



Your *Cleanest* Clean

Jason Comb, owner of Premier Carpet Cleaning in Sonoma County, has two goals in mind every day: to provide the best customer service and to deliver “The cleanest clean you’ve ever seen” on every single job he does.

By Jim Brumm

Jason Comb grew up in Santa Rosa, California. After high school he attended bartending school, but found the work didn’t suit him. A self-taught musician since he was nine (he plays clarinet and piano), Jason moved to Nashville at 20 to try out his chops.

“I was going to go country,” says Jason, laughing. He did play some music there, but he also did carpet cleaning on the side to pay the bills. While in Nashville, he once cleaned Tanya Tucker’s carpets (which may be as close as he’ll ever get to the Grand Ole Opry).

Eventually he returned to Sonoma County, and found a job with a local carpet cleaning company. He worked there for nearly five years, learning the business and honing his skills, then moved to another carpet cleaning company.

But something bothered him. He felt that, in the interest of profitability, his supervisors weren’t giving him enough time to do the jobs right. He would sometimes be assigned up to six jobs in one day, a load he considered impossible to meet while doing a good job.

“Those companies were very time conscious,” says Jason. “But there are standards for carpet cleaning and restoration, and those companies weren’t meeting them. I would try to spend the time it took to do the job right, but there was a lot of pressure to just do it as quickly as possible and move on to the next job.”

One way those other companies tried to cut corners is having the customer pre-vacuum before the cleaner arrived. “They were having the customers do part of our job,” says Jason. “But the customers are never efficient enough, which is to be



expected. Pre-vacuuming is the most important part of cleaning a carpet.”

One day a thought hit Jason, and it changed his life. “I realized that I was working too many hours, I wasn’t satisfied with the job I was doing, and that I was giving most of the money to the owners,” he says. “I thought, why can’t I get my own truck and equipment, and have the freedom to do the job right? I knew that given the opportunity, I could do a *much* better job for my customers.”

That was twenty years ago. Jason did start his own carpet cleaning business, and he has, as he knew he could, consistently delivered the best customer service and absolutely the cleanest clean for his customers’ carpets and upholstery—every time.

“I spend the time to do the job right,” says Jason. “Instead of booking six jobs in a day, I’ll book one or two. When I’m done, I want my customers to know it’s unquestionably the best cleaning their carpets will ever have. There’s a process—



you can't do it in an hour. I give each job the time it deserves so it's done right."

When you call Premier Carpet Cleaning, you get Jason. He's running a one-man show and brings his years of experience and expertise to every job. Different carpet stains are caused by

"I believe in integrity—doing the right thing even when nobody's watching. You can always be comfortable with me in your home." - Jason Comb

different things, and there is no one-size-fits-all solution. He doesn't just grab the machine and start cleaning. Jason will first test the pH levels of the carpet and the stain. Is it more acidic, or more alkaline? Is it wicking from under the carpet pad? He'll then know how to proceed with that stain.

"I ask every client to give me one get-out-of-jail-free card," says Jason with a chuckle. "If a spot comes back, I will come back and hit it again, and when I do, I'll better understand what caused it and how to remove it."

He jokes about the get-out-of-jail-free card, but the truth is that when you hire Jason to clean your carpet, you get him for a full year. That's right; literally, for 365 days after cleaning your carpet, he will come back as many times a necessary—at no extra charge—to re-touch any stain that comes back during that time.

"I charge a little more than the other guys," says Jason. "But in the long run I'm actually cheaper. I know my value, and I pass that value along to my clients. I want them to be happy for the entire year. They can call me any time with questions. I even give my customer bottles of spot remover with instructions, and I'll guide them over the phone if they

want. Or I'll come out and do it for them. It's my job to make sure they know they're being taken care of."

His strategy appears to be working. Ninety-five percent of his customers hire him again, and over the years he has built a large base of very satisfied carpet owners.

"I get to make a real difference in people's lives," says Jason. "I get to see the results of the magic I do, and hear them say things like, 'Wow! Oh my gosh, that looks amazing! You're the best cleaner ever!'" Laughing, he says, "I'm a lucky guy; I get to hear that every day." He pauses for a moment, and adds, "My grandma used to speak about old-fashioned values—trust, integrity, a promise and a handshake—I decided early on that I wanted to be the guy who brings those values back. I pretend every client has a hidden camera watching me. I believe in integrity—doing the right thing even when nobody's watching. You can always be comfortable with me in your home."

Jason is a large, affable man who laughs easily and exudes confidence. He is one of those fortunate few in this world who actually love their work. Nobody likes thinking about having their carpet cleaned, but Jason's enthusiasm is



infectious, and he will make the process as painless and pleasurable as possible.

In addition to cleaning all types of regular carpets, Jason can gently and expertly clean leather, suede, or silk, including furniture, draperies and curtains. He also specializes in area rugs, bringing them back to their former glory without damage. Even if your rug or carpet is very dirty and seems beyond hope, Jason can do restorative, extremely deep cleaning to bring it back as close to its original condition as possible. (And remember, if a spot reappears, you can call Jason for a full year to come back and treat it again.) Finally, Jason offers professional duct cleaning, which greatly helps those suffering with allergies.

Jason lives in Santa Rosa with his wife, whom he met when she pushed him down in a sandbox at five-years old. Together, they are raising five children, along with a dog, Murphy, and a cat, Vader. Jason is a member of West Coast Songwriters, and continues to write and play music.

If your carpets need some tender loving care, give Jason Comb a call. He'll make it easy, and leave you with a smile on your face.

"I love my customers," says Jason. "I love knowing that I'm affecting people's lives for the better. The happier they are, the happier I am."

**Premier Carpet
Cleaning**

707-522.0198

www.care4carpet.com
jason@care4carpet.com