

Spotlight on Success

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Capital Carpet and Upholstery Care

Excellent Service, Dedicated Employees, Make Company Thrive & Achieve American Dream in Tough Economy



When Chris and Vickie Skutans founded Capital Carpet and Upholstery in 2004, they fulfilled their American Dream of owning a business. And today, Capital Carpet is thriving even in a recessed economy, thanks to a strong commitment from both dedicated employees and loyal customers.

Their success is evident with the company's growth and reputation. In the last eight years, Capital Carpet has evolved from a business conducted from their home to a specially designed cleaning facility for Oriental carpets. The office is conveniently located near Five Forks and New Town. Rugs can be dropped off Monday through Wednesday between 9 a.m. and 2 p.m., by appointment, or pick up and delivery service is free of charge.

When the Skutans started it was just the two of them and now a staff of eight keeps busy year 'round. "Owning our own business, being entrepreneurs was our American dream" says Vickie, who manages the marketing and day to day operations. "We're happy to employ great people and are honored by the faith and confidence our clients have placed in us." Capital Carpet consistently is ranked in the top three of the Gazette's Best of Williamsburg

among the many cleaners in the area.

Capital Carpet cleans wall to wall carpets, Oriental rugs, upholstery, draperies, tile, and has recently become licensed by the Virginia Department of Health to clean and sanitize mattresses. Vickie says, "We've already cleaned more than 50 mattresses and project many more in 2013. We not only clean residential homes but also have an extensive list of commercial properties that we work with on a continuing contract basis."

Achieving success in a booming economy is tough enough, and according to statistics from the U.S. Census Bureau, only 47% of service businesses remain solvent and open after five years. Vickie attributes Capital Carpet's success to several factors:

- Quality work ranks high
- "Our cleaning teams do an excellent, professional job. Whether it

is a commercial or residential client, almost everyone we provide service to becomes a customer for life. They don't go anywhere else."

- Capital Carpet responds quickly to emergency requests: wine spills, pet accidents, and even spilled paint. One client called recently after spilling red paint on an Oriental rug. Vickie immediately advised her what to do and what not to do, and arranged for same day service to pick up the rug and begin cleaning it.

- Quality, trained employees who remain with the company ensure continuity and success. They develop a lasting rapport Capital's two team leaders have been with the company for five years. "We believe in paying people a just wage for a job well done. Our employees are educated, trained and certified. We treat our employees like we treat our customers.

TESTIMONIALS

Howard Hopkins owner of Food for Thought, has been using Capital Carpet to clean the restaurant's carpet every six to eight weeks for about six years.

"I've had a busy commercial business for six years and they've kept the carpets clean on a regular basis", Hopkins says. "I've gotten more years out of my carpet. They're flexible in scheduling and very responsive if you have questions or needs. Their prices are fair and they do an excellent job."

Reid Abell first called on Capital Carpet to clean her eight Oriental rugs. "When they brought them back and rolled them out, they looked absolutely fantastic", Abell says.

Based on that excellent experience, she scheduled an appointment for Capital Carpet to clean her wall-to-wall carpet and kitchen tile.

"We have lived in the house about 18 years and the grout looked bad", she says. "Now it looks great — it looks like we just moved in."

The carpet had suffered some wear and tear, but it looks great now too, Abell says.

"Capital Carpet exceeded, my expectations", she says. "I'll never go anywhere else for tile, carpet or rug cleaning."



in focus...

Capital Carpet & Upholstery Care

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