?



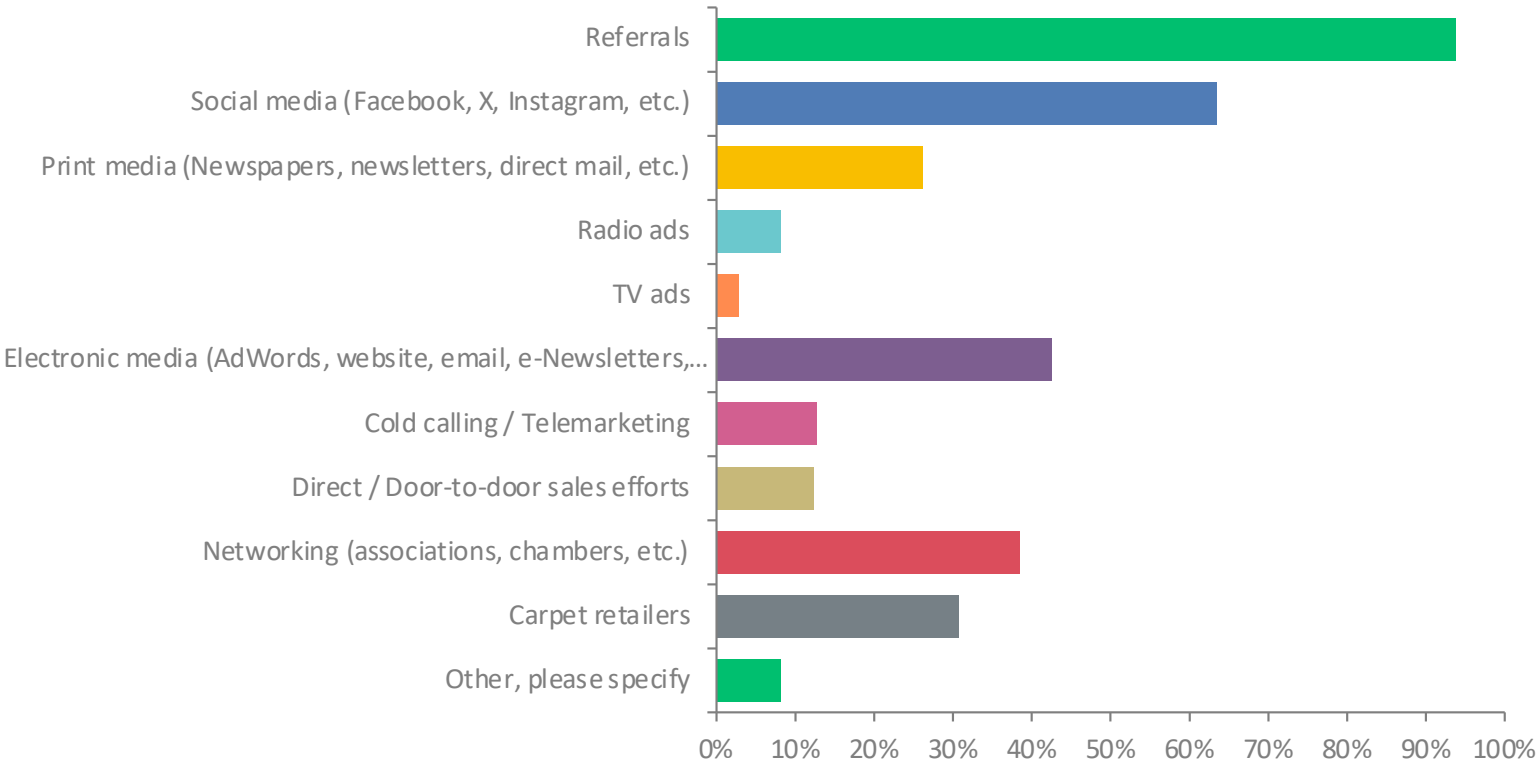
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Q22: How does the affordability of implementing AI technology impact your company's using it?



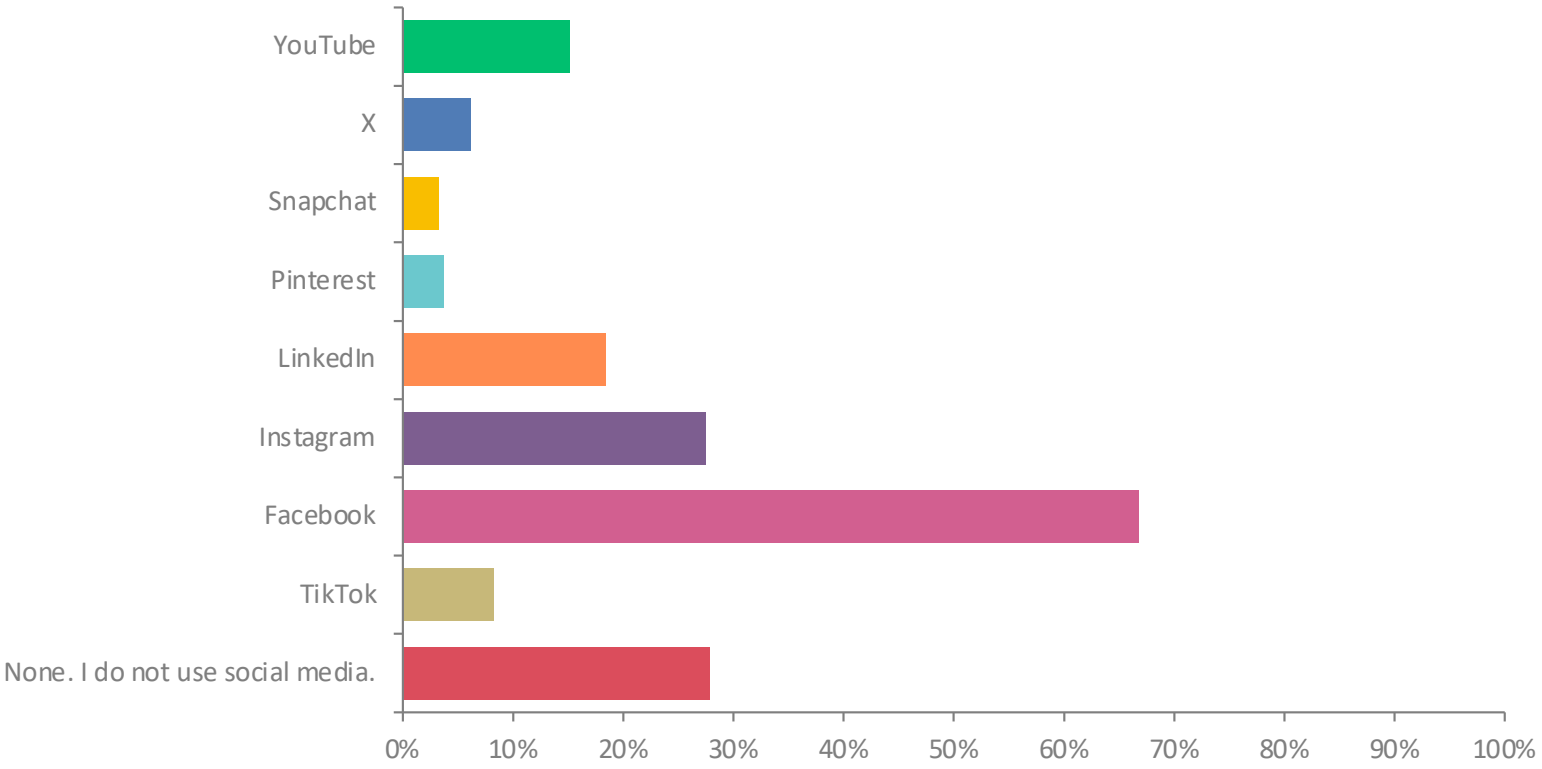
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Q23: Which of the following methods are used to generate new customer leads? Choose all that apply.



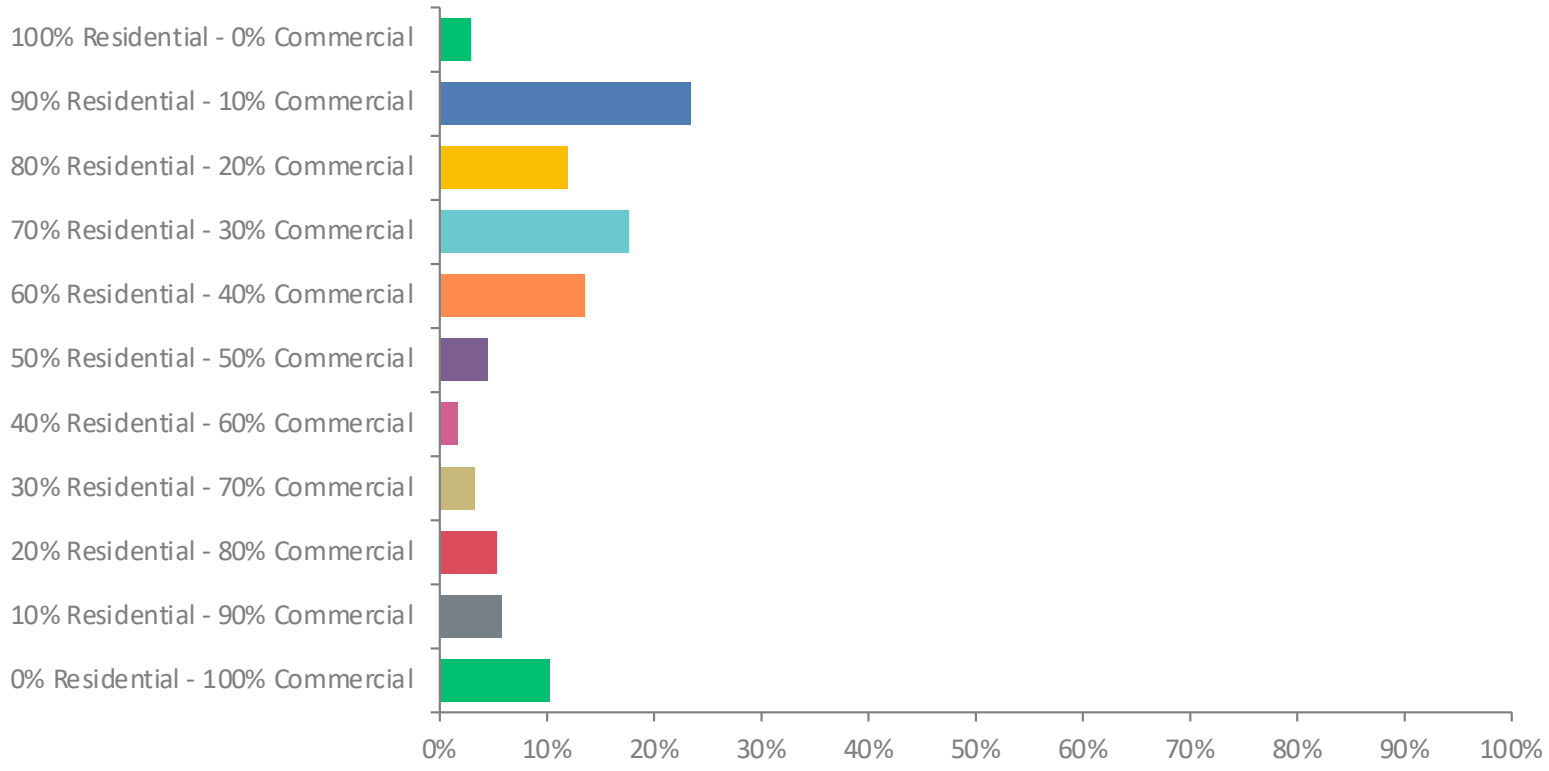
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Q24: Which social media platforms do you regularly use for business growth purposes? Choose all that apply.



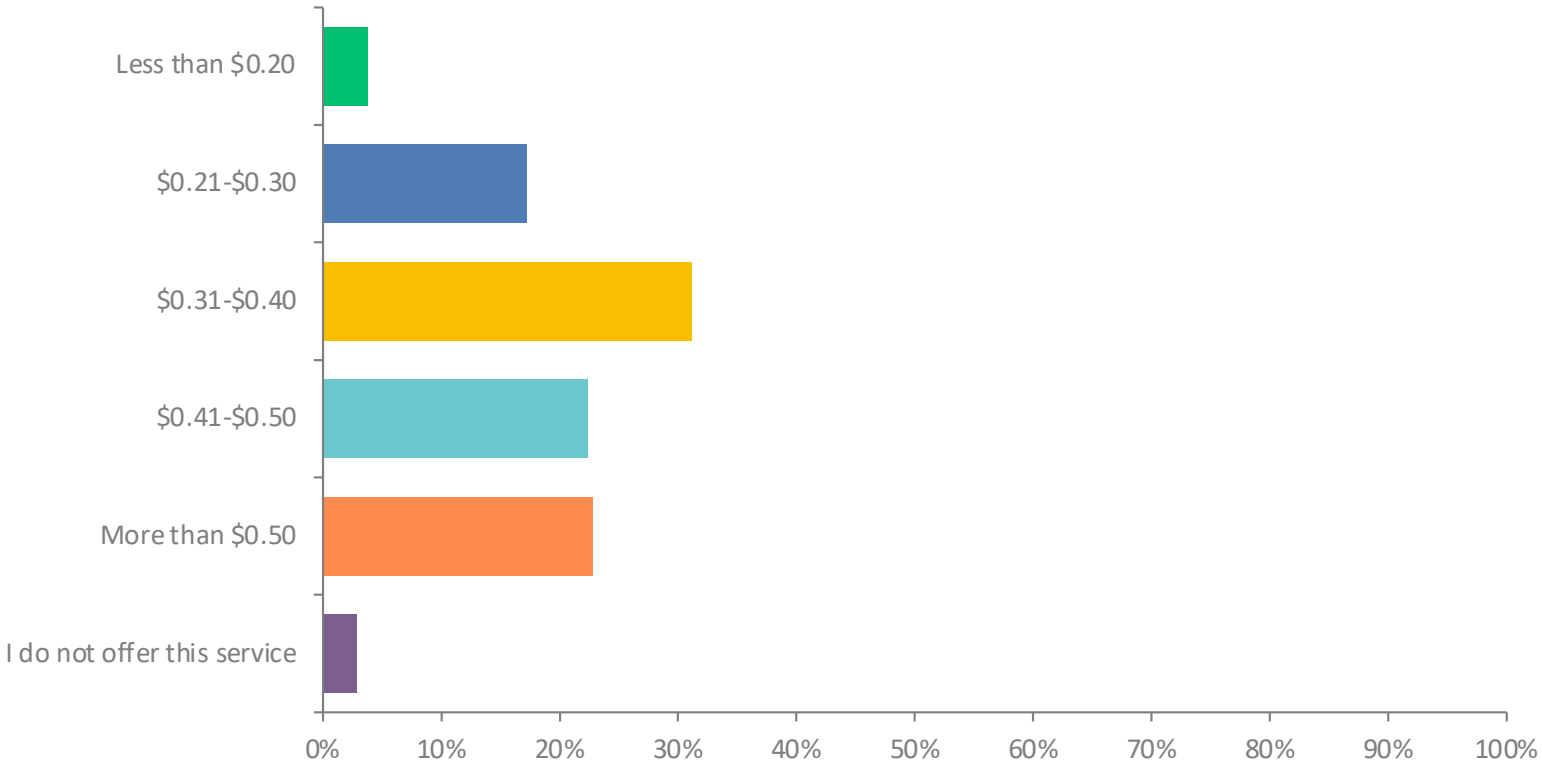
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Q25: What percentage of your business is residential vs. commercial? Select the option that best represents your business.



