

Case Study: Carpet Cleaning vs. Replacement

Location: Modesto, CA | Medium 2-Bedroom, 1-Bath Apartment (848.63 sq. ft.)

Case Study Model & Area Measurements:

- Carpeted Areas (5 Areas):** Living (227.5 sf), Dining (178.5 sf), Hall (28.5 sf), Master Bed (178.0 sf), Office (118.0 sf) = **730.5 sq. ft. Total**
- Non-Carpeted Wet Areas:** Kitchen (89.75 sf), Bathroom (28.38 sf)
- LVP Replacement Target:** \$2.89/sf Materials + \$1.00–\$1.50/sf Tear-Out + \$3.50/sf Pro Labor

LVP Flooring Replacement Options (DIY vs. Pro)

Scope Option	Coverage	DIY Cost & Time Cost	Turnkey Pro Cost
Option 1: Core Areas Living, Dining, Hall	434.50 sf	\$1,395 – \$1,570 Est. 2 Days (2 Non-Pros)	\$3,470 – \$3,920
Option 2: Common Areas Core + Kitchen & Bath	552.63 sf	\$1,785 – \$2,030 Est. 2.5 Days (2 Non-Pros)	\$4,440 – \$5,030
Option 3: Whole Unit Common Areas + Bedrooms	848.63 sf	\$2,735 – \$3,090 Est. 3.5 Days (2 Non-Pros)	\$6,800 – \$7,690

Professional Carpet Cleaning & Restoration Options

Service Level	Package Details	Rate Structure	5-Area Total
1. Standard Maintenance Clean	Reputable tradesman steam clean	\$75 / area	\$375.00
2. Upgraded Restorative Clean	Deep agitation & mechanical scrubbing	\$115 / area	\$575.00
3. Full Salvage & Pet Treatment	Subfloor treatment + scrubbing (2 visits)	\$165 / area	\$825.00

Case Study Comparison: Cleaning Savings vs. LVP Replacement

Cost comparison of professional cleaning across all 5 carpeted areas (730.5 sq. ft.) versus full replacement options, factoring in DIY labor time requirements.

Replacement Scope & Method	Replacement Cost	Std Clean (\$375) Savings	Restorative (\$575) Savings	Salvage (\$825) Savings
Option 1 (Core) - DIY 2 Days (2 Non-Pros)	\$1,480 (avg)	Saves \$1,105 (75%)	Saves \$905 (61%)	Saves \$655 (44%)
Option 1 (Core) - Pro LVP	\$3,695 (avg)	Saves \$3,320 (90%)	Saves \$3,120 (84%)	Saves \$2,870 (78%)
Option 2 (Common) - DIY 2.5 Days (2 Non-Pros)	\$1,905 (avg)	Saves \$1,530 (80%)	Saves \$1,330 (70%)	Saves \$1,080 (57%)
Option 2 (Common) - Pro LVP	\$4,735 (avg)	Saves \$4,360 (92%)	Saves \$4,160 (88%)	Saves \$3,910 (83%)
Option 3 (Whole) - DIY 3.5 Days (2 Non-Pros)	\$2,910 (avg)	Saves \$2,535 (87%)	Saves \$2,335 (80%)	Saves \$2,085 (72%)
Option 3 (Whole) - Pro LVP	\$7,245 (avg)	Saves \$6,870 (95%)	Saves \$6,670 (92%)	Saves \$6,420 (89%)

Materials, Labor & Labor Time Breakdown

Project Scope	Materials & 10% Waste	Labor & Tear-Out	Pro Crew Time	DIY Timeline (2 Non-Pros)
Option 1 434.5 sf	\$1,380 – \$1,520	\$2,090 – \$2,400	1 Day (6–8 hrs)	2 Days (14–18 hrs)
Option 2 552.6 sf	\$1,765 – \$1,980	\$2,675 – \$3,050	1.5 Days (10–12 hrs)	2.5 Days (18–22 hrs)
Option 3 848.6 sf	\$2,700 – \$3,040	\$4,100 – \$4,650	2 Days (14–16 hrs)	3.5 Days (26–32 hrs)