Diamond Certified Directory

INSIDE: Capability Profiles of Top Rated Diamond Certified Companies
PLUS: Expert Tips in the Back of this Directory

Ratings updated daily at www.diamondcertified.org
The Rating Process

American Ratings Corporation conducts accurate customer satisfaction research.

1. APPLY
The company must apply to begin the rating process.

2. SAMPLE
A random sample of typically 400 past customers is collected from all customer files of the applicant company.

3. SURVEY
Only real customers are surveyed in confidential telephone research to determine the company’s customer satisfaction score based on quality.

4. SCORE
To qualify, the company must score Highest in Quality and Helpful Expertise®, with a score of 90 or above on a 100 scale.

Rigorous standards are enforced.

5. CREDENTIALS
We confirm that the company has required insurances and valid state-mandated credentials.

6. PRACTICES
The company must perform to contract, have customer-friendly business practices and stand behind its work.

7. COMMITMENT
The company agrees to adhere to the Diamond Certified® Customer Satisfaction Principles.

8. AWARD
If the company’s quality rating, business practices and credentials meet our high standards, it is awarded Diamond Certified.

Only the highest rated pass.

We require ongoing customer satisfaction and performance.

9. MONITOR
We conduct ongoing surveys to ensure the company is maintaining high customer satisfaction and loyalty.

10. MEDIATE
The company agrees to participate in Diamond Certified mediation if necessary.

11. GUARANTEE
The Diamond Certified Performance Guarantee provides added assurance of the company’s commitment to customer satisfaction.

12. QUALITY
Companies that are able to qualify for and maintain their Diamond Certified awards are much more likely to deliver quality to their customers.

2/15/19 was the cutoff date for publishing this directory. Please go to our website to see changes.
Individual Research Reports

Each company, pass or fail, receives a research and rating report with the results of their study. The example pages below show the value of these reports:

**Question 1**
“On a scale of 1 to 10, with 1 being ‘very dissatisfied’ and 10 being ‘very satisfied,’ how do you feel about the quality you most recently received from [Company Name]?”

**Question 2**
“If you needed this type of service in the future, would you use [Company Name] again?”

**Question 3**
“If you needed any helpful expertise, did [Company Name] provide that expertise?”

**Question 4**
“When you think about [Company Name], what would you like to tell other consumers?”

**Question 5**
“What did you like best about [Company Name]?”

**Question 6**
“What do you think [Company Name] could do to improve?”

Only local companies rated Highest in Quality and Helpful Expertise® earn Diamond Certified® and appear in this directory. Each company has undergone at least 30 hours of research and passed every rating step in customer satisfaction, insurance coverage, license, business practices, complaint bureau status and credit for contractors as described on the previous page.

**Criminal Background Checks are Not Conducted:** The rating steps that we conduct are described on this page. We do not conduct criminal background checks. If this is important to you when choosing your next service provider, do not hesitate to ask the company representative whether the employees who will be working in your home have passed criminal background checks and if any additional measures will be undertaken to protect your family and your property while work is in process. If you have children, you may also want to review the Megan’s Law website. We hope that this information has provided you with an added measure of decision-making power.

For recent rating status and additional survey responses visit [www.diamondcertified.org](http://www.diamondcertified.org)
We know review websites can be helpful, but you have to be careful when using them. It’s important to understand the key differences between how we conduct research and how review sites collect reviews. While we exclusively conduct telephone surveys from an entire customer base of each rated company, review sites post reviews from any person who chooses to post, which means legitimate, spontaneous reviews are mixed with fake and cherry-picked reviews that come from a company’s best customers, family and friends. Due to the accuracy of our ratings, we’re able to back your purchases from top rated companies with the Diamond Certified Performance Guarantee, while review sites do not. For these reasons, we naturally encourage consumers to first look to top rated Diamond Certified companies whenever possible.

### Real Customers
To start each rating, DCR uses a company’s actual customer list. Then DCR only performs its surveys by telephone, which allows it to verify that each customer has actually purchased from the company being rated.

### Random Sample / All Customers
DCR receives all customer names and phone numbers or a large, random sample of customers (400) from each rated company. Company owners can’t cherry-pick because of such a large base. Thus, dissatisfied and satisfied customers are surveyed in true proportion to their occurrence.