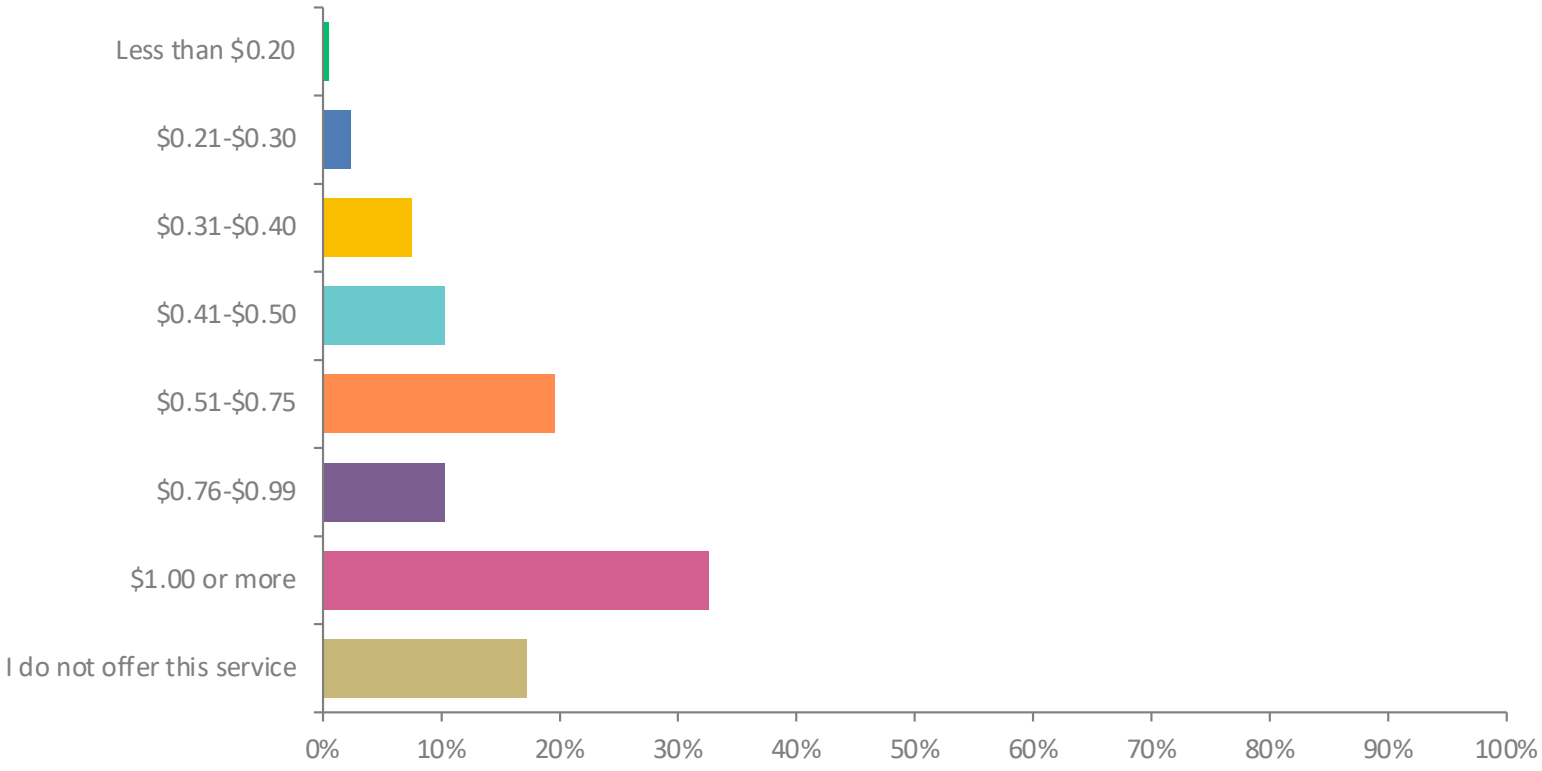
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Q26: Average price per square foot for carpet cleaning?



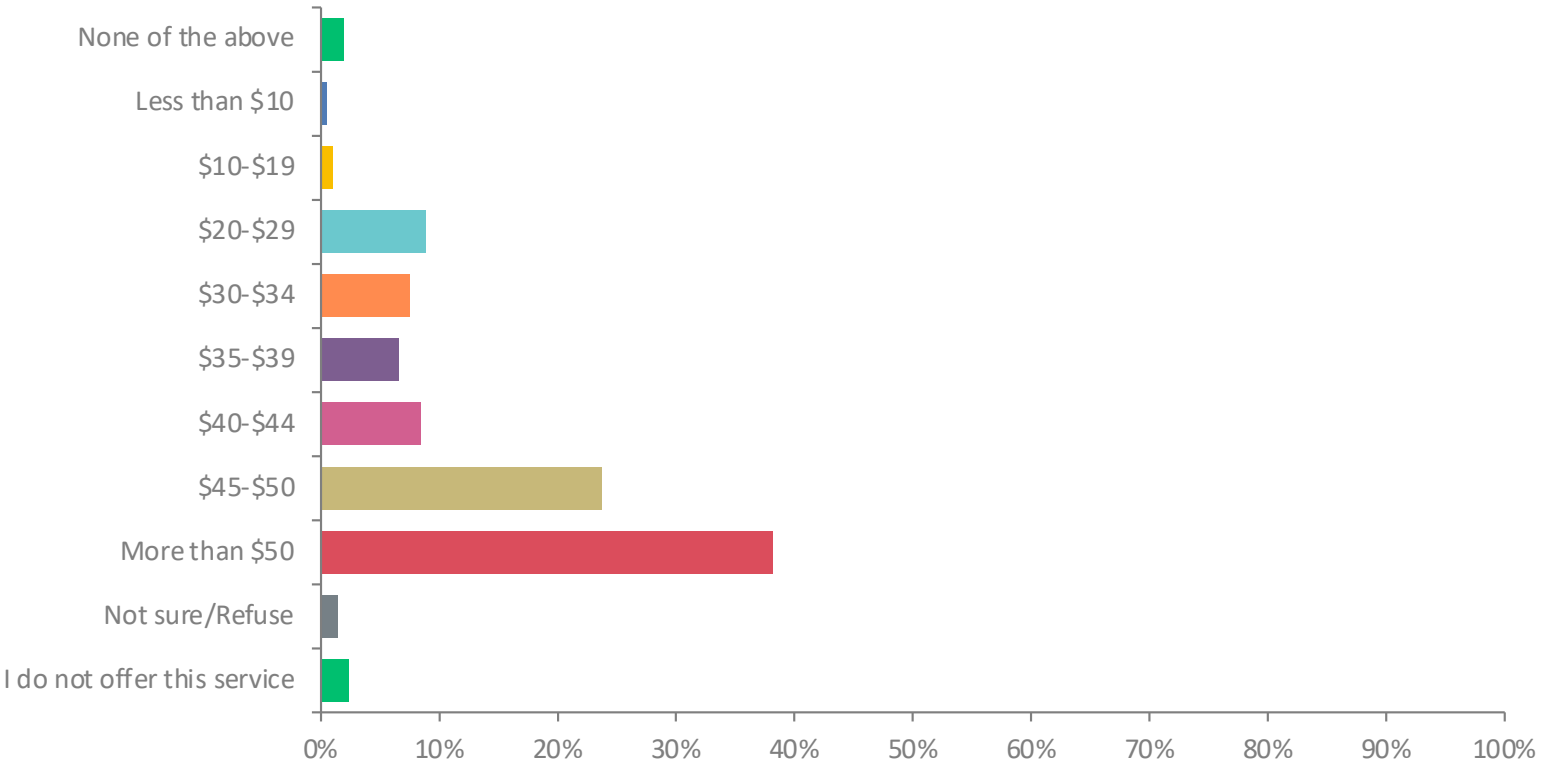
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Q27: Average price per square foot for hard floor cleaning?



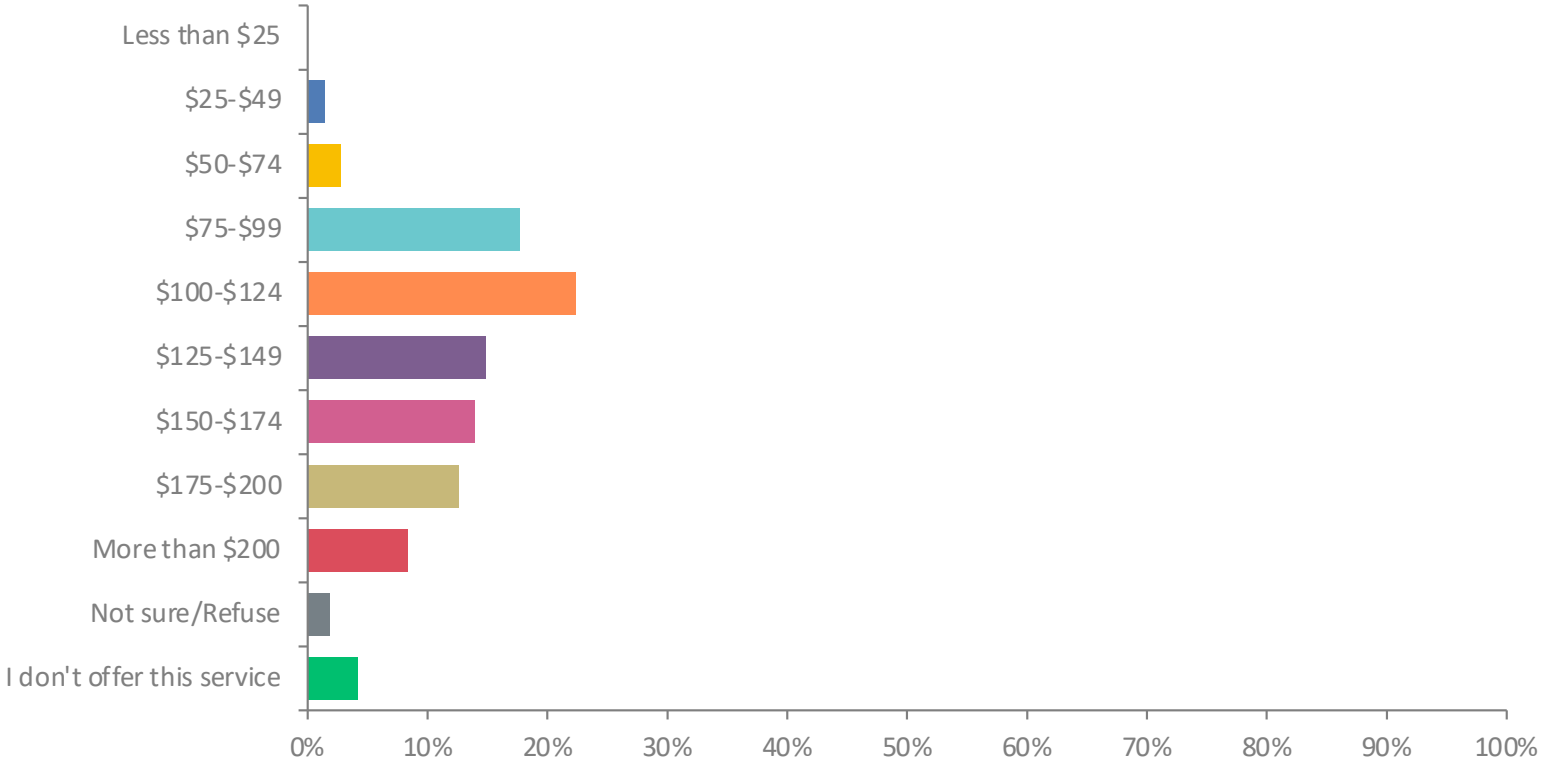
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Q28: Price per standard flight of stairs (approximately 12 steps)?



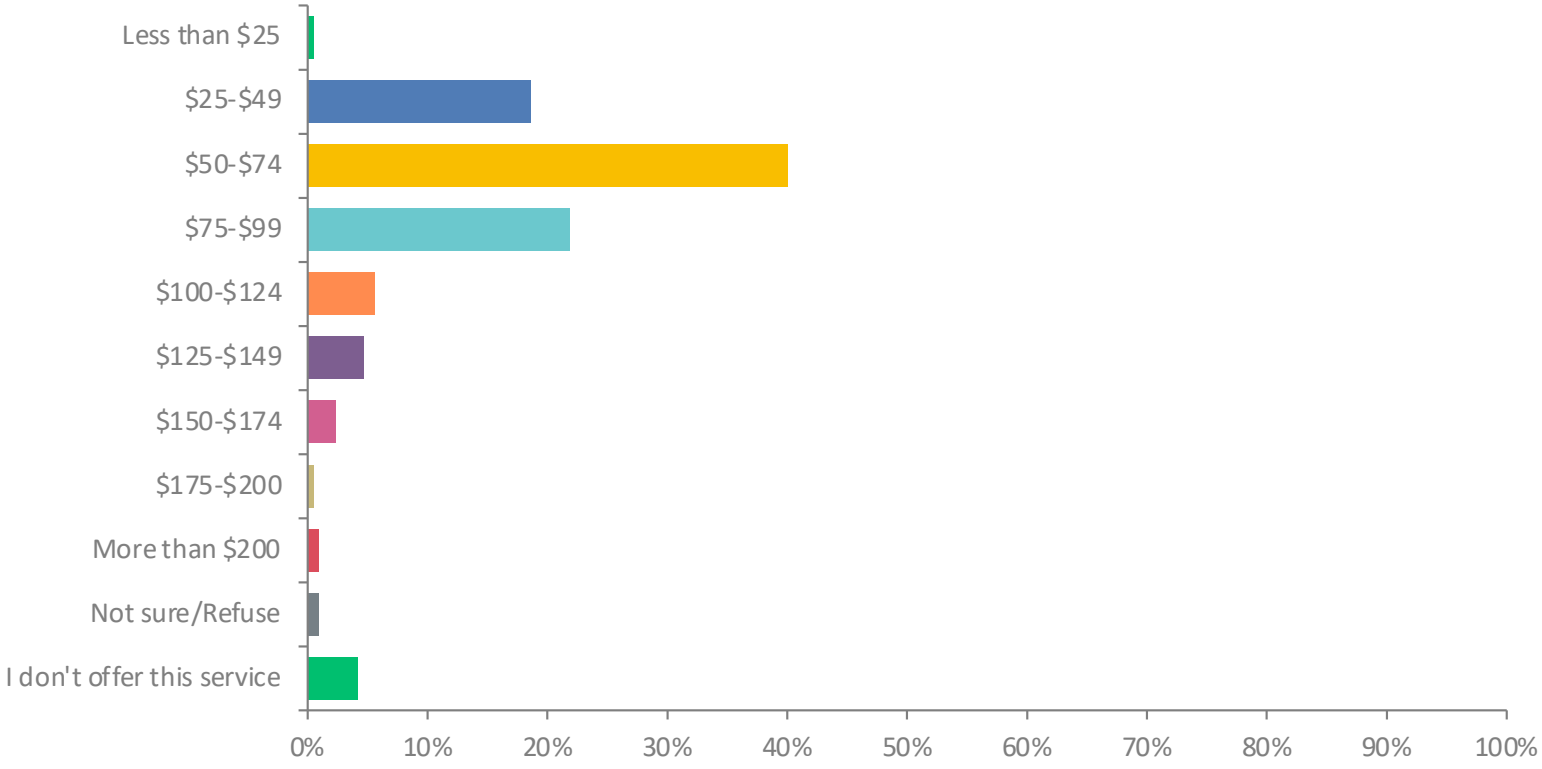
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Q29: Average price for a standard sofa/couch?



