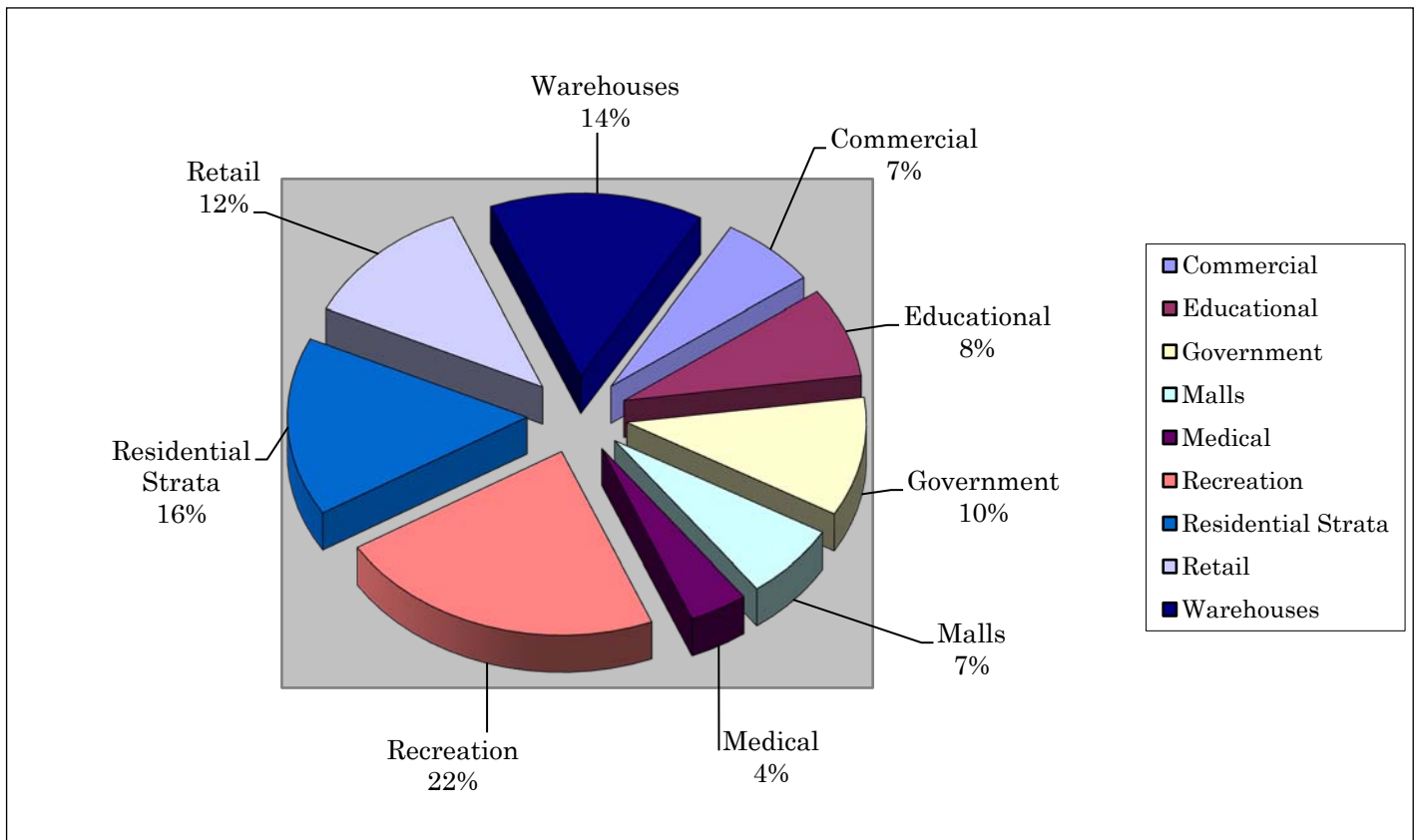


CRS Commercial Carpet Maintenance retained Symons Communications Limited, a professional marketing and communications firm based in Vancouver, Canada, to conduct a confidential opinion survey among key decision-makers in the professional property management field in the Lower Mainland.

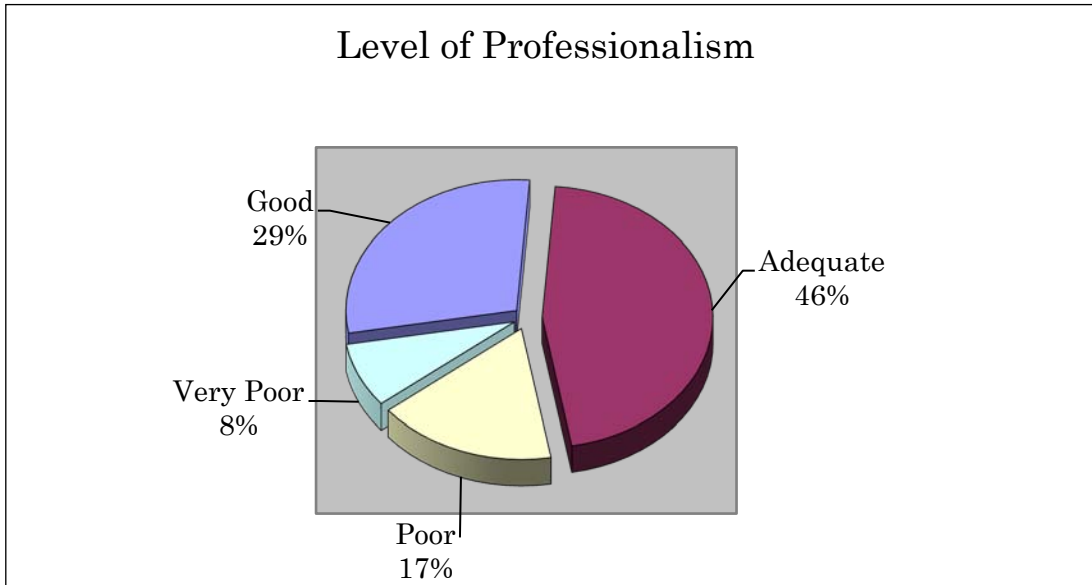
A total of 178 professional property managers were contacted for this survey and the responses received form the basis of this report. Following are the key findings of the survey.

Question 1: Which of the following types of properties do you manage?

