

Mission Statement

Our mission is to set standards of excellence for providing floor care and maintenance services to residential and commercial customers. We will continue to strive to refine our quality, increase our efficiency, and advance to a superior level of service.



Keeping the Legacy Alive

For most, college is a time of excitement, opportunity, and lighthearted optimism. Former Texas Tech outside linebacker Chet Pharies shared this outlook on life. A redshirt freshman on the football team attending school on a full-ride scholarship, he held the world in the palm of his hand.

That was, at least, until he lost the most important person in his life; until he lost his hero.

His older brother, Chad Pharies, a business student at Texas Tech, was diagnosed with terminal cancer December 1995 and passed away 10 months later. Chet, the owner of Carpet Tech, was devastated. His brother was his everything and a huge part of his life. As the youngest brother, Chet had always looked up to his older siblings, especially Chad. Chad was closer in age to Chet than their other brother was and went to Texas Tech. They were able to interact more frequently and developed a stronger bond. Chet revered his older brother, and Chad's death hit him hardest of the family.

"When Chad died I just cashed out," Chet said.

Charles Pharies, Chet's older brother and project manager at Carpet Tech, dredged up memories about Chet's struggle.

"Honestly, he was a little bit lost," Charles said, "He had dropped out of school, quit football, dropped his scholarship, and he was selling cars. I don't know why he picked that. It's a wonderful way to make a living, but I never saw him as a car salesman, so I just kind of wondered where he was going."

However, when the opportunity arose for Chet to purchase back his brother Chad's carpet cleaning van and equipment, he jumped on it.

Chet's wife, Melinda Pharies, is the Texas Tech men's basketball administrative assistant and coowner of Carpet Tech. She was a member of the women's basketball team, and they began dating as freshmen playing sports for Texas Tech. Melinda is an integral part of Chet's life and bared witness to the transition.

"When Carpet Tech came about there was a whole different light to him. It gave him purpose," Melinda said. "He knew that was what he wanted to do, what he was meant to do in honor of Chad. It gave him a true meaning to his life."

Originally, Carpet Tech was started by Chad in 1994 to make money to get through college. It was a one-man-van operation founded on honesty, integrity,

and customer service. However, the van was sold when he became too ill to continue.

The business was reborn in 1996, when Chet decided to continue his brother's legacy using the same values and hard work it was first built upon.

Chet began building relationships with people, talking to new customers, and slowly adding new clients and trucks. The business grew from its humble beginnings, in Lubbock, to a company with four locations and over 100 employees that is able to service the South Plains, Panhandle, and Eastern New Mexico areas.

The original van that started it all now sits on display in a large window at the front of the main corporate office, and a plaque commemorating Chad and the values he stood for hangs on the lobby wall. He built the business on honesty, integrity and customer service. The van and plaque serve as a reminder for the brothers to strive to live as he did and to become the kind of man he would have become in order to honor his memory and carry out his vision.

Charles said Chad built the business on customer service and he believes that is 99 percent of what Carpet Tech is today.

"Anybody can clean carpet, anybody can clean air ducts, but not everybody can go in there and make a customer feel special, make him feel important, be nice to them, and make a positive impact on their day," Charles said.

Most people are not remembered after 17 years, least of all the person who cleaned your carpet. However, on multiple occasions, customers have told the brothers that they remember Chad and first began using Carpet Tech because of his personality and treatment of others.

To this day, Carpet Tech continues to uphold Chad's vision and places upmost importance on the sincere treatment and consideration of their customers.

In addition to the success and expansion of Carpet Tech, Chad's legacy is also being carried on in other areas of Chet's life. As dedicated as Chet is to the company and to his work, he still puts family first. The death of his brother further ingrained the importance of family into Chet. Every decision he makes is family oriented and often based on what he thinks Chad would have done. Chet's son, Chad, is even named after his brother and hero. In the future, he plans to keep Carpet Tech in the family.

"He knew that was what he wanted to do, what he was meant to do in honor of his brother."

"I want Chad, well I want all of my kids to be involved with it, but I definitely want my son to be involved in it. He is going to have to work his way up. He is going

to start where everybody has to start and work his way up, but I'd like for that to take place," Chet said, smiling, about his plans for the company down the road.

Over the years, the company has grown from a handful of Texas Tech students looking for a little extra spending money, into a well-known corporation with locations across the region.

Chet, a prankster at heart who loves practical jokes, can now often be seen goofing around with employees between jobs.

"All of the guys walk around with paintball guns now because they have to protect themselves because they'll walk around the corner and Chet is in his office shooting them. It's something all the time," Melinda explained, laughing, as she describes the most recent prank she has witnessed employees participating in around the office.

Both Chet and Charles believe Carpet Tech will always be a privately owned business, but cannot imagine it will stop growing or cease to be enjoyable any time in the foreseeable future. **T**

Ainsley Rayfield

Tomball, Texas



The original Carpet Tech van



Melinda and Chet Pharies