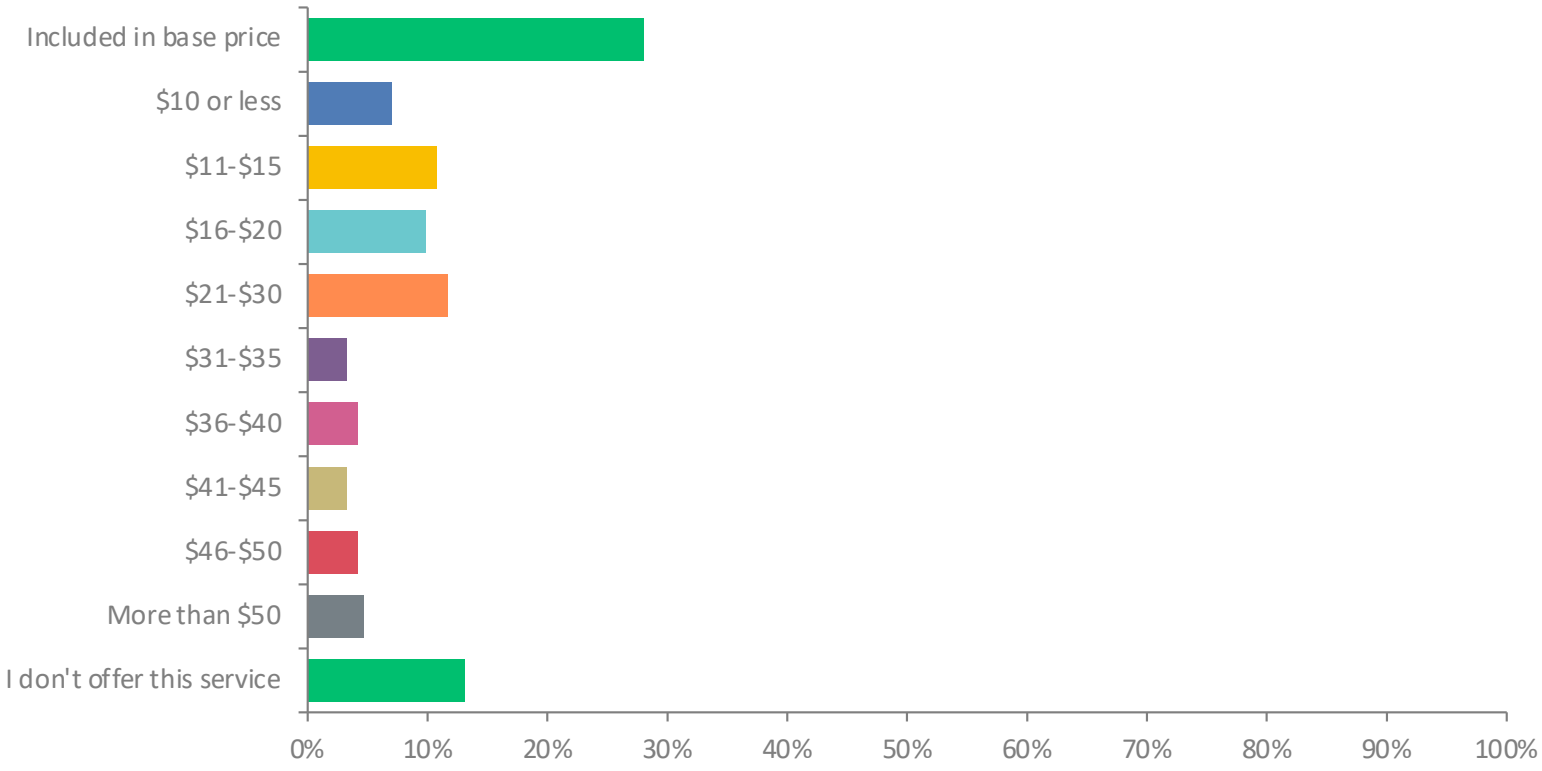
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Q30: Price for an arm chair (recliner)?



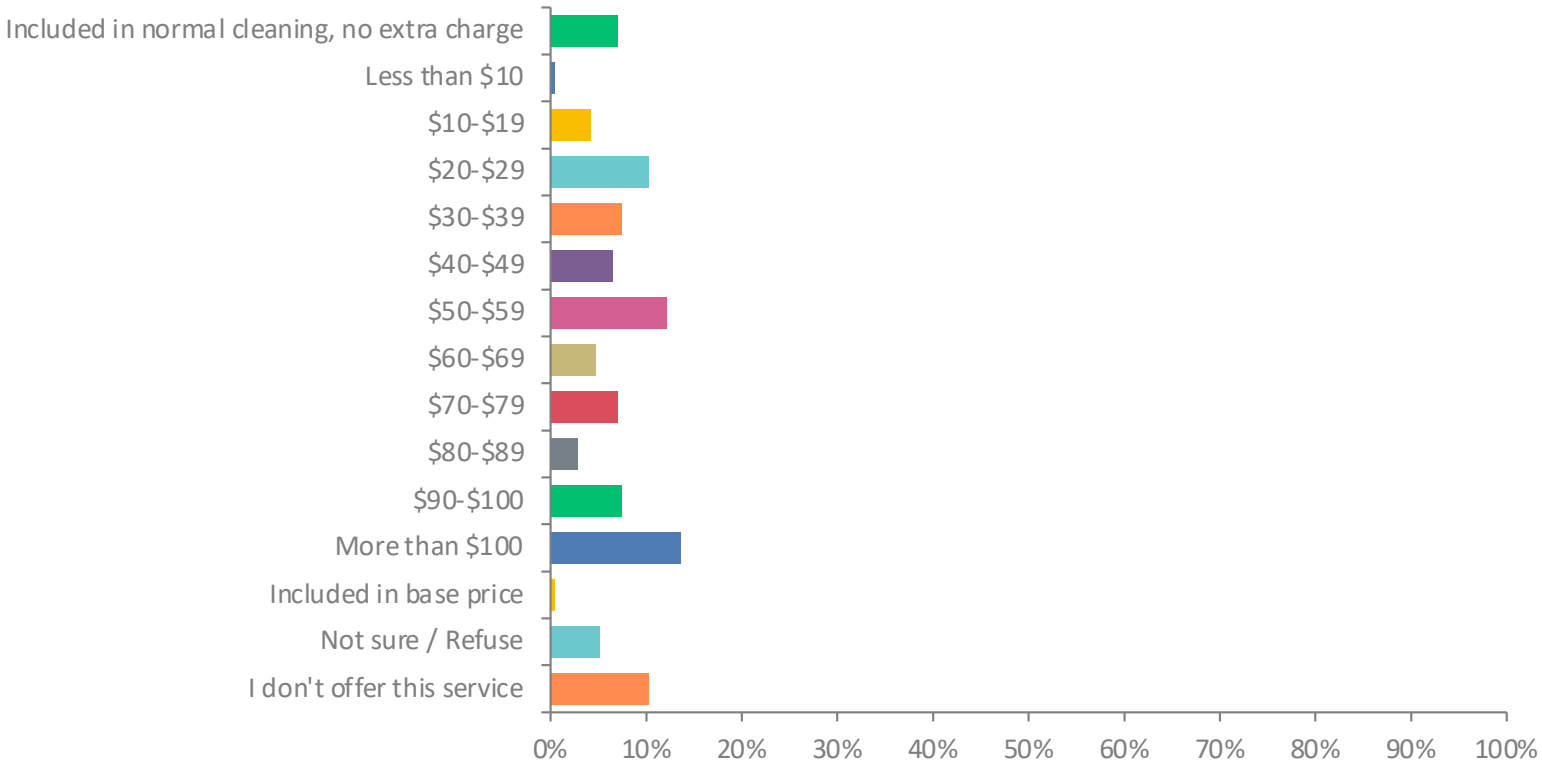
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Q31: General deodorizing per average-sized room?



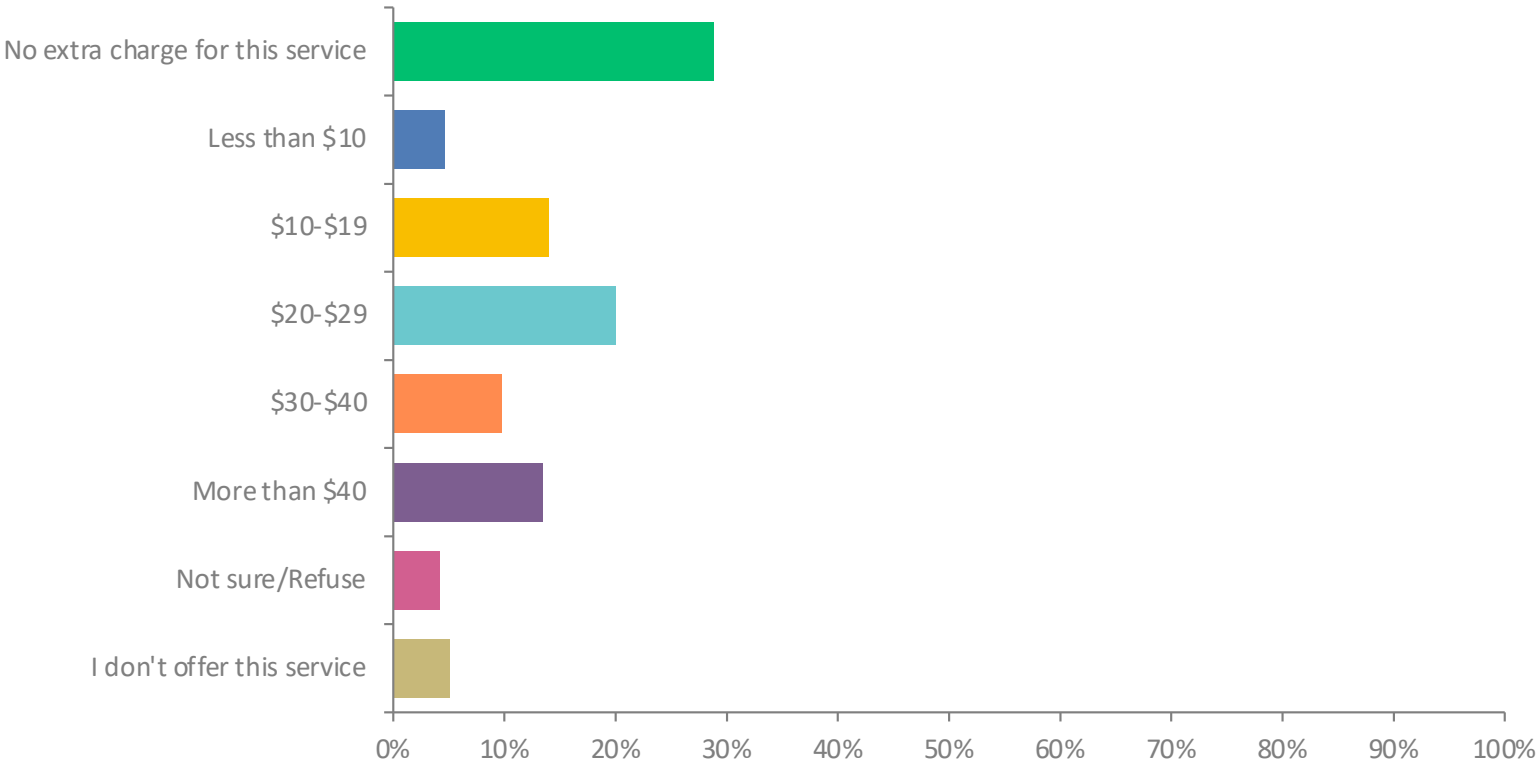
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Q32: Extensive odor removal/ pet odor removal, per average size room?



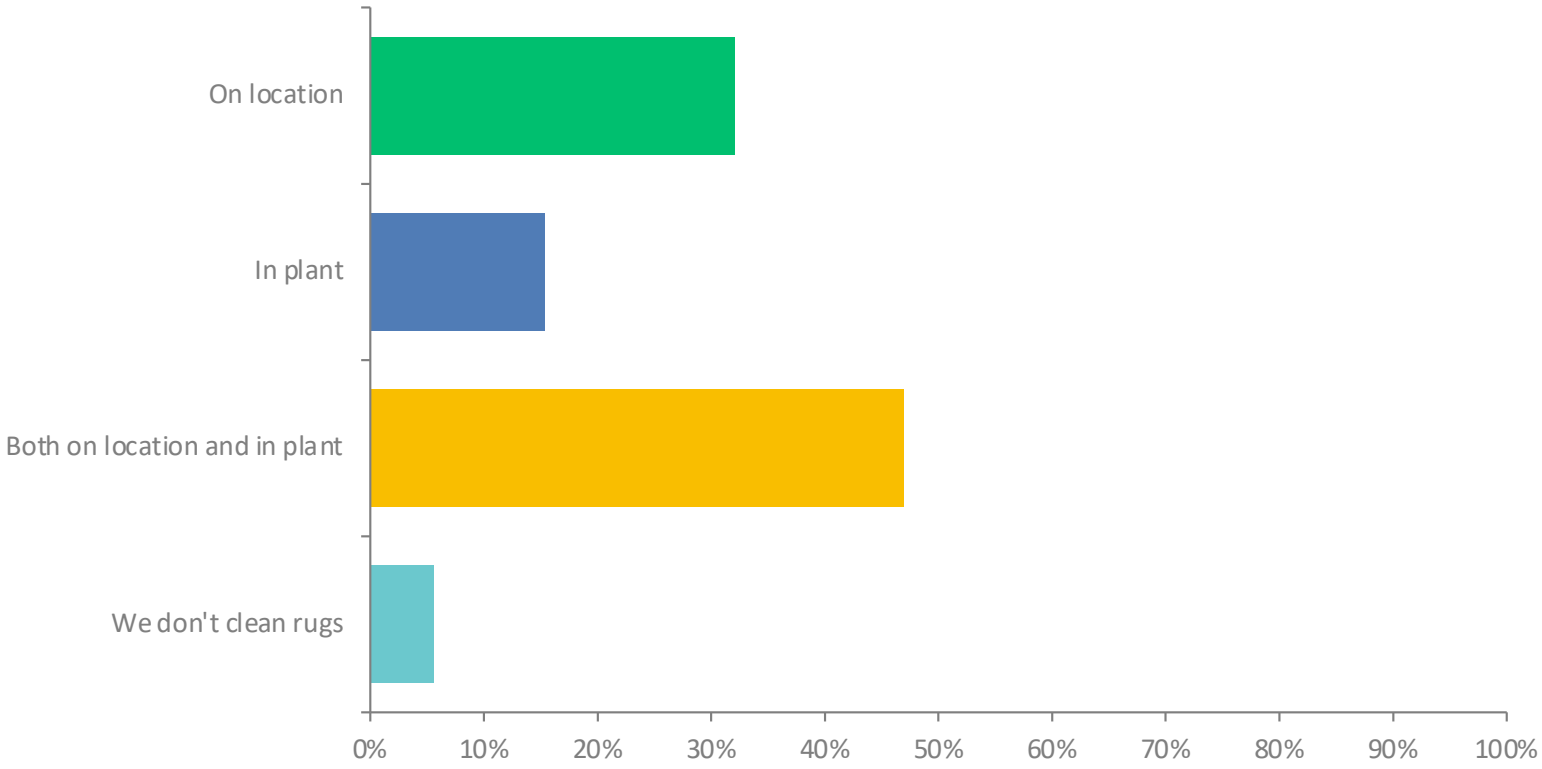
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Q33: How much extra do you charge for specialty carpet stain removal (per stain)?



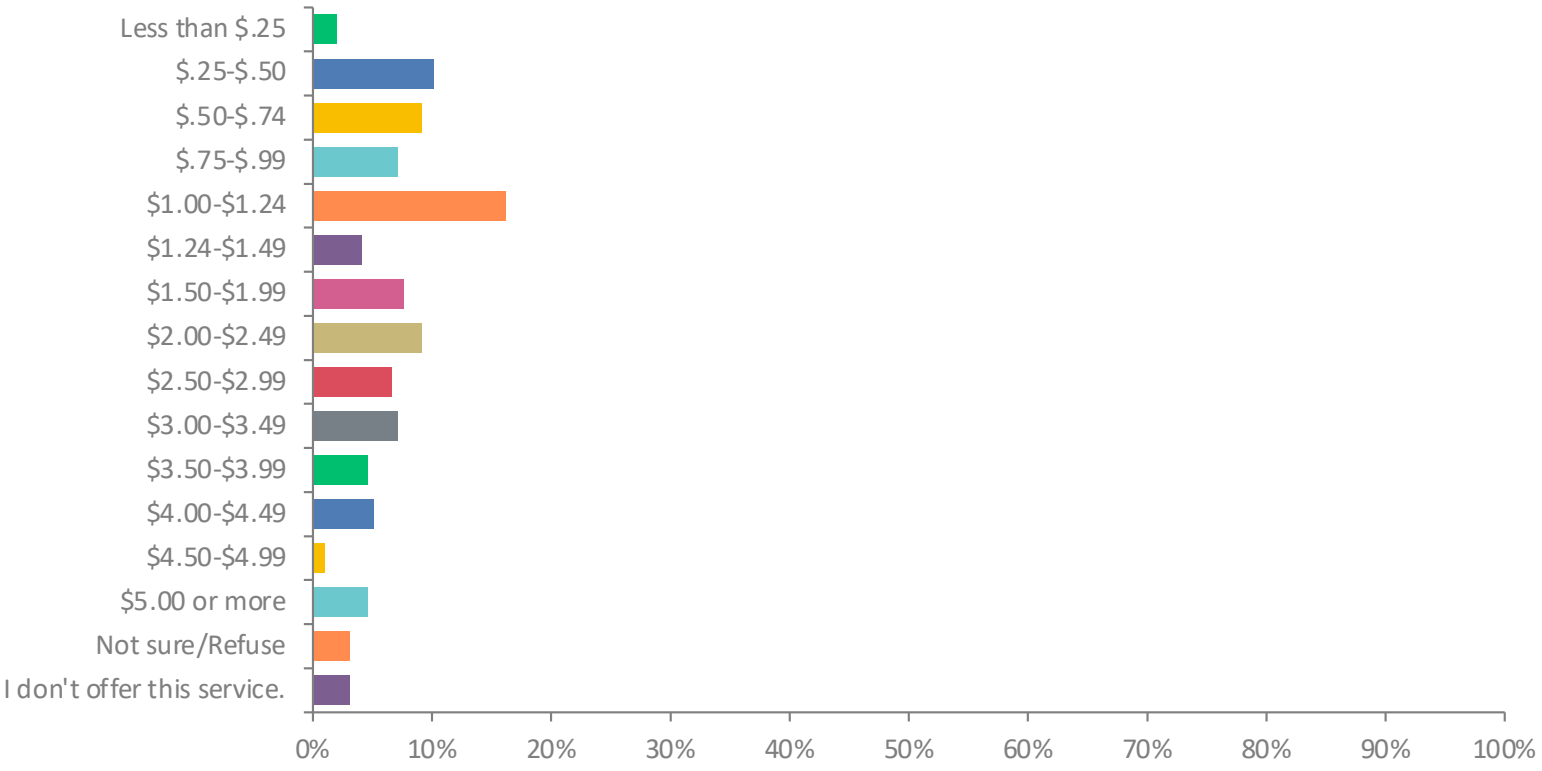
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Q34: If you clean area rugs, where do you clean them?