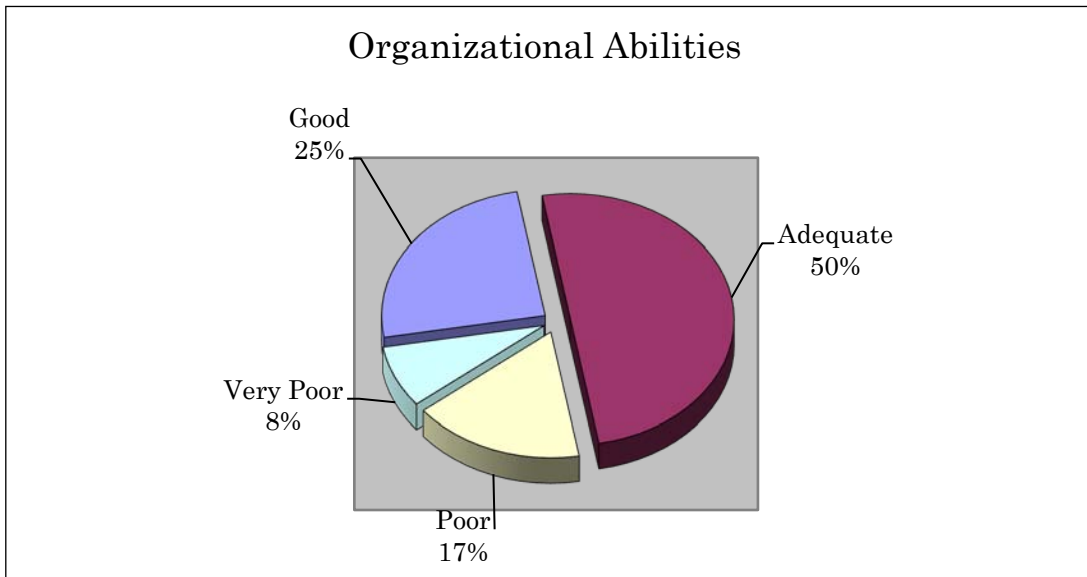


When asked which type of properties the respondents managed, the range of properties was very diverse, with the majority falling in the “commercial” categories including retail, warehouses, commercial and malls. 50% of property managers specialize in one type of property (e.g. malls) while the other 50% manage a number of different types of properties.

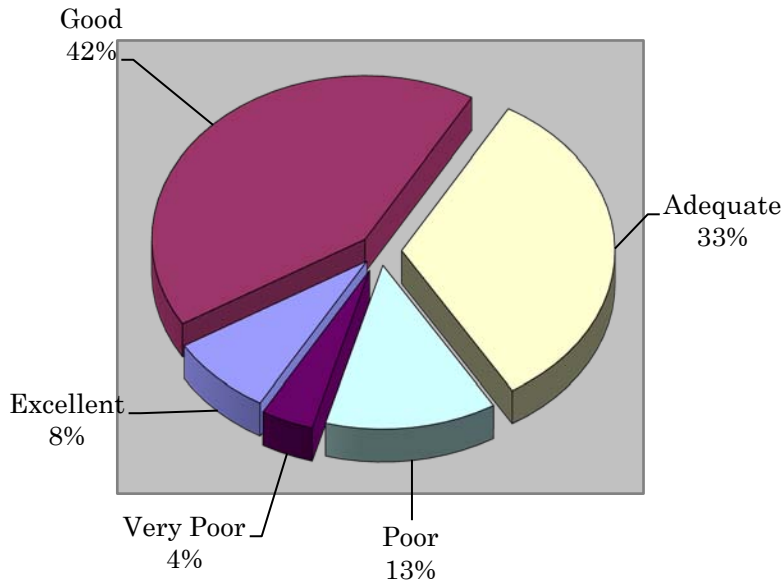
Question 2: Thinking of the commercial carpet cleaning industry in the Lower Mainland in general - Based on your experience, how would you rate commercial carpet cleaning suppliers overall in terms of the following?



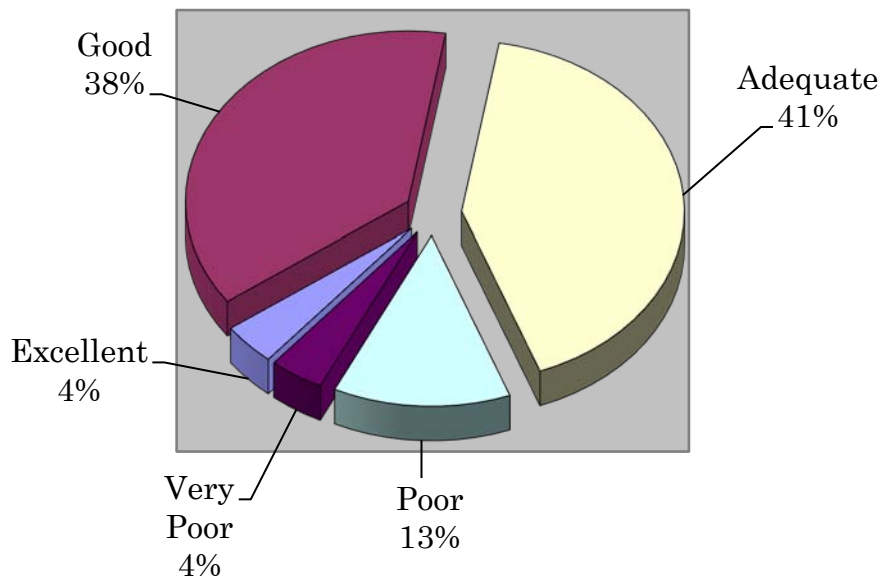
About 75% rated the various components of service as either “adequate” or “good” with the rating increasing slightly on the issues of “trustworthiness” and “quality of service. At the same time, fully one-quarter of respondents said they found the level of service they received to be “poor” or “very poor”.



