

BY DANIEL MCCOY :
Eagle correspondent Wichita Eagle



Carpet Business Cleans Without Dampness - The Wichita Eagle Wichita, KS

WICHITA, KS., April 22, 2007 --When Todd Devereaux was looking for a business opportunity, he was just hoping to get his feet wet as an entrepreneur. Instead, he found a small business that allowed him and his customers to keep their feet dry. Devereaux is the owner and operator of 1-800 DRYCARPET® Wichita, which offers an organic carpet cleaning service that leaves the carpet dry within minutes of completion. "Everybody has horror stories of their carpet being wet for days after a cleaning," Devereaux said. "This is a different way of going about it."

Based in California, 1-800 DRYCARPET began offering franchising rights in 2005. It also manufactures its own cleaning products and equipment. After traveling to California and seeing the product in action, Devereaux decided to "take the plunge" and began offering 1-800 DRYCARPET service to Wichita last May. Since then, Devereaux said he has been able to gauge the effectiveness of the service by the satisfaction of his customers. "About half of my business is from repeat customers or referrals, so that's a good sign," he said.

Devereaux also benefits from having the only 1-800 DRYCARPET franchise in Kansas. Because his business is relatively new to Wichita, Devereaux said it is a challenge to introduce new customers to the DRYCARPET process. That process includes an initial treating of any spots or stains. Next, Drycarpet uses a moisture- controlled organic powder to lift dirt, dander and allergens out of the carpet. The organic powder eliminates the need for the potentially harmful chemicals sometimes used to clean carpets. While DRYCARPET process does involve a small amount of moisture, the final result is a carpet that is dry and ready to walk on in minutes. "I can clean a carpet in a basement, and by the time I've moved my equipment upstairs, it's already dry," Devereaux said. Having lived in Wichita for nearly 30 years, Devereaux likes that his business allows him to get out in a community he considers home. "I like going out and doing the work," he said. "I meet so many nice people." While most of that work is done for individual homeowners, Devereaux said that DRYCARPET offers carpet cleaning

services for commercial buildings as well.

For Devereaux, connecting with customers and meeting their needs is an ongoing process. "We're trying to find the right niche," he said. Once people do try Drycarpet, Devereaux is confident they will be as impressed with the service as he is. "It's a proven process," he said. "Dry does work."

Reach Daniel McCoy at 316-268-6521 or dmccoy@wichitaeagle.com