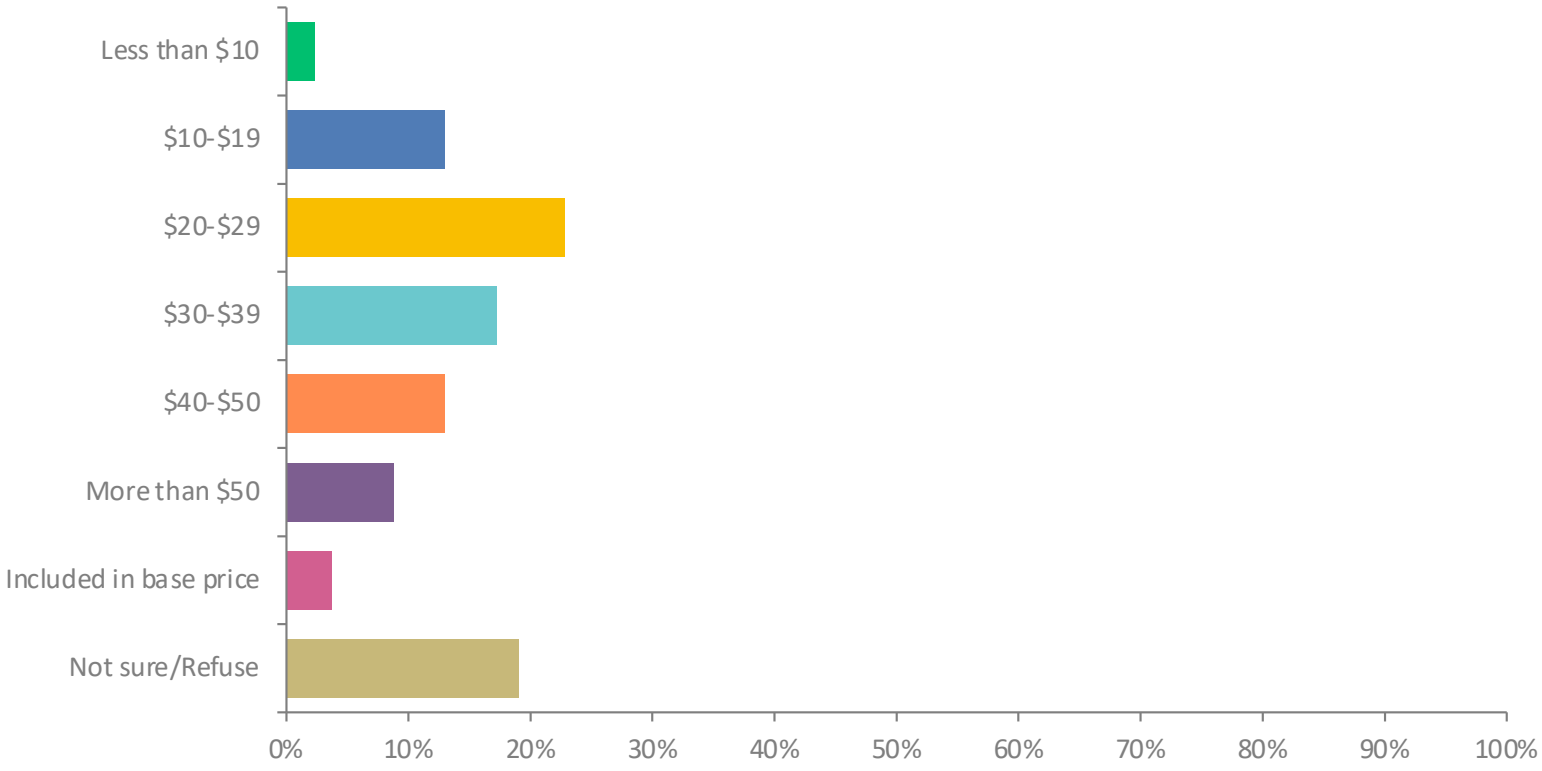
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Q35: Area rug cleaning per square foot?



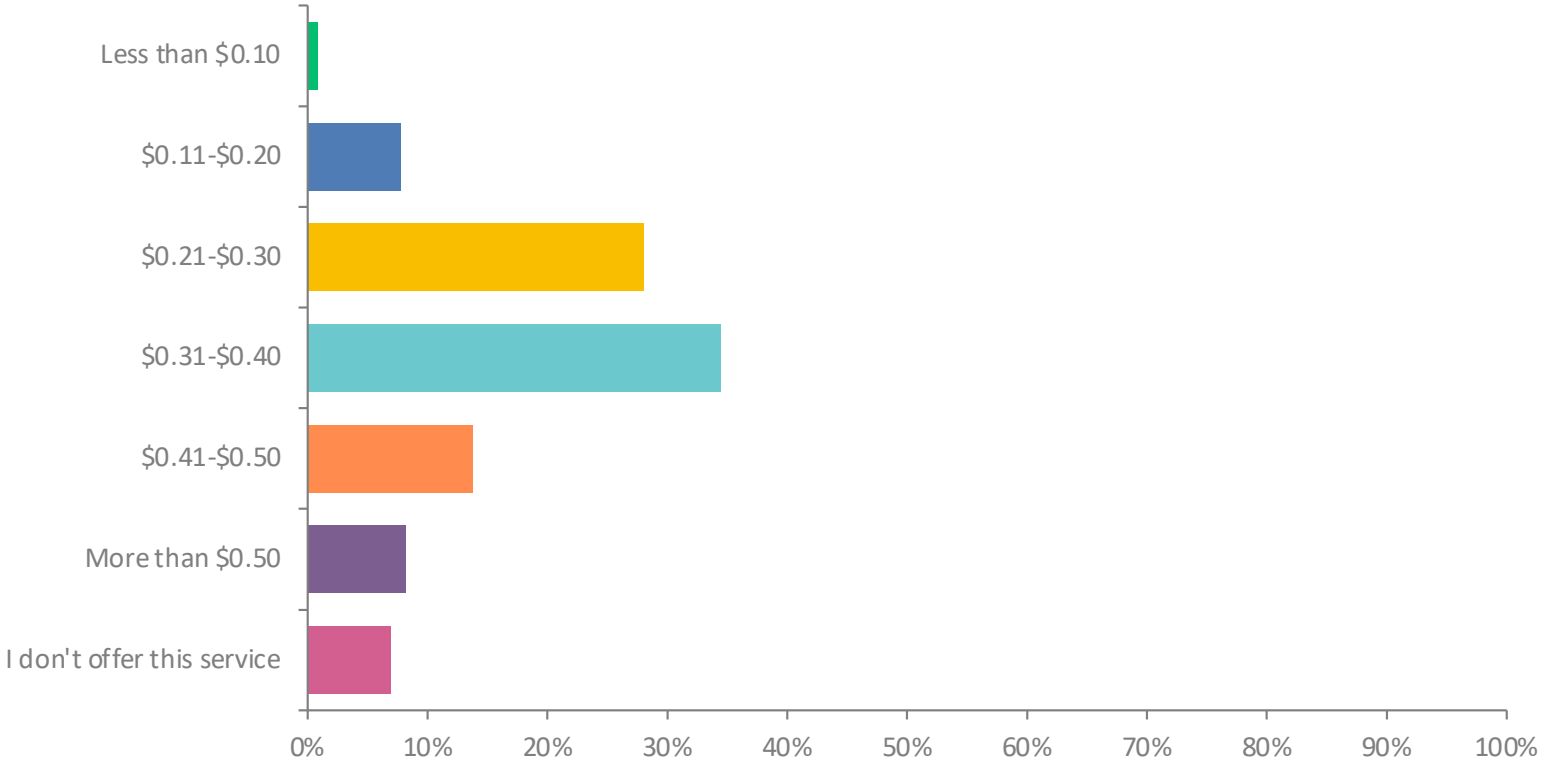
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Q36: Fabric protection per average-sized room?



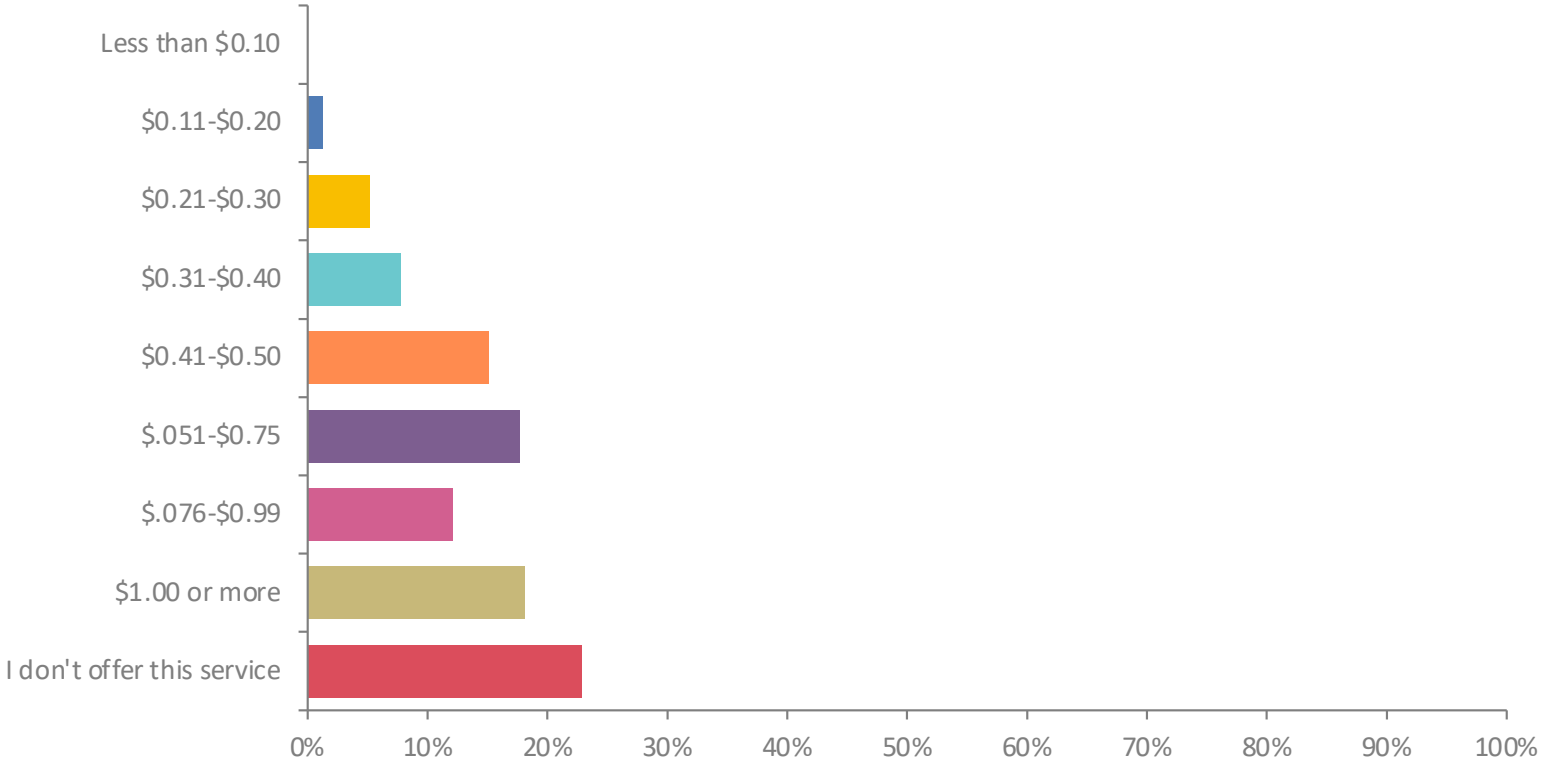
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Q37: Price per square foot of commercial carpet cleaning?



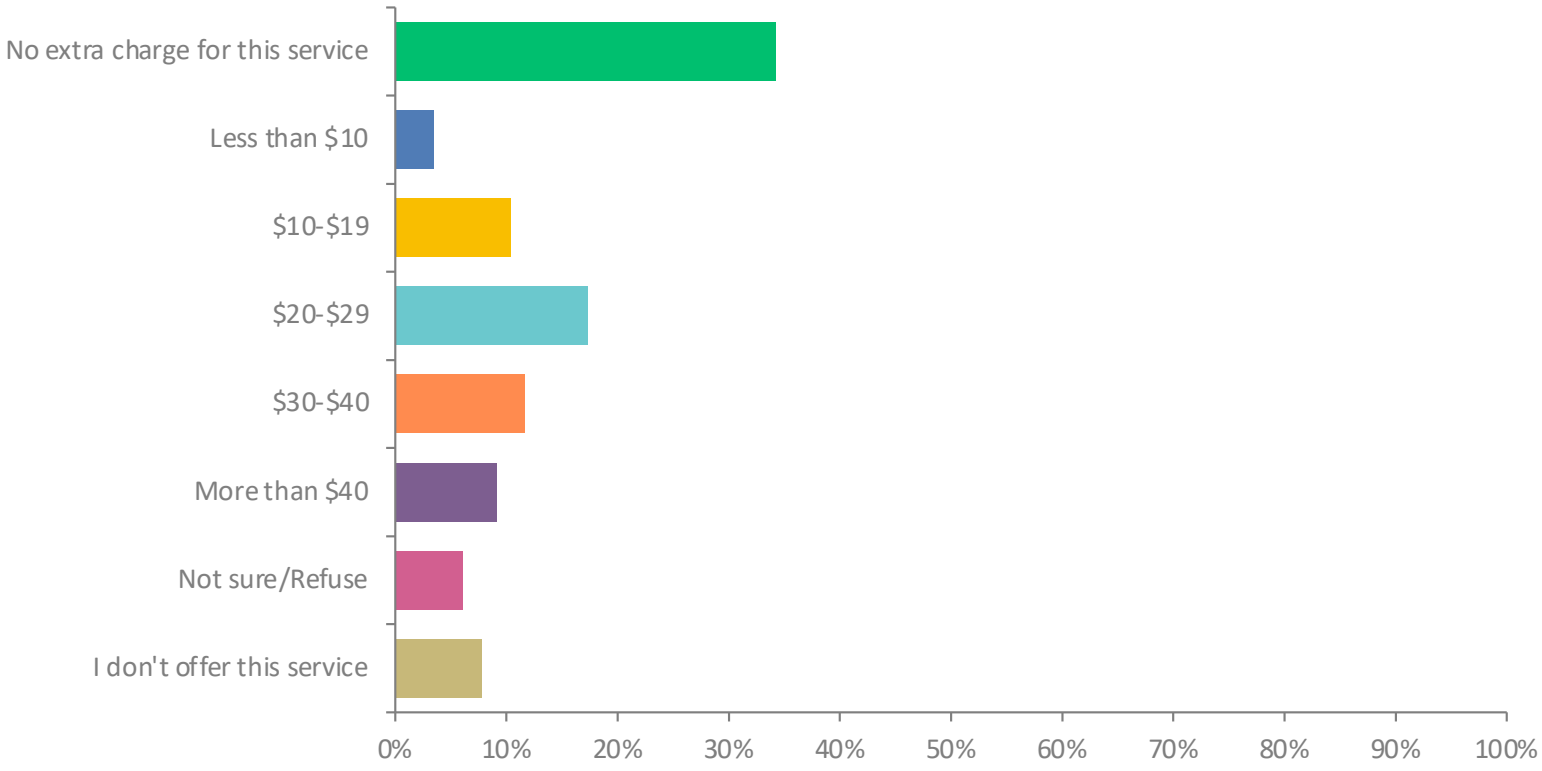
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Q38: Price per square foot of commercial hard floor cleaning?