Trustworthiness



Quality of Service



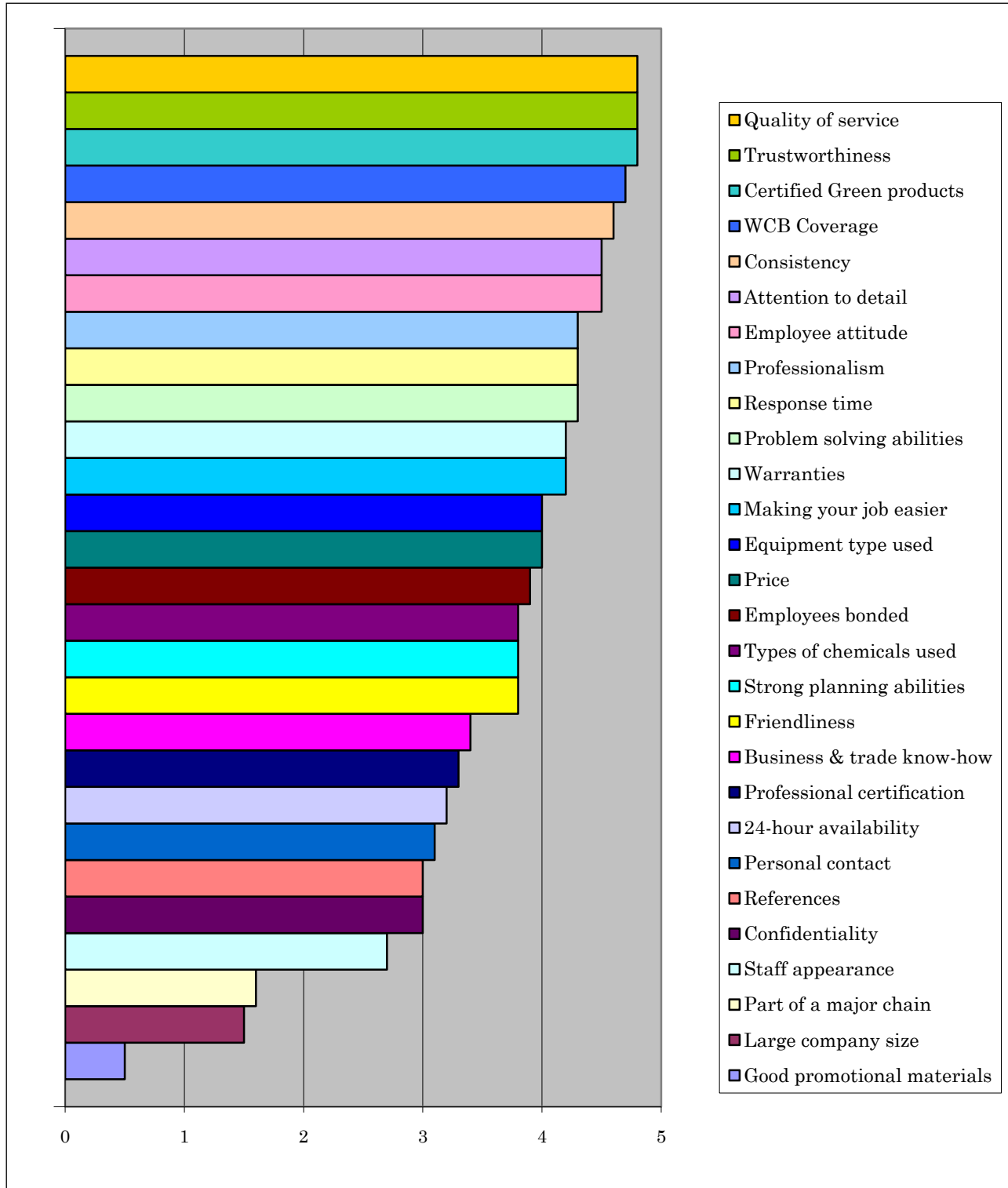
Question 3: Top ten things most valued in a supplier.

Respondents were asked to name the 3 most important things they valued in a supplier. These ten factors were the most commonly mentioned.

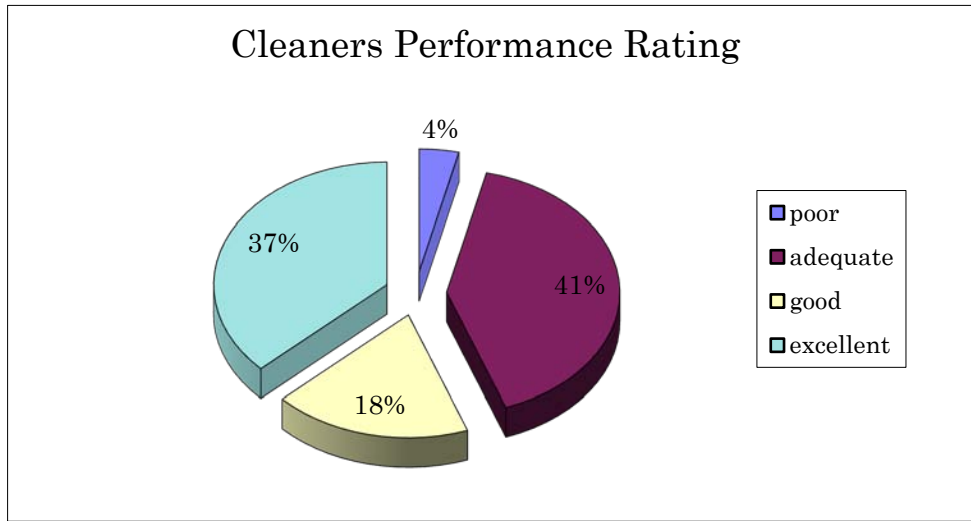
- 1) Quality service & technical expertise
- 2) Attention to detail
- 3) Customer service
- 4) Price
- 5) Scheduling & record keeping
- 6) Personal contact & follow-up
- 7) Reliability & no call backs
- 8) Pride in workmanship
- 9) Attitude
- 10) Quick response

Question 4: When you select a commercial carpet cleaning supplier, how important are the following items?

The following items were ranked on a scale of 1 to 5 with 1 being the least important and 5 being the most important.

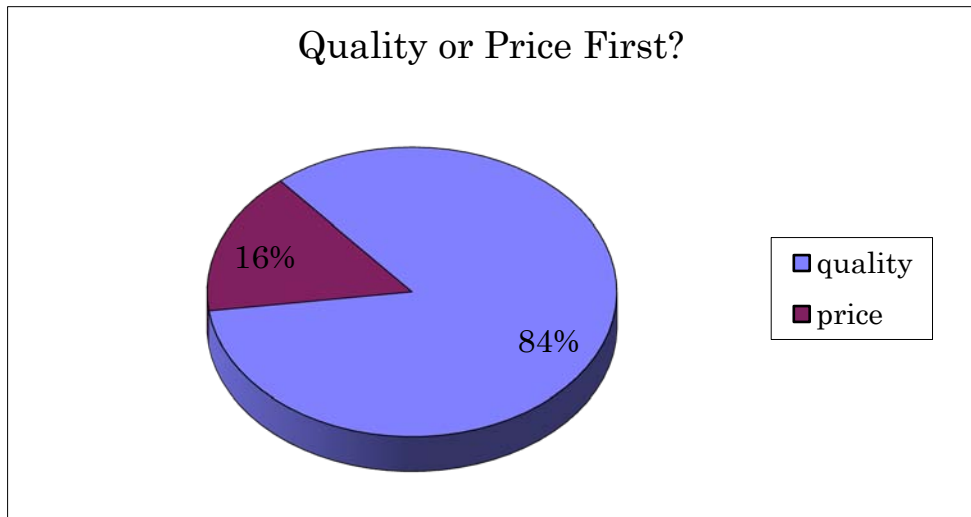


Question 5: When it comes to your current carpet cleaning supplier, how well would you say they perform overall?



