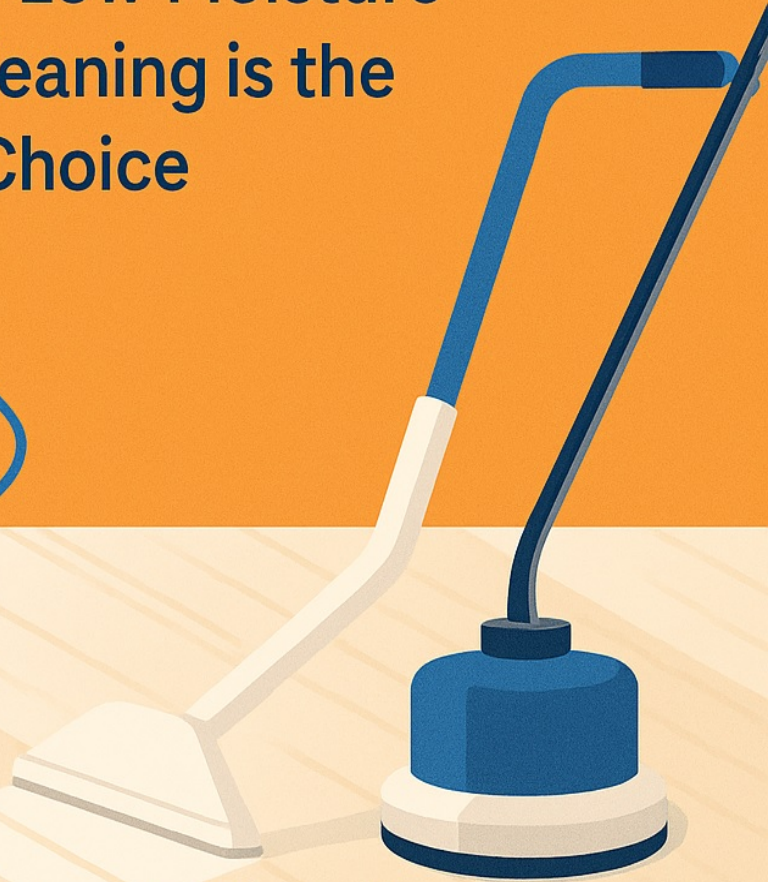


VLM **vs.** Hot Water Extraction

Why Very Low Moisture
Carpet Cleaning is the
Smarter Choice



OMG! Carpet Cleaning

“VLM vs. Hot Water Extraction: Why Very Low Moisture Carpet Cleaning is the Smarter Choice”

A Guide for Carpet Cleaning Entrepreneurs and Informed Consumers

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1. Introduction

When it comes to professional carpet cleaning, two methods dominate the industry: **Very Low Moisture (VLM)** and **Hot Water Extraction (HWE)**. While HWE has been the traditional go-to for decades, VLM has rapidly gained popularity for its speed, cost-efficiency, and modern consumer appeal. This eBook compares the two—and makes a strong case for VLM.

2. What is VLM Carpet Cleaning?

Very Low Moisture (VLM) carpet cleaning uses encapsulation chemistry, low-moisture solutions, and specialized machines (like orbital or CRB scrubbers) to clean carpets with minimal water. Carpets dry in under 90 minutes, making this a fast and convenient service option.

3. What is Hot Water Extraction?

Also known as “steam cleaning,” HWE involves pre-spraying carpets with detergent and then rinsing them using a high-powered hot water system. This process flushes out deep dirt, but often leaves carpets wet for 6–24 hours or longer.

4. Side-by-Side Comparison Table

Feature	VLM Carpet Cleaning	Hot Water Extraction
Dry Time	Under 2 hours	6–24 hours
Equipment Cost	Low	High
Startup Cost	\$2,500–\$7,000	\$15,000+
Energy Use	Low	High
Chemical Usage	Low (Encapsulation)	High (Detergents)

Eco-Friendliness	High	Medium
Re-Soiling Risk	Low (crystalizes dirt)	High (residue left behind)
Customer Disruption	Minimal	Significant
Training Difficulty	Easy to Moderate	Moderate to Hard
Portability	Very Portable	Heavy Equipment/Van Required

5. 10 Reasons Why VLM is Better for Business

1. **Lower Startup Costs** – Begin with \$5k or less.
 2. **Faster Jobs** – Complete more jobs per day.
 3. **Quick Drying** – No need for drying fans or callbacks.
 4. **Customer Preference** – Fast, eco-conscious, no hassle.
 5. **Simplified Equipment** – No bulky truck mounts.
 6. **Green Chemistry** – Biodegradable, non-toxic products.
 7. **Low Overhead** – Operate with minimal monthly costs.
 8. **Ideal for Commercial Accounts** – Offices love quick turnover.
 9. **Scalable** – Easy to train employees or franchise.
 10. **Fewer Complaints** – Less risk of overwetting or damage.
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6. VLM Benefits for Homeowners & Property Managers

- **No Wet Carpet Woes:** Safe for kids, pets, and foot traffic immediately.

- **Cleaner Look Over Time:** VLM avoids the sticky residues left by HWE.
 - **Eco-Friendly Appeal:** VLM uses 70–90% less water.
 - **Reduced Risk of Mold:** Especially in humid climates.
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7. Addressing Common Misconceptions

- **“VLM doesn’t clean as deep.”**
Modern VLM machines like CRB and orbital pads extract significant soil, especially in maintenance routines.
 - **“Steam is more sanitary.”**
VLM encapsulation chemicals often include sanitizers and are just as effective with proper technique.
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8. Use Cases: When VLM Outperforms

- High-rise buildings (no hoses or van needed)
 - Office carpet tiles
 - Restaurants and retail spaces
 - Multi-unit apartments
 - Quick turnaround rental properties
-

9. Hybrid Approaches: Do You Need Both?

While VLM can handle 80–90% of carpet types and soils, some operators choose to offer HWE for rare edge cases like:

- Flood restoration
- Extremely soiled traffic lanes
- Certain thick-pile or shag carpet

But for most residential and commercial work, **VLM is more than enough.**

10. Final Verdict: VLM is the Future

With rising costs, water shortages, and an ever-growing demand for fast, eco-conscious service, **VLM is the smarter, faster, and more scalable way to run a carpet cleaning business.**

**Our non-soapy, citrus cleaning solution is
available for purchase, by the case,
[HERE](#).**

**Each case makes 40 GALLONS
of ready to use (RTU) cleaner!**

**[CLICK HERE](#)
for our complete 675+ page
Training, Operations & Marketing Manual
for only \$499!**