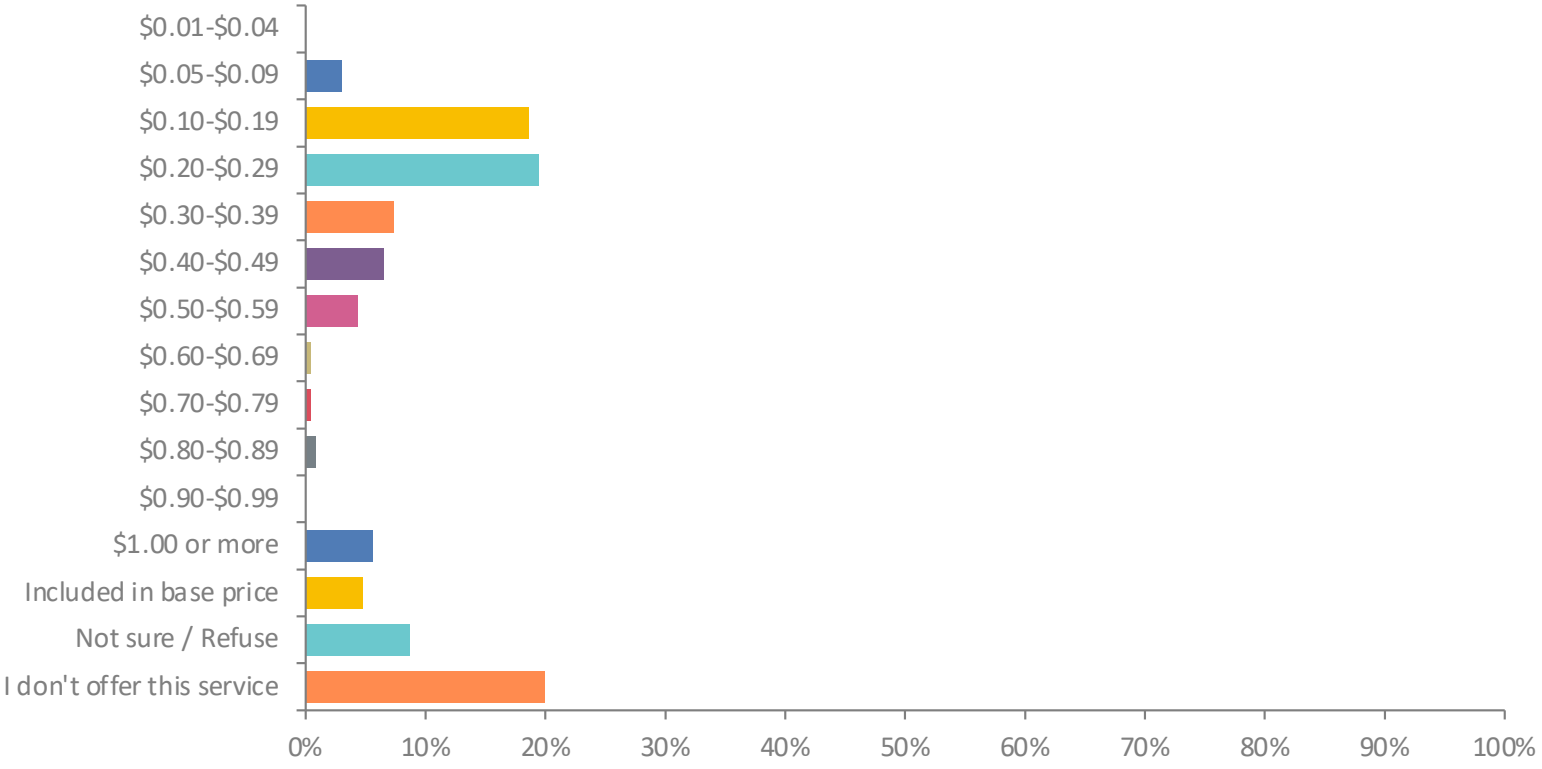
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Q39: How much extra do you charge for specialty carpet stain removal (per stain)?



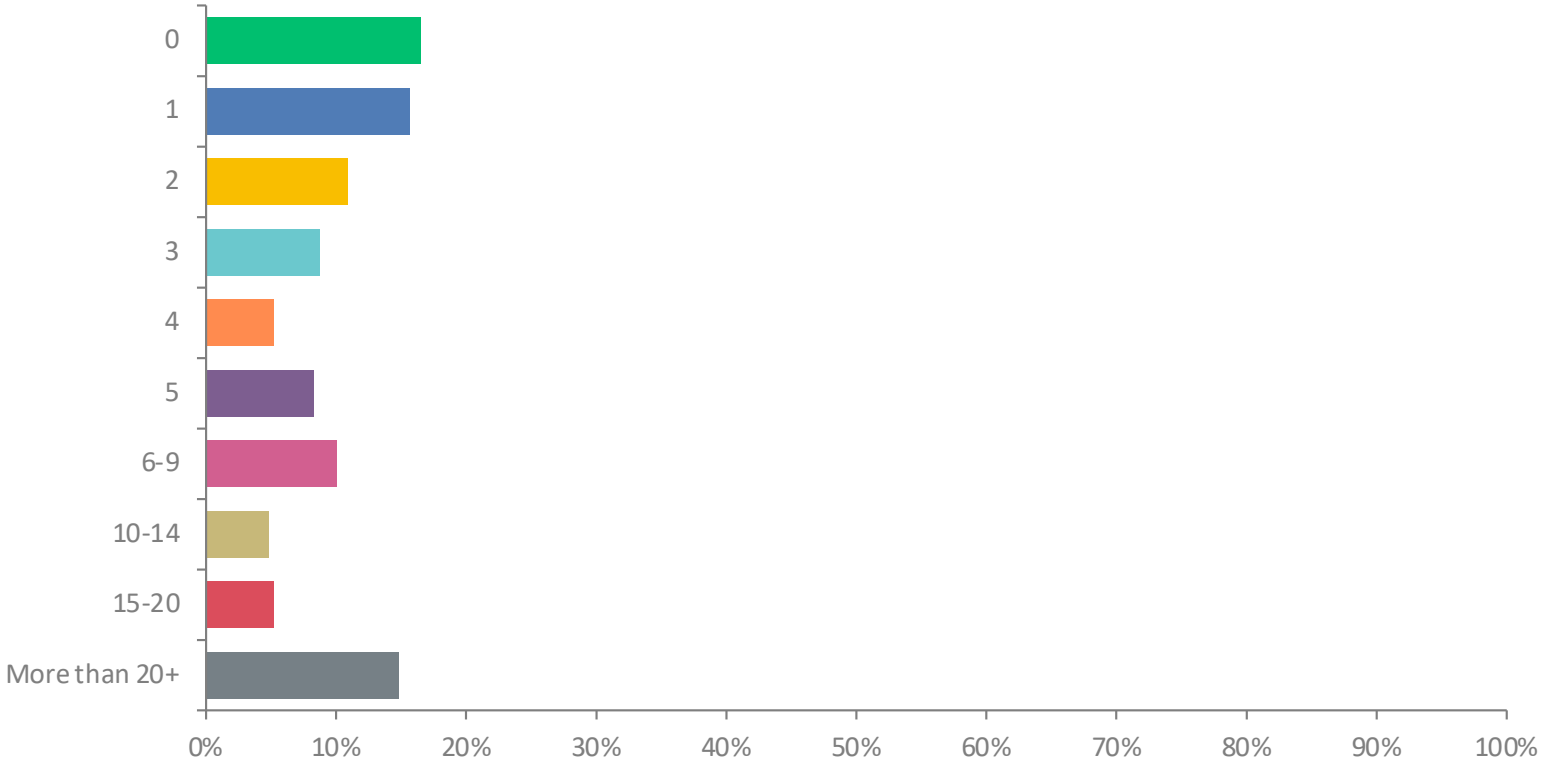
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Q40: Fabric protection, per square foot?



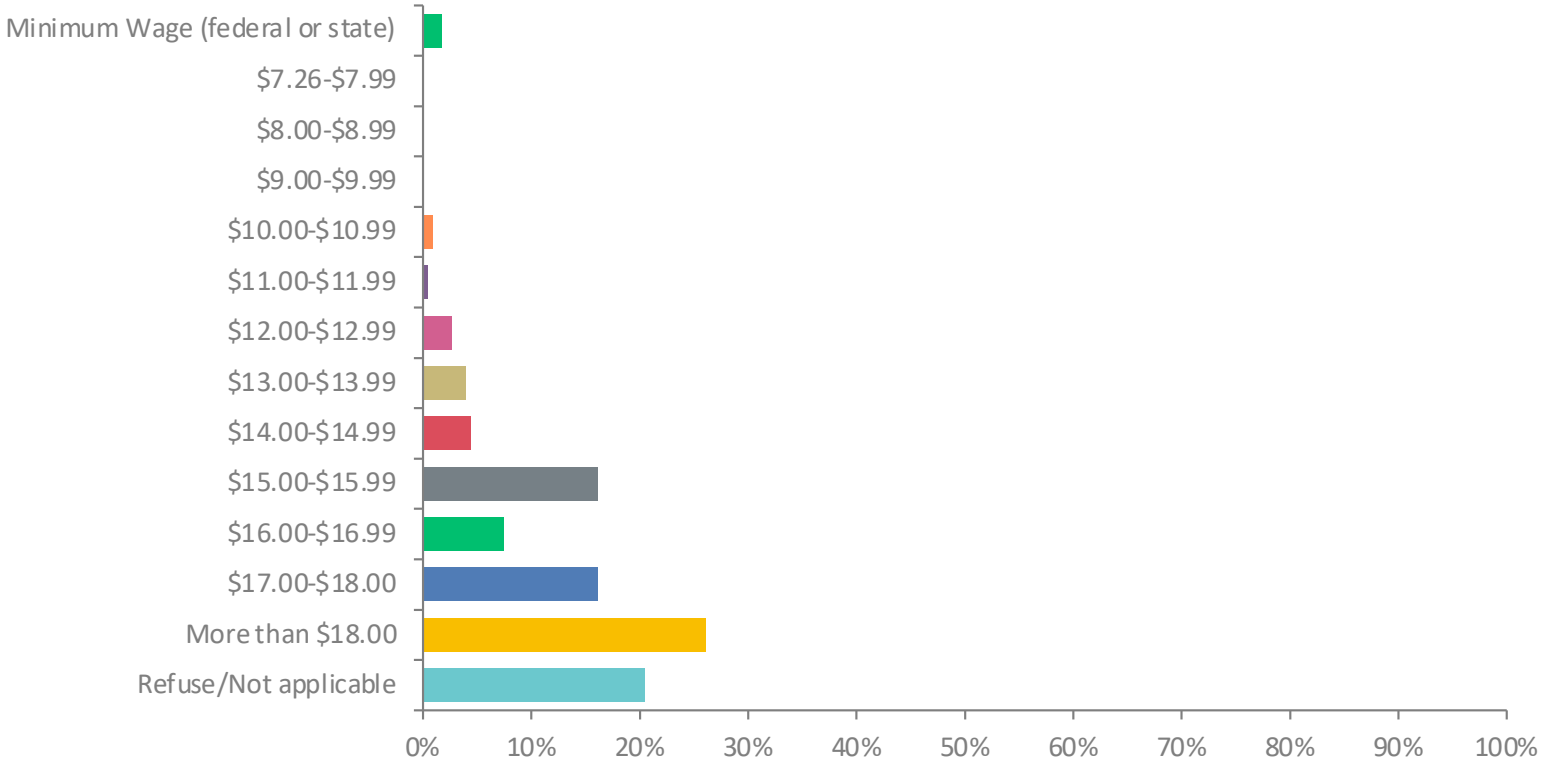
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Q41: Other than the owner, how many employees work for the business?



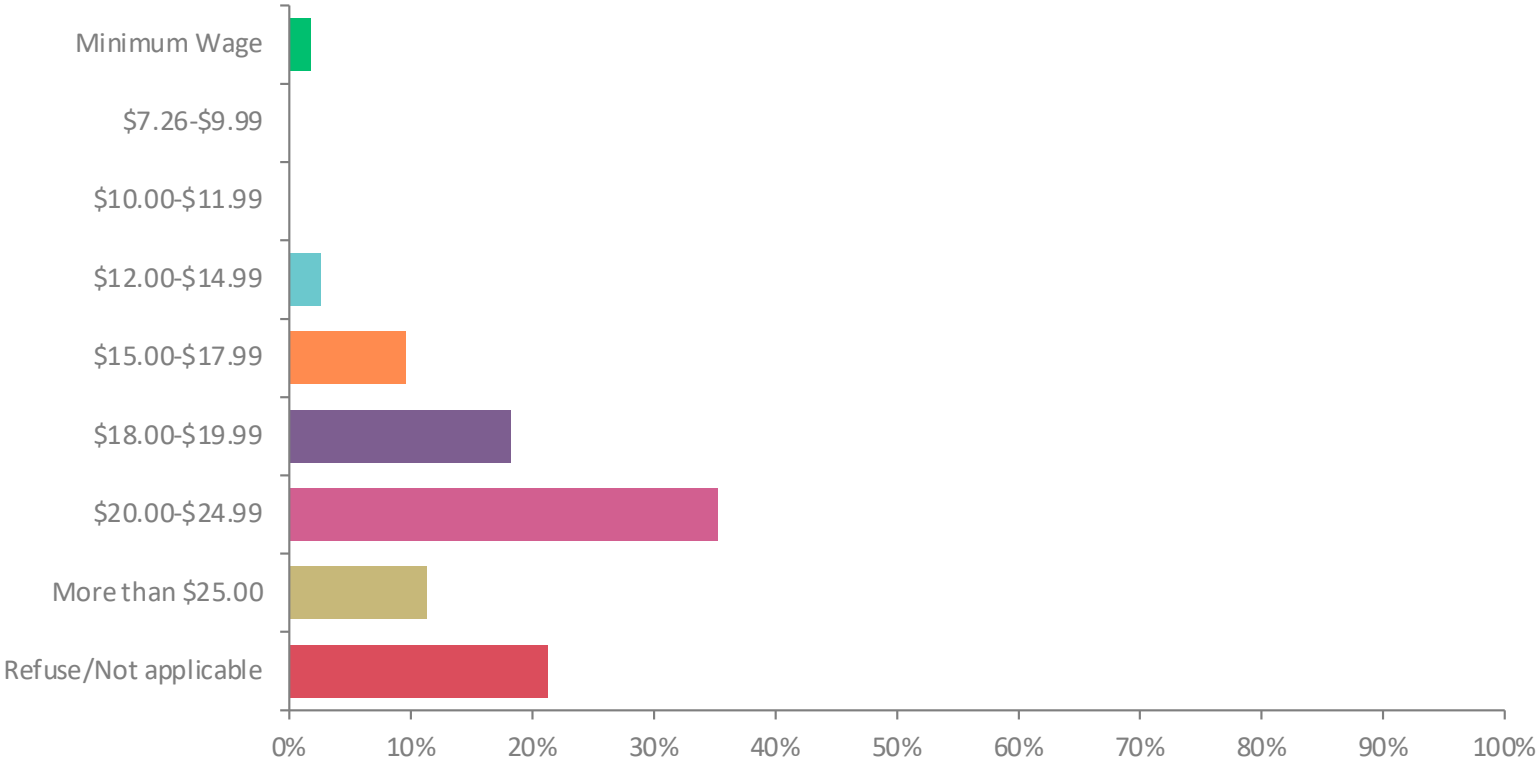
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Q42: What STARTING wage (under one year of employment) do you pay a cleaning technician, per hour?