Respondents rated the overall performance of their cleaners exceptionally high with 96% rating them from adequate to good and a full 37% saying they were excellent.

Question 6: If you had to choose between quality of service and price, which would be more important?



While in other parts of the survey, price was ranked fairly high, when respondents were asked to choose between price and quality, quality was the choice of the vast majority. This is likely due to the fact that experienced managers know low price actually ends up costing more in call-backs, their time and more frequent cleaning.

Question 7:
The top ten challenges property managers face on the job.

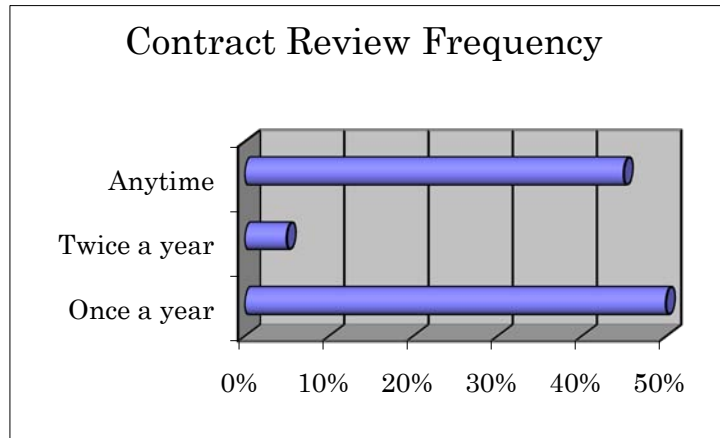
Respondents were asked to name the 3 biggest challenges they faced daily in doing their jobs. These were the 10 most commonly mentioned.

- 1) Not enough time
- 2) Having work performed consistently
- 3) Motivating staff
- 4) Communication
- 5) Finding the right supplier
- 6) Problem solving
- 7) Follow-up
- 8) Lease renewals
- 9) Finding good staff
- 10) Reliable info

ABOUT DECISION-MAKING...

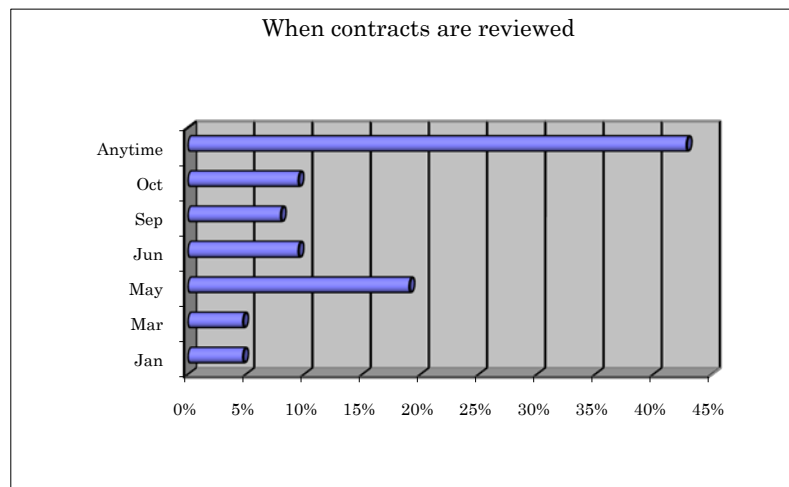
Question 8: How often do you review your commercial carpet cleaning supplier contracts?

Most respondents either review their contracts on an as-needed-when-needed basis or they simply conduct an annual review.

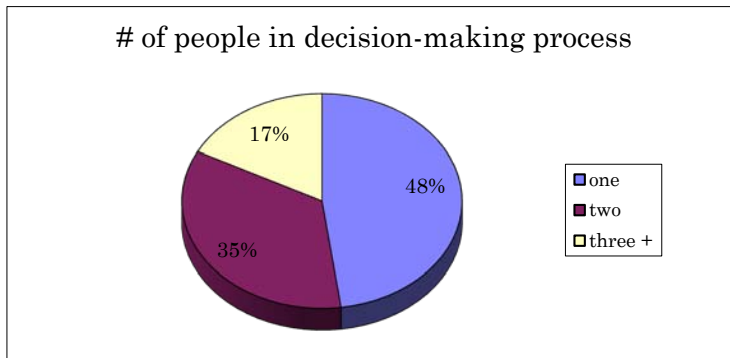


Question 9: In what month(s) of the year do you make most of your decisions in relation to selecting your carpet cleaning supplier?

Again the majority makes their supplier decisions on an as-needed when-needed basis. Of the rest, most decisions are made in May likely after the close of the preceding fiscal year.

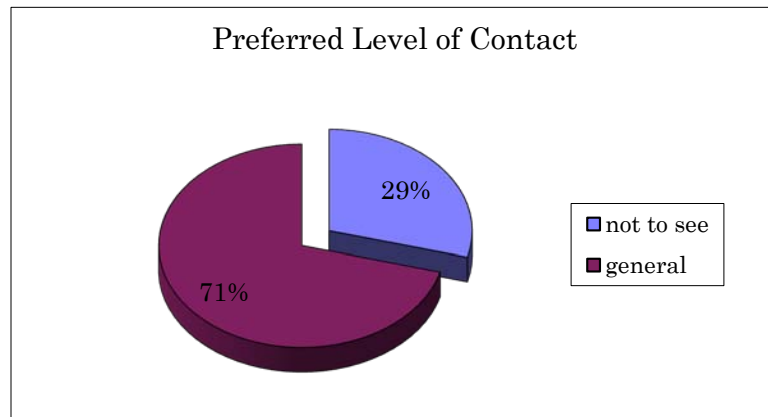


Question 10: How many people were involved in the selection of and decision to hire your current commercial carpet cleaning supplier?