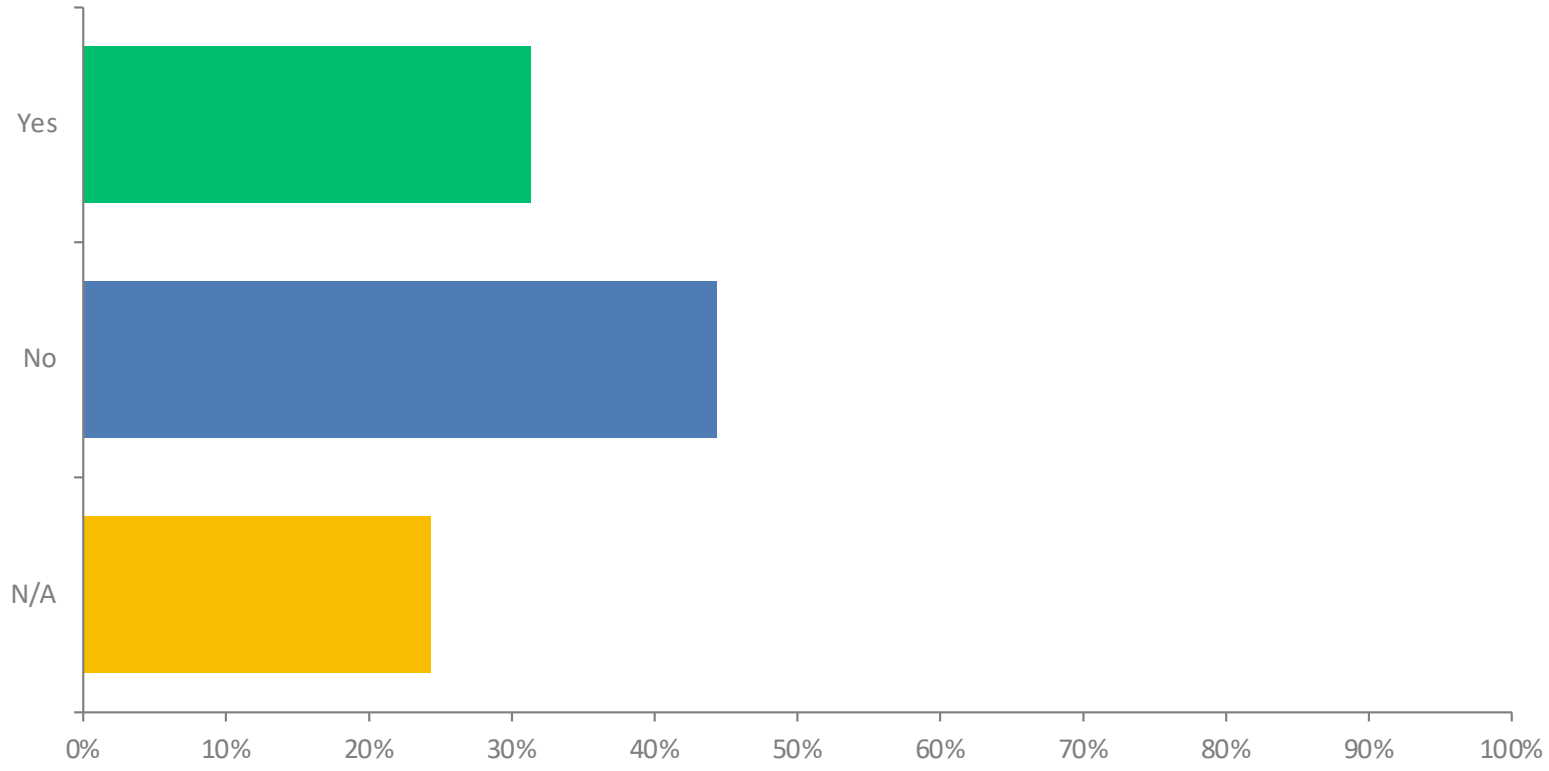
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Q43: What AVERAGE wage (more than one year of employment) do you pay a cleaning technician, per hour?



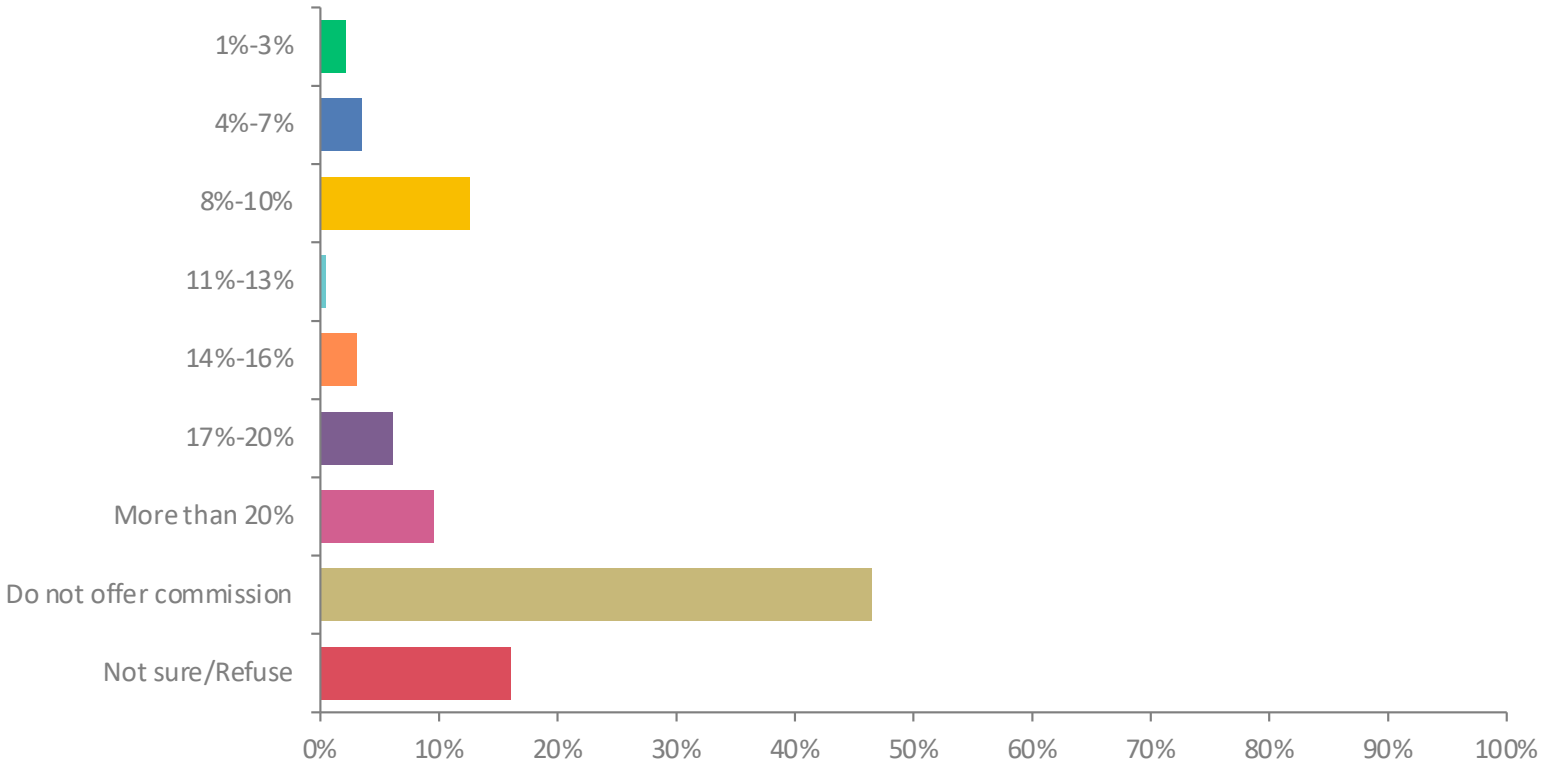
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Q44: Do you offer technicians a mix of wage plus commission?



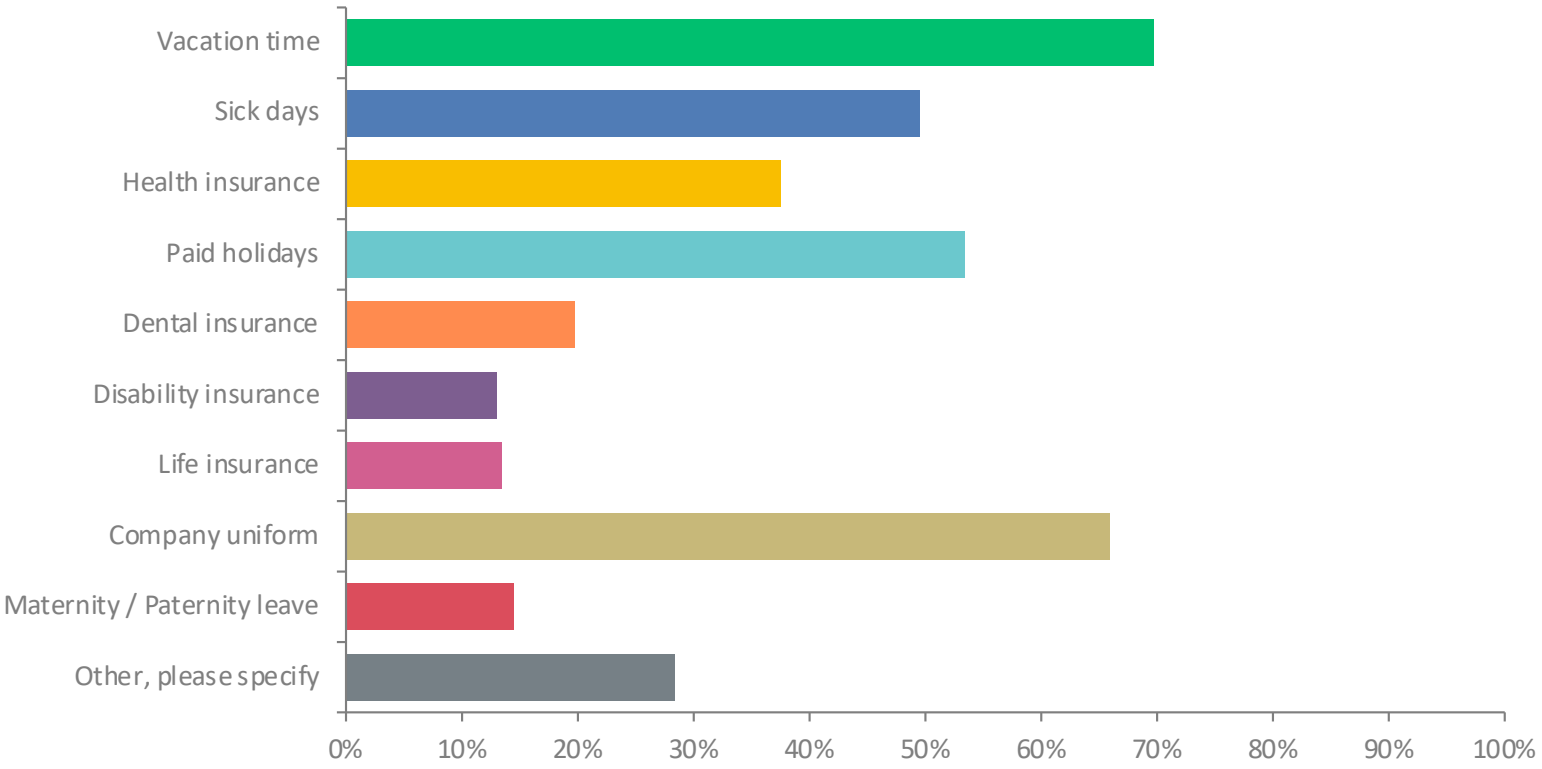
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Q45: What average commission do you pay a cleaning technician?



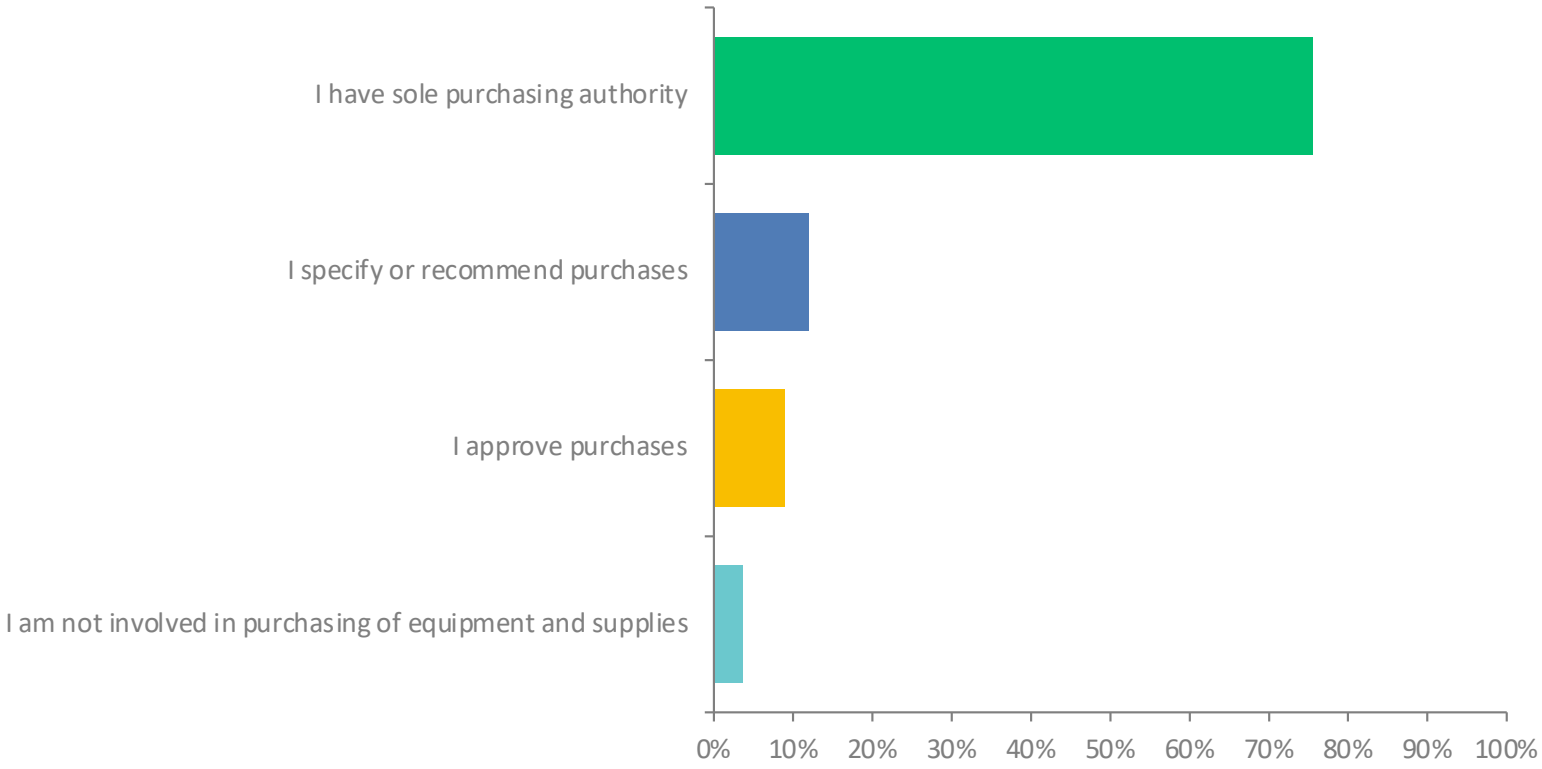
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Q46: Which of the following benefits do you provide your full-time employees? Choose all that apply.



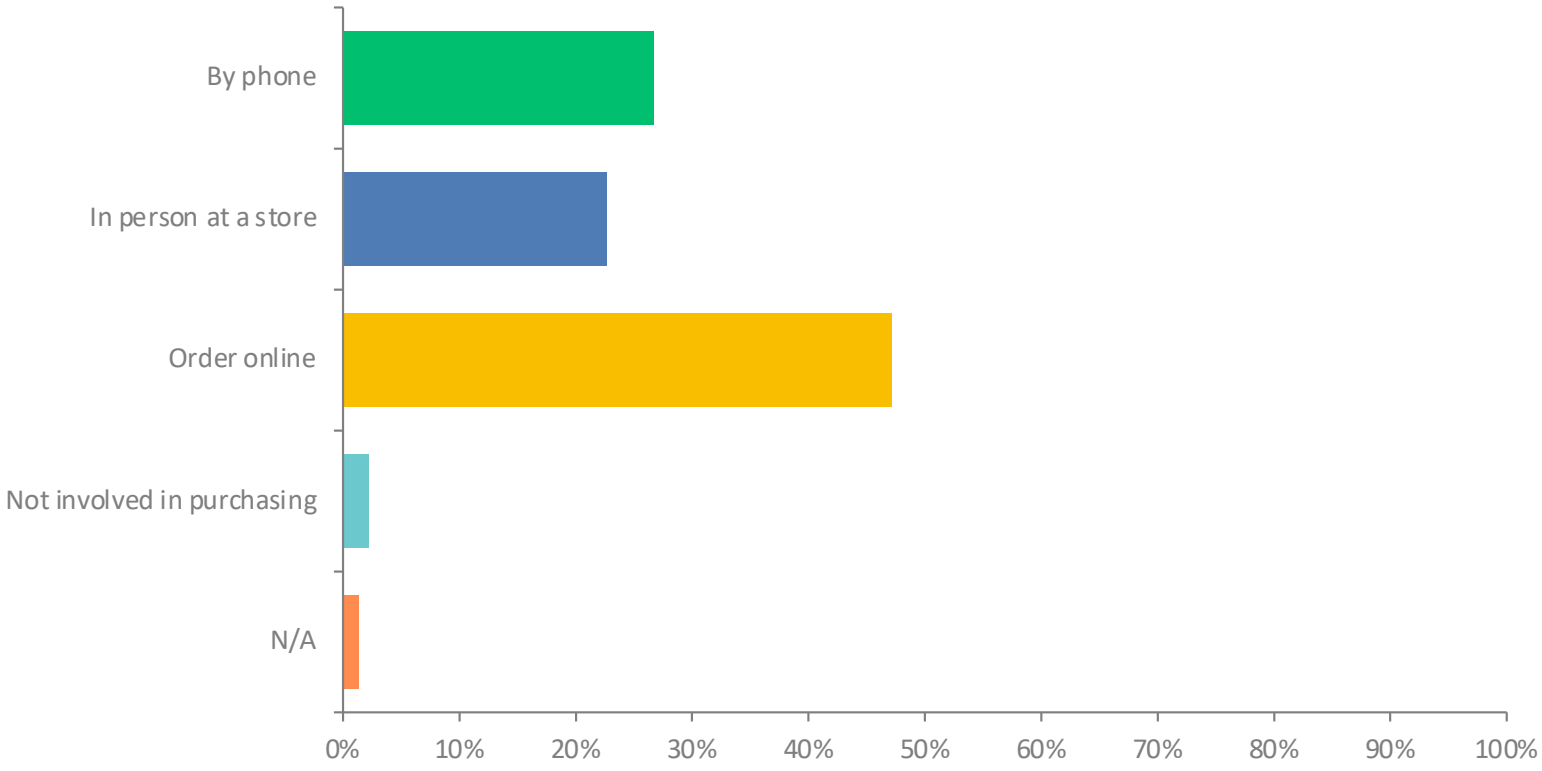
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Q47: Which of the following best describes your role in purchasing equipment and supplies?