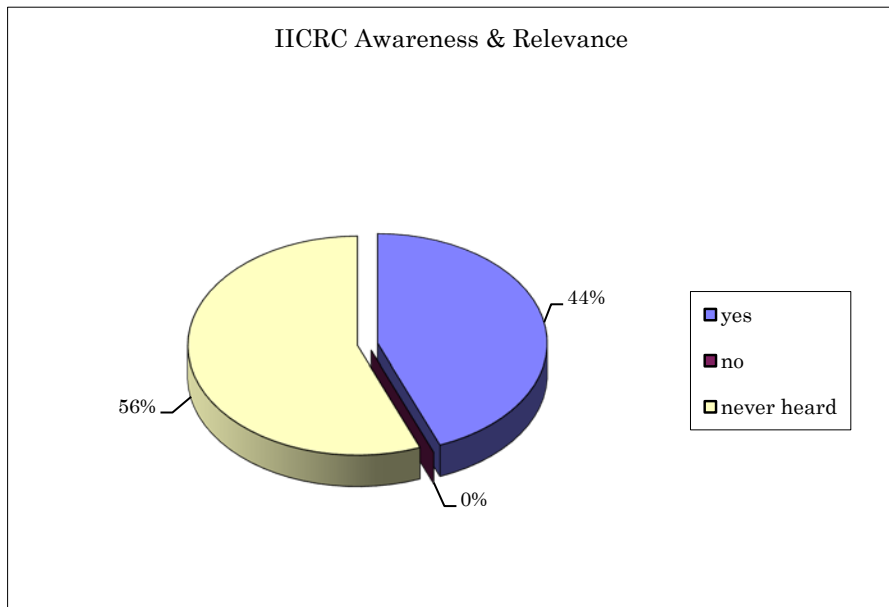
Decision-making in the selection process is generally very streamlined and efficient with almost half of respondents making the decision entirely on their own and the majority of the rest involving just one other person. Only 17% decide by committee.

Question 11: With your current commercial carpet cleaning supplier, do you prefer lots of personal contact, not to hear from them unless you need them or some general contact and follow-up.



The majority of respondents prefer to have a certain level of personal contact with their carpet cleaning supplier, but generally no more than is necessary for good communication and for ensuring the work is done properly. One third of respondents refer to "not hear from them at all" and none prefer lots of personal contact and follow-up.

Question 12: The carpet cleaning, upholstery cleaning and disaster restoration industries have a set of professional standards and a certification program governed by the Institute of Inspection, Cleaning & Restoration Certification (IICRC). Is it important to your company that your suppliers have this certification and that they follow the standards?



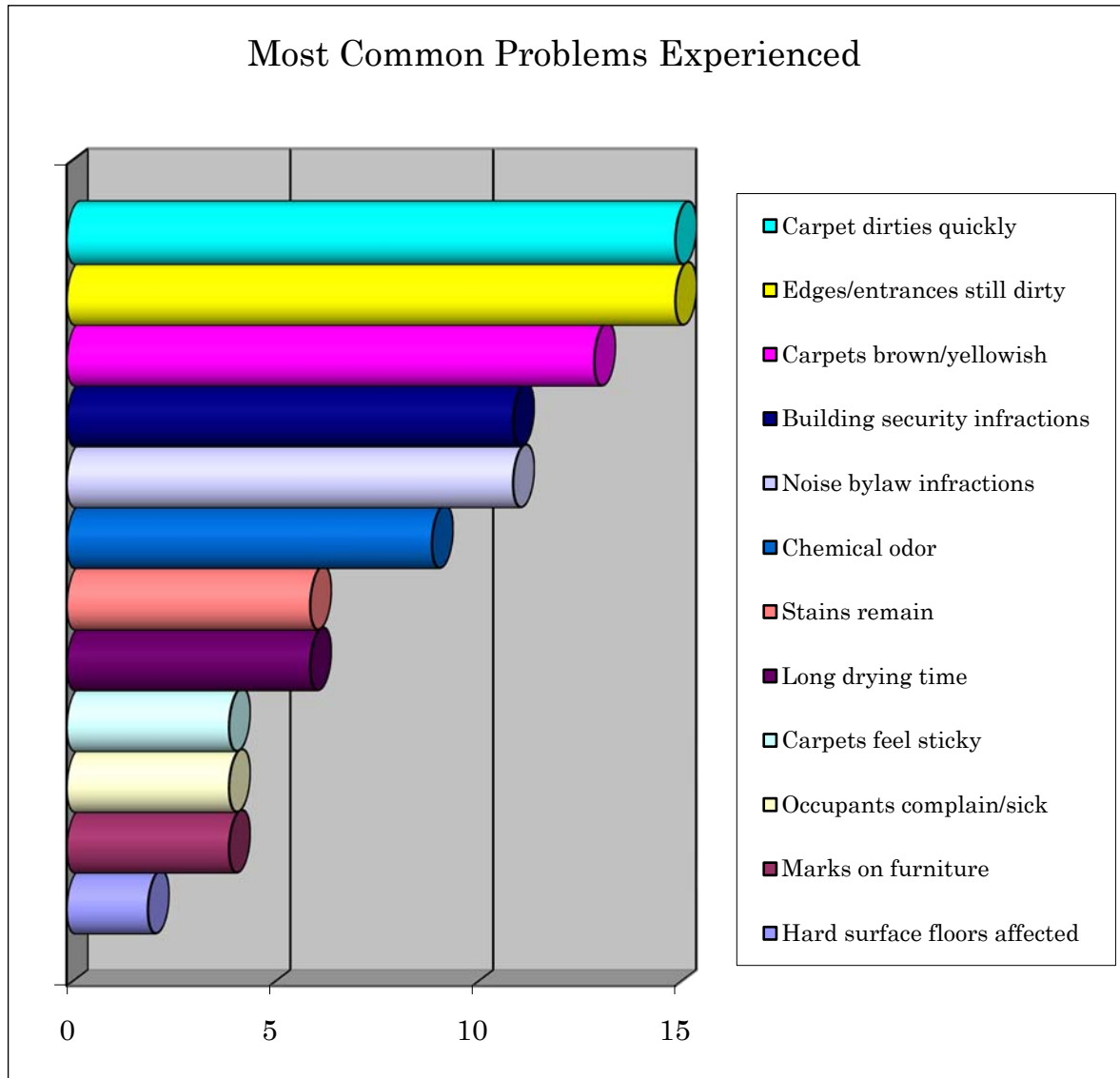
Almost 60% of respondents have never heard of the Institute of Inspection, Cleaning & Restoration Certification (IICRC), however of the respondents that had heard of the IICRC all felt it was important that their suppliers had professional certification and followed the standards set out by the Institute. This suggests that, once people are aware that certification exists within the industry, they regard it as very important that their suppliers conform to these professional standards and regulations.