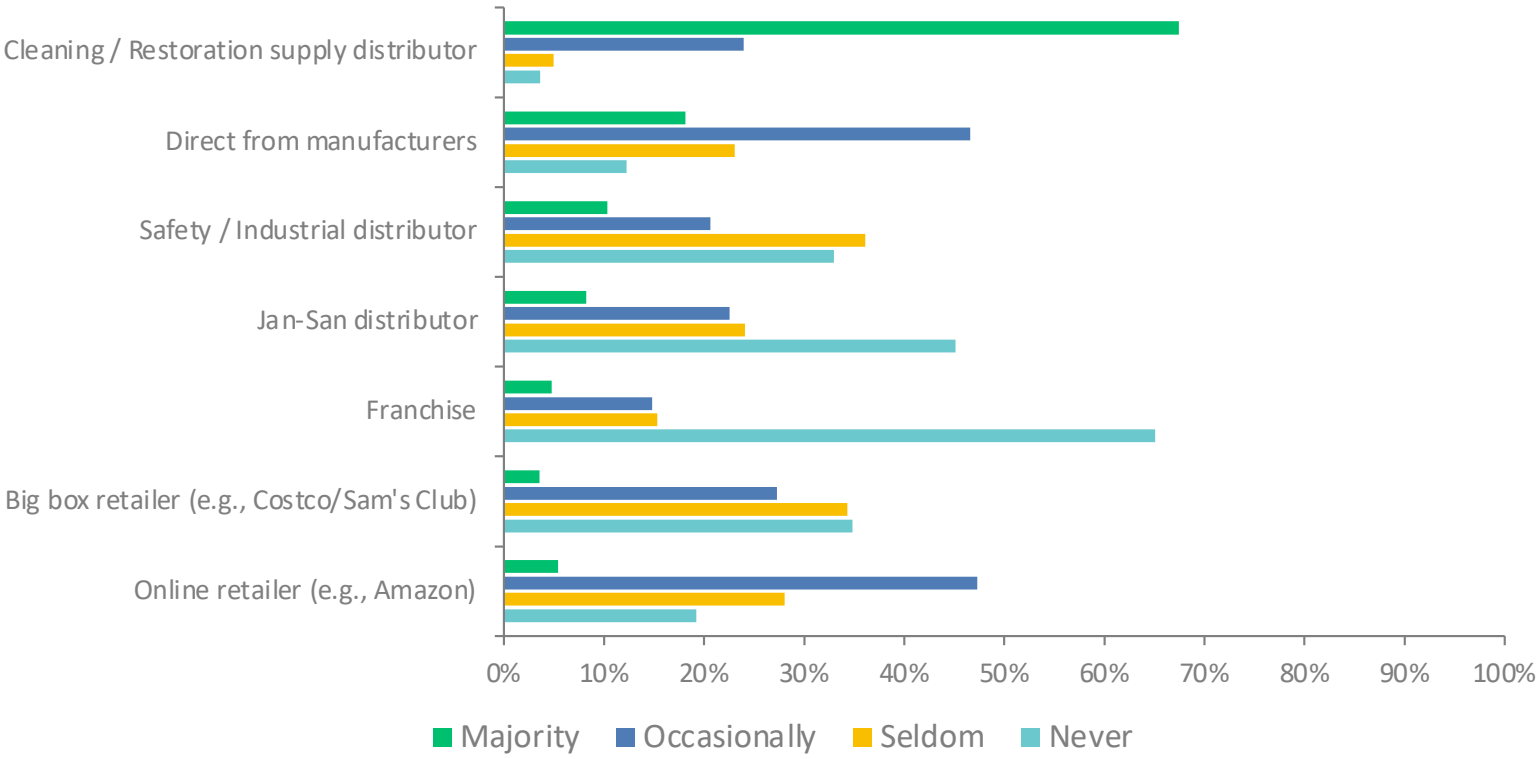
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Q48: How do you most often purchase your cleaning chemicals?



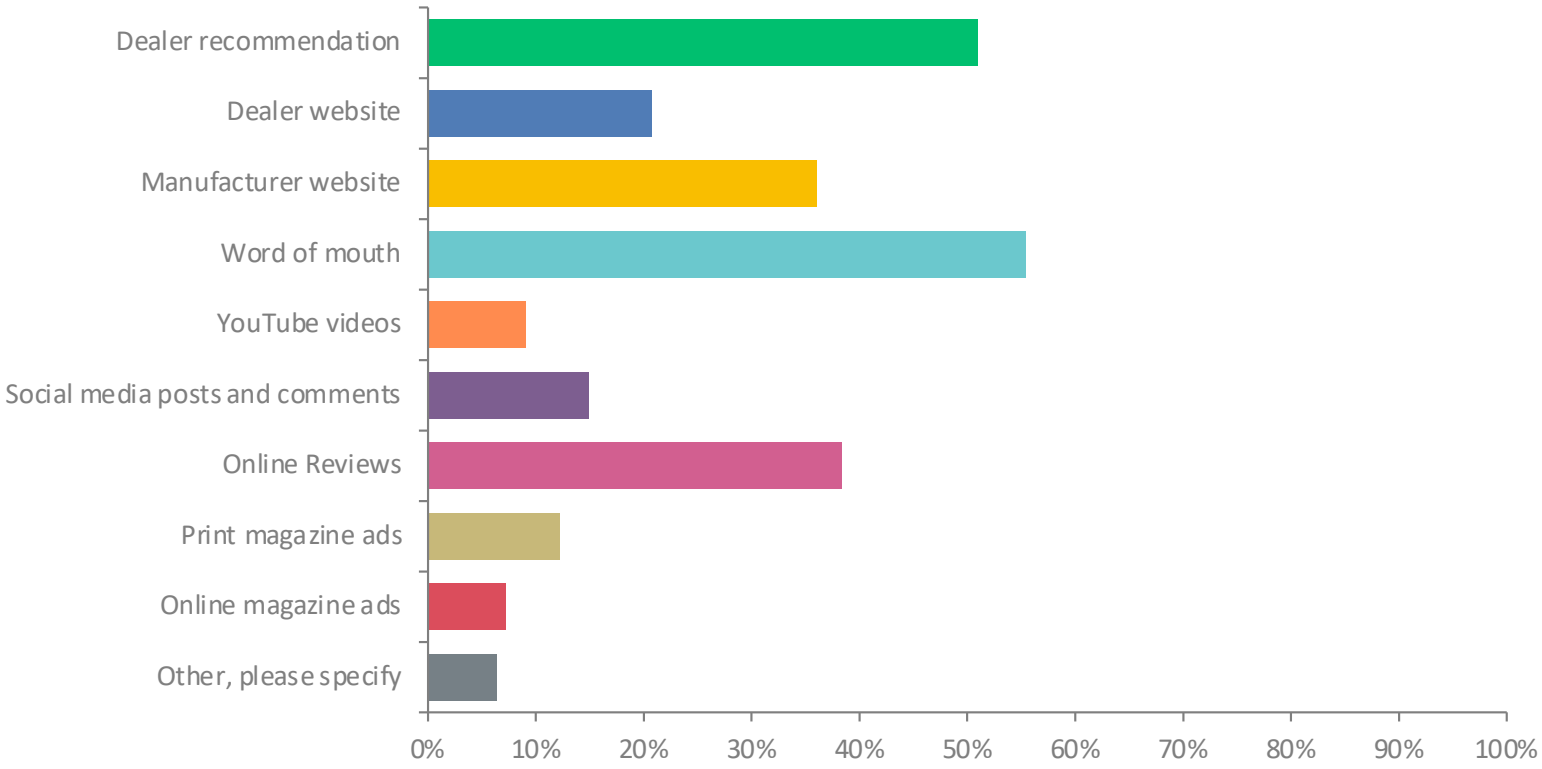
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Q49: To what extent do you purchase equipment and supplies from the following sources? Please answer each option.



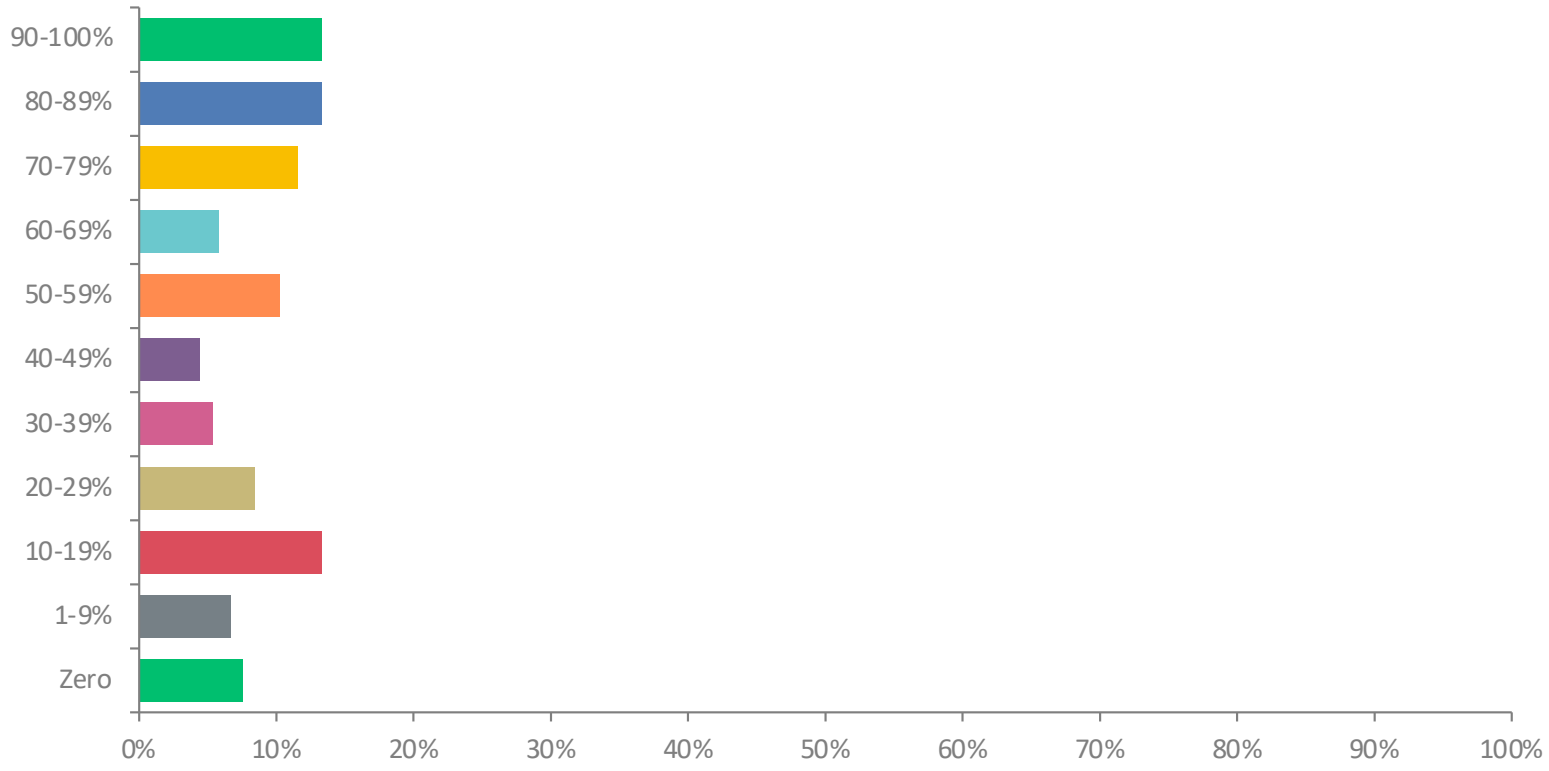
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Q50: Which three information sources most influence your product purchase decisions? Please choose only three.



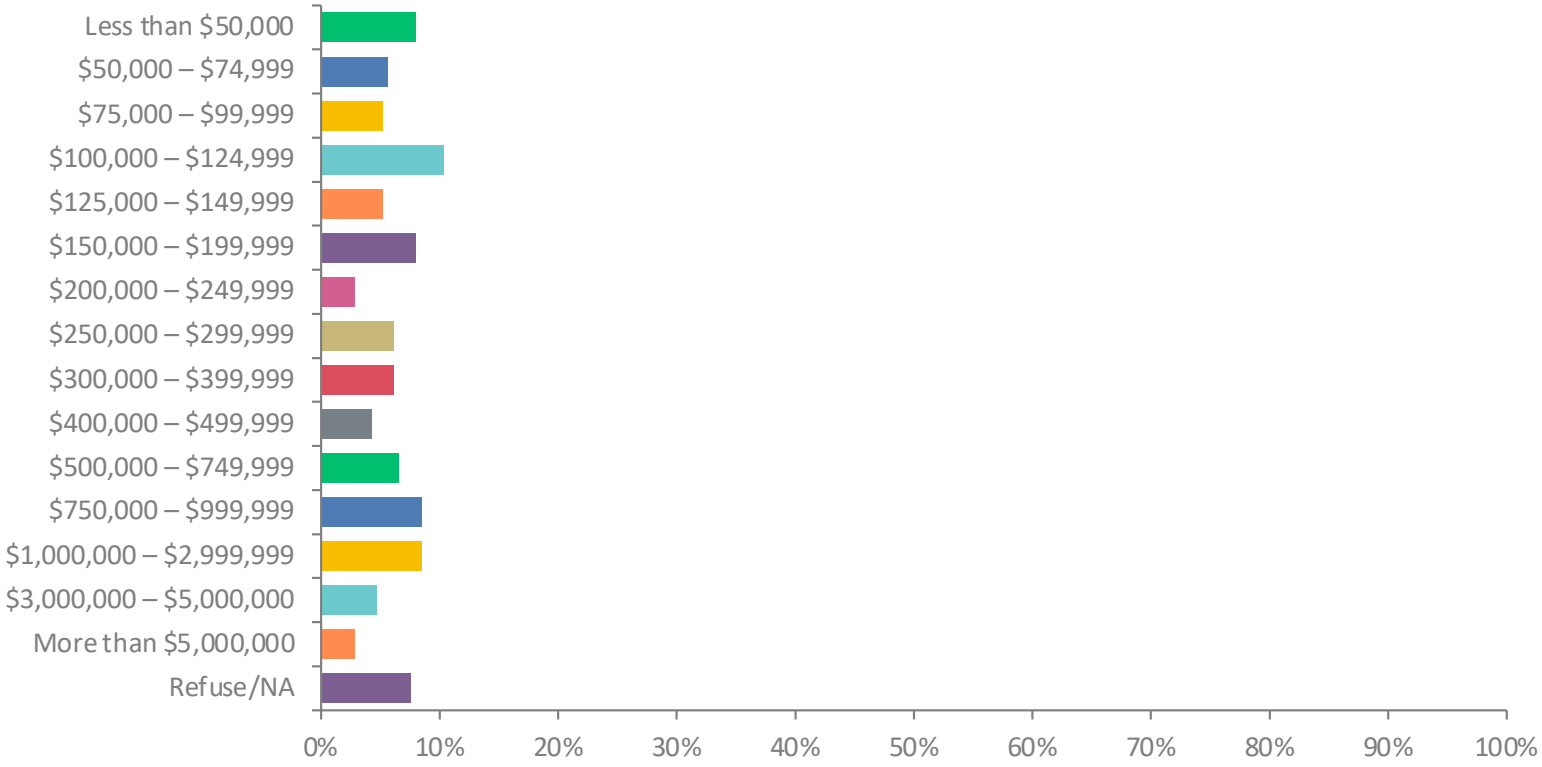
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Q51: What percentage of your equipment/supplies are purchased ONLINE?