*Question 13:
The top ten reasons why property managers continue to use their existing supplier.*

Respondents were asked to name the 3 main reasons they continue to use their existing commercial carpet cleaning supplier. The ten factors most-commonly-mentioned factors were...

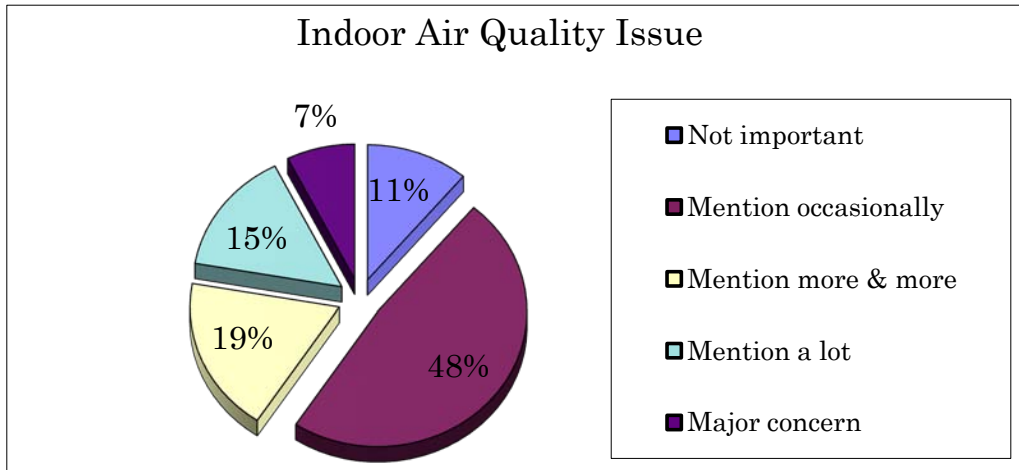
- 1) Price
- 2) Availability
- 3) Friendly service
- 4) Punctuality
- 5) Quality
- 6) Reliability
- 7) Immediate response
- 8) Incredible follow-up
- 9) Warranty work
- 10) Convenience

Question 14: Have you experienced any of the following problems with your commercial carpet cleaning supplier in the past year? (Please check any that apply.)



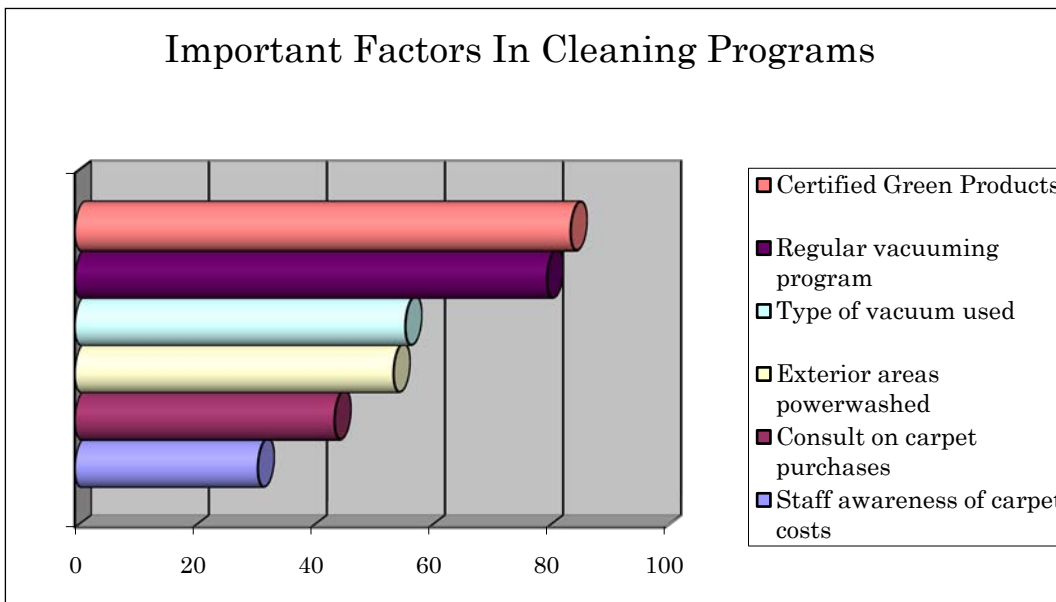
The majority of respondents had experienced at least some of the above problems at some point with their commercial carpet cleaning supplier but the overall incidence of problems was relatively low. The three most common problems all relate to improper cleaning. Carpets re-soil quickly usually because they haven't been properly rinsed and the remaining detergent acts as an adhesive for dirt. Carpets appearing brownish or yellowish are the result of too high a degree of alkaline in the cleaning solution, over-wetting or soil wicking up to the surface of the carpet.

Question 15: Are your building occupants aware of the issue of “indoor air quality”?



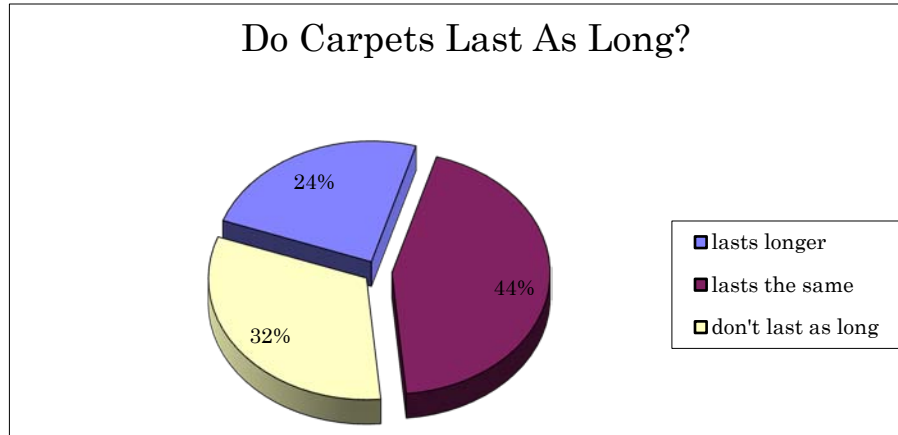
Indoor air quality, which is widely regarded as a “horizon issue” for property management professionals, is becoming more and more of a concern among building occupants. Half of respondents said building occupants had mentioned it occasionally and 41% were beginning to mention it more frequently with nearly a quarter mentioning it frequently or regarding it as a major concern.

Question 16: Which of the following do you consider important or unimportant?



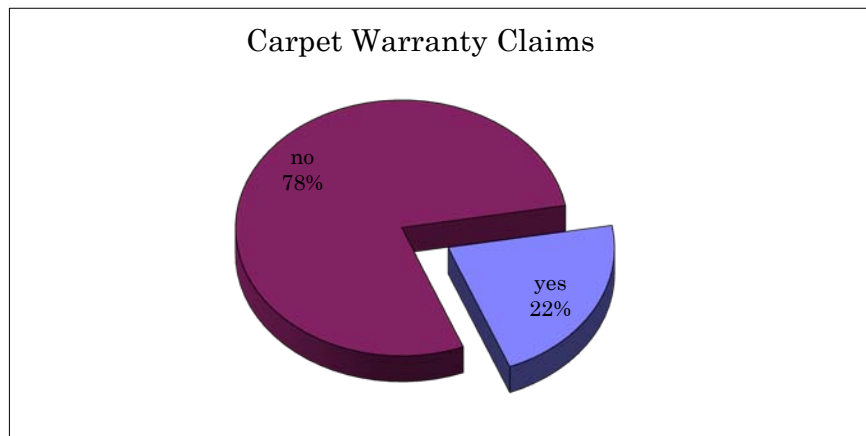
The most important factors to respondents related to carpet once it was installed which is in keeping with awareness that 70% of a carpet’s costs are cleaning and maintenance.

Question 17 & 18: In general, when thinking of the service life of the carpets you currently have installed, do you think carpets last longer, the same length of time or not as long as they used to? What are your reasons for thinking this?



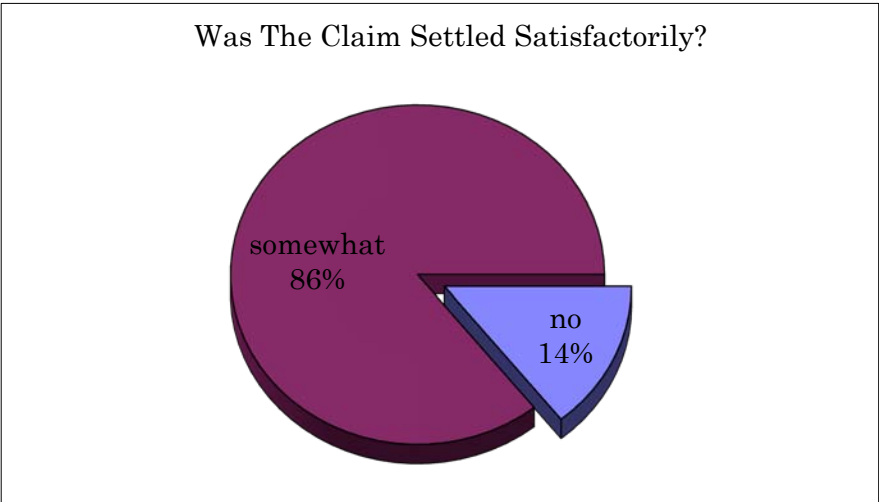
Some property managers have expressed the feeling that carpets today are not as durable due to lower manufacturing standards. In testing this opinion, it appears that almost 70% of respondents do not share this opinion and feel carpets last as long or longer than they used to. The majority feels today's materials; technology and cleaning processes are superior.

Question 19: Has your company ever made a warranty claim with a carpet manufacturer?



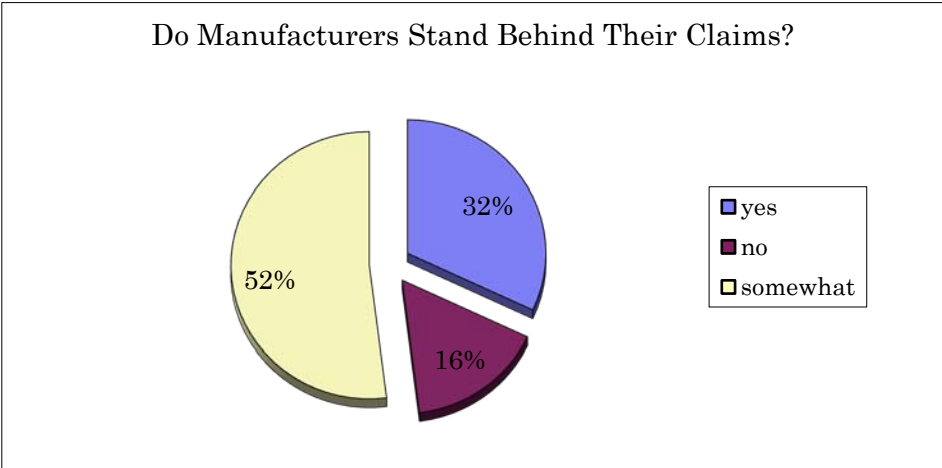
Respondents were probed further to determine the incidence of carpet warranty claims. Overall, only 20% had submitted a warranty claim.

Question 20: If so, was the claim settled to your satisfaction?



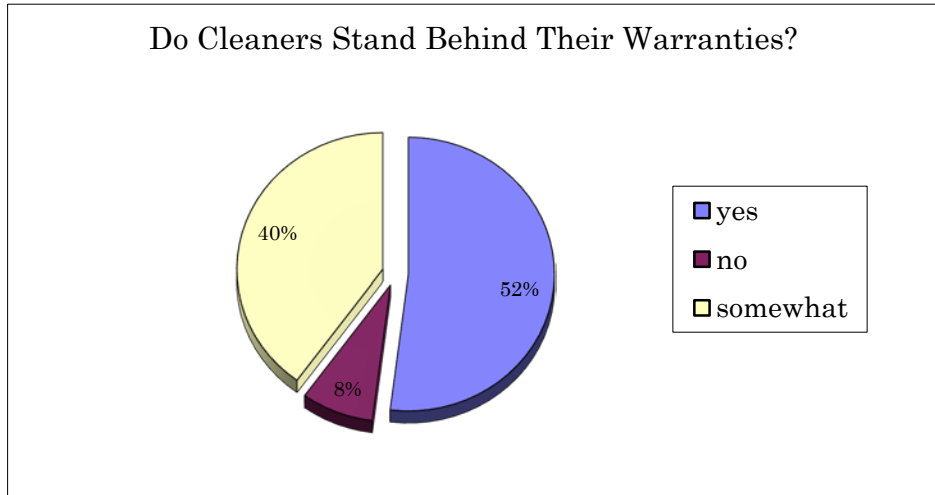
Of those who had submitted a warranty claim no one was “very satisfied” with the response they received but the majority were “somewhat satisfied” and only about 14% were not satisfied at all.