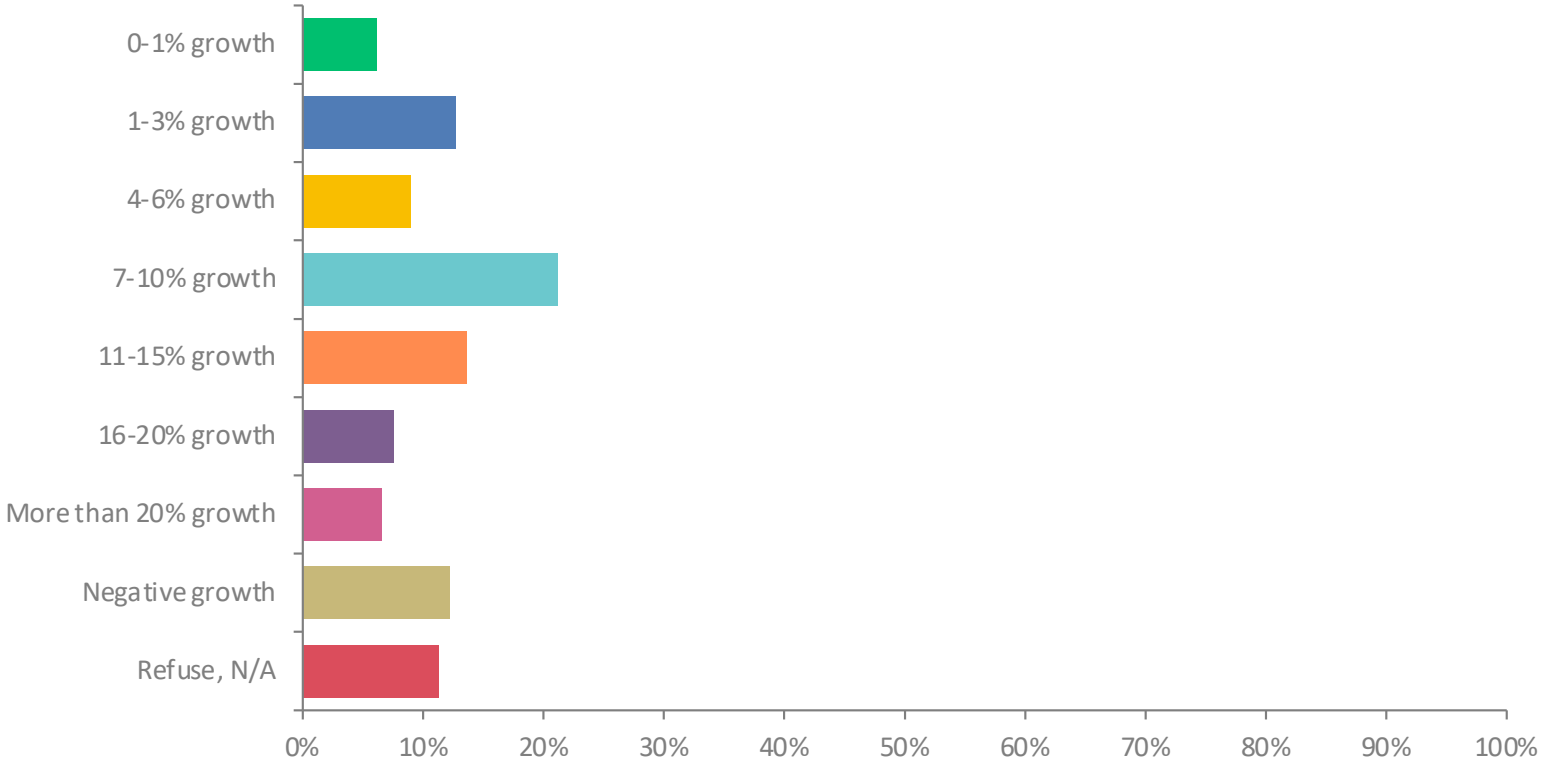
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Q52: Estimate the company's total projected GROSS sales revenue for 2024.



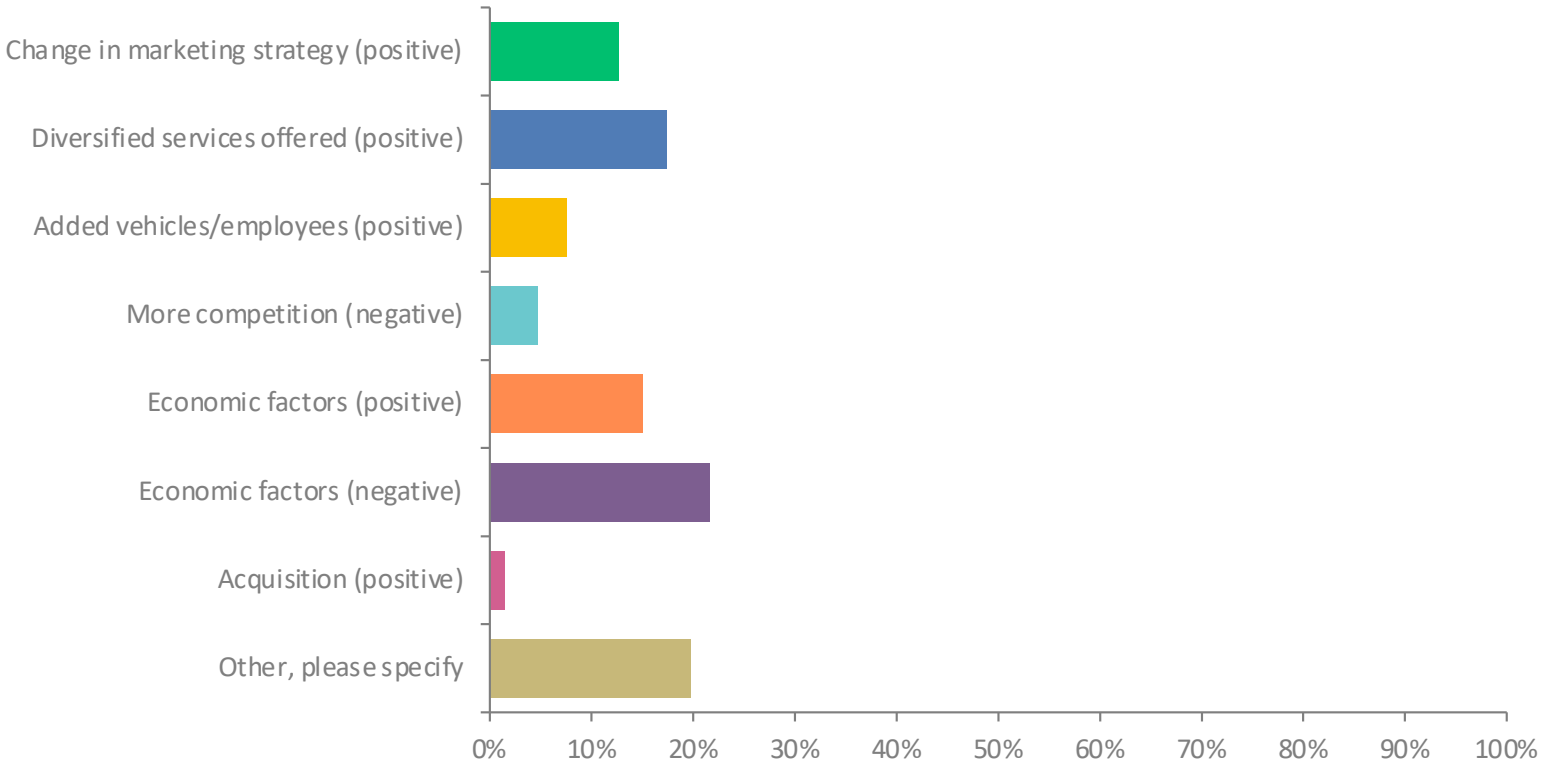
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Q53: What was your gross sales growth rate in 2023 compared to 2022?



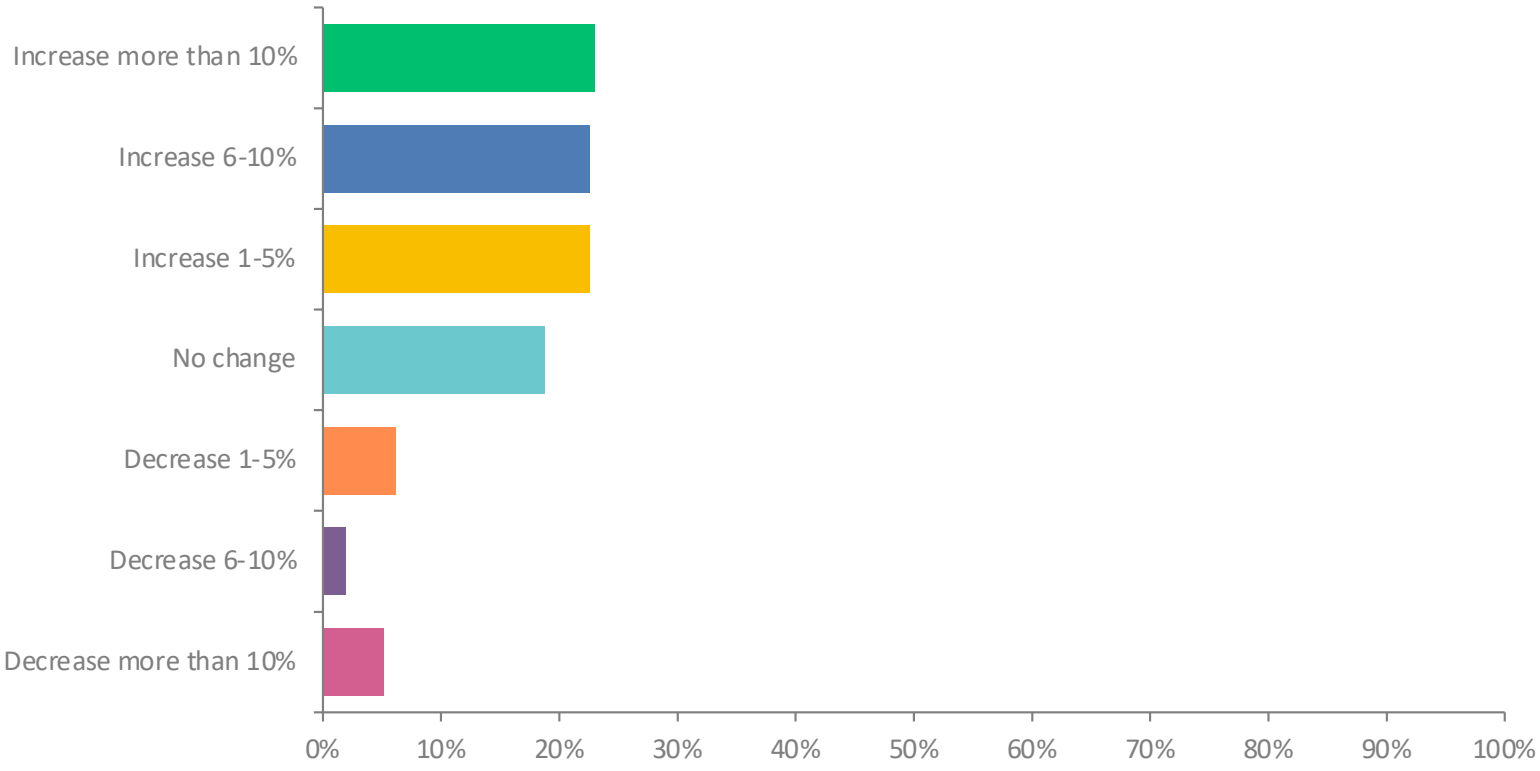
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Q54: What was the biggest factor affecting revenues in the answer above?



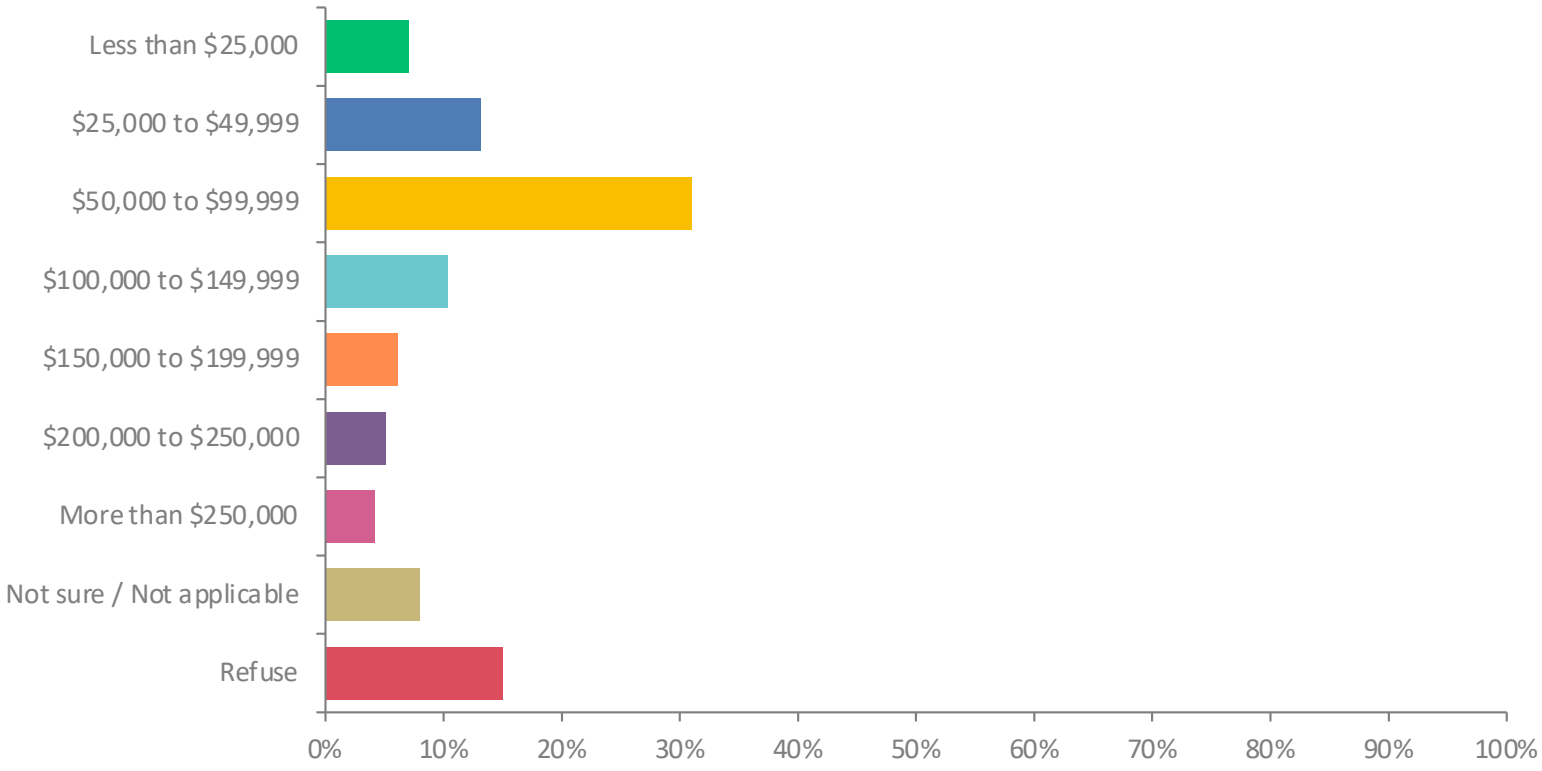
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Q55: What is your projected increase/decrease in gross sales revenue for 2024?



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Q56: Please estimate the owner's compensation in 2024.



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