Question 21: Do you feel confident that the carpet manufacturing industry stands behind their product warranties and that legitimate warranty claims are readily-handled?



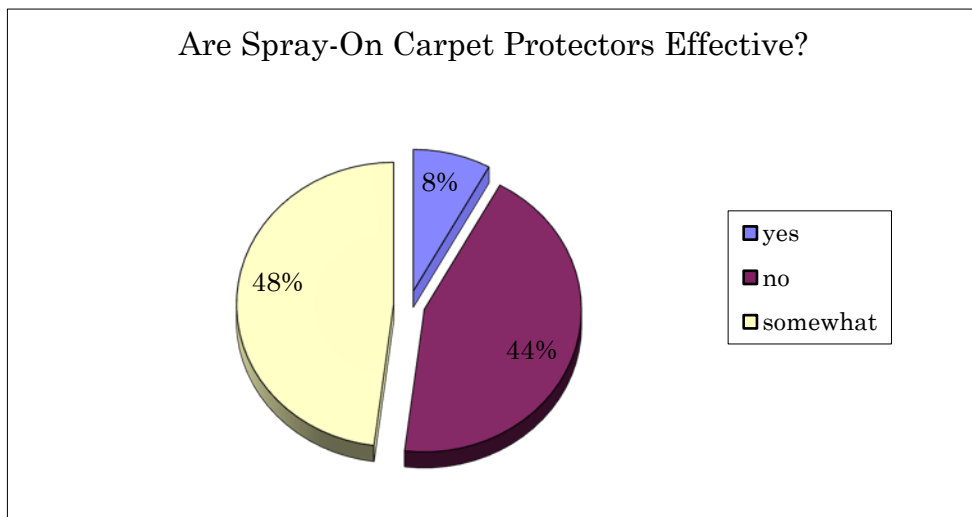
Again most respondents felt that carpet manufacturers do stand behind their warranties to some degree. Only 16% felt they did not.

Question 22: Do you feel confident that the carpet cleaning industry stands behind their service guarantees and that legitimate warranty claims are readily-handled?



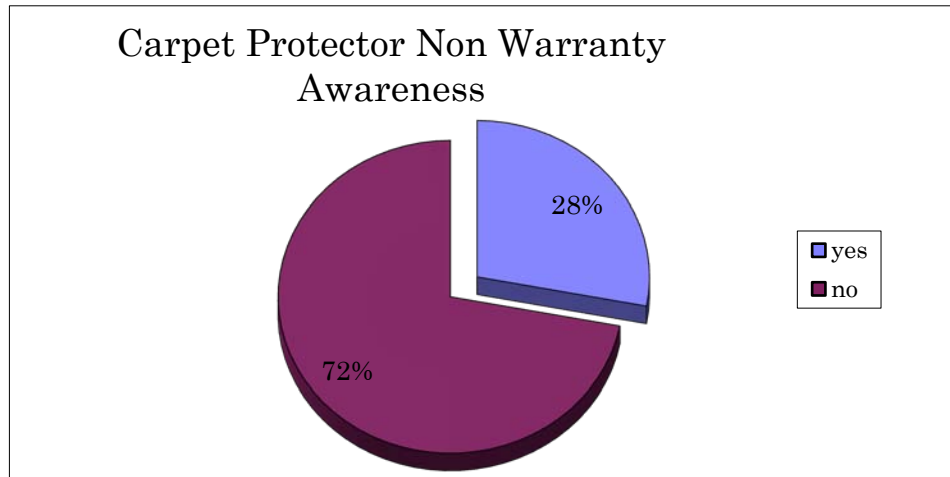
Respondents felt much more strongly that the carpet cleaning industry fulfilled their warranties with more than half saying “yes”. A further 40% said “somewhat” and only 8% felt cleaners didn’t support their warranties.

Question 23: In your opinion, do you feel spray-on carpet protectors are effective?



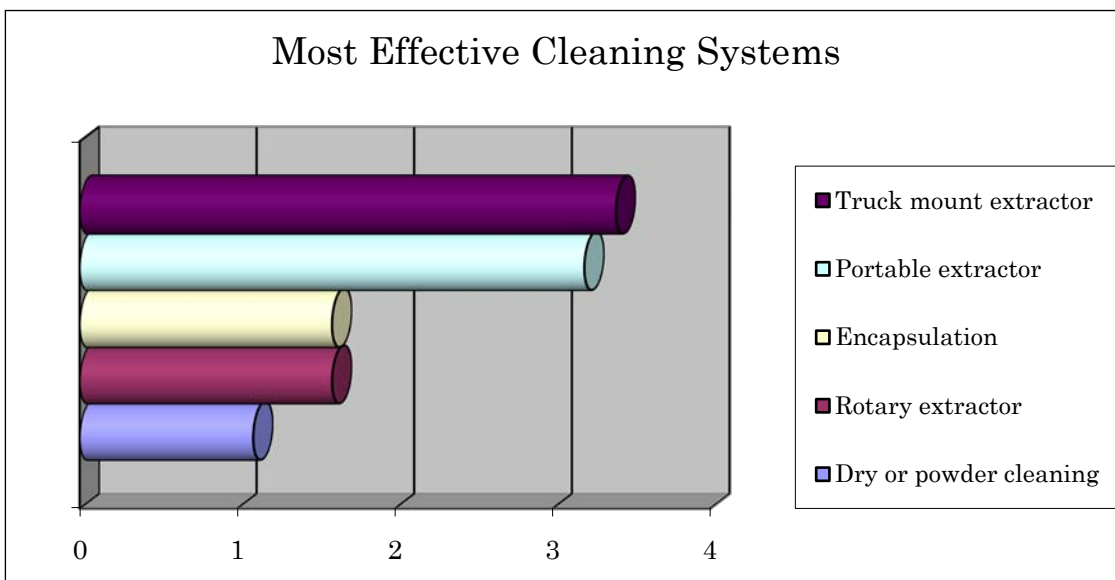
While the majority of respondents felt spray on protectors were effective or somewhat effective, 44% felt they were ineffective.

Question 24: Were you aware that manufacturers do not warrant carpet protectors in commercial, public or rental installations?



Less than a third of respondents were aware that spray-on carpet protectors were not warranted in commercial, public or rental installations.

Question 25: How would you rate the effectiveness of the following cleaning systems?



Respondents heavily favoured truck mount or portable extractors over other common techniques of carpet cleaning. Dry and powder cleaning was regarded as the least effective.