### Statistically Reliable / Rigorous
DCR research is statistically reliable because a large, random sample of customers is pulled from each company’s customer base. Customers are “interrupted” by phone interviews at home, so there’s not a self-selection bias. Ongoing research, complaint and credentials ratings ensure Diamond Certified companies continue to perform well.

### Performance Guarantee
Should a dispute arise about performance on contract, DCR provides mediation and a money-back guarantee per the terms of the Diamond Certified Performance Guarantee (see page 5).

### Most Review Sites

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fake Reviews / Multiple Identities</strong></td>
<td>Anyone can post an anonymous review, whether they were a customer or not. Roughly 30% of posted reviews are fake. Anyone can game the system by creating multiple identities and posting fake reviews to bolster bad companies, or sabotage good ones.</td>
</tr>
<tr>
<td><strong>Cherry-Picking</strong></td>
<td>Review sites encourage companies to ask people to write reviews. Many times, owners and employees solicit their families, friends and best customers to post 5-star reviews. This cherry-picking produces misleading and biased results.</td>
</tr>
<tr>
<td><strong>Inaccurate Star Scores</strong></td>
<td>Each company’s “star score” (calculated by averaging scored reviews) isn’t an accurate score for customer satisfaction because reviewers aren’t derived from a random sample that represents all customers served. Instead, customers and non-customers are solicited to write reviews. As such, the results of the review scoring are not statistically reliable.</td>
</tr>
<tr>
<td><strong>No Guarantees</strong></td>
<td>Most sites don’t offer a performance guarantee.</td>
</tr>
</tbody>
</table>

Compared to Review Sites
Who We Are and What We Believe

Our mission is to define excellence and identify for consumers the highest quality local companies. Our team at American Ratings Corporation is the most experienced in the nation in rating and certifying local companies. We are dedicated to ensuring you have confidence in the companies you choose.

We are committed to performing all ratings and ongoing certification work with the highest integrity and accuracy.

We believe:

1. You the consumer have the right to know which companies are truly performing at the highest level of quality.
2. The highest quality companies should be rewarded for their ongoing performance through public recognition.
3. Companies should be held accountable for their performance—one customer at a time.

How to Reach Us

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If you’re dissatisfied with the performance of a Diamond Certified company and try unsuccessfully to resolve the issue, we’re here to help. Initiate mediation within six months of your purchase. If the company fails to honor its contractual obligations, uphold industry standards or participate in good faith to resolve the issue, we will refund your purchase price up to a limit of $1,000. See the details below or at www.diamondcertified.org.

TO QUALIFY FOR THIS GUARANTEE, THE CUSTOMER MUST:
1. Have purchased the services of a company that was Diamond Certified at the time of the transaction.
2. Have attempted to resolve the issue with the company directly.
3. Initiate mediation within six months of your purchase.
4. Have no previous or concurrent complaints against the subject company elsewhere.
5. Be willing to allow the company to correct the problem.

WHAT WE CAN’T PROMISE—LIMIT OF LIABILITY
The Diamond Certified® symbol is not a promise of a company’s future performance or your actual satisfaction with that company. We endeavor to perform the rating process accurately and without bias according to the description supplied by our organization. Furthermore, we believe that the methodology used to ascertain this rating and award Diamond Certified is a fair representation of the qualifying company’s high customer satisfaction level during the period of the rating. Since we rely on multiple sources of information and each company’s performance can change over time, we cannot guarantee the accuracy of the information provided herewith. The content and materials provided are provided “As is” and without warranties of any kind, either expressed or implied. Memberships, awards and affiliations are not independently verified. Under no circumstances, including but not limited to negligence, shall we be liable to you or any other entity for any direct, indirect, incidental, special, or consequential damages. The Diamond Certified symbol does not mean that a certified company will meet every individual’s subjective markers for satisfaction. We do back our certification with a Performance Guarantee, which is our sole guarantee provided users of any information related to Diamond Certified.
Visit www.diamondcertified.org to find expertly researched articles about shopping for and buying from local companies across a wide variety of industry categories.

These industry-specific articles detail why it’s important to choose a Diamond Certified company that has been independently rated Highest in Quality and Helpful Expertise.

Get the basic facts about each Diamond Certified company in a particular industry, including contact information, key services and areas served.

This photo gallery showcases Diamond Certified companies’ staff, facilities, vehicles and work. As you scroll through the photos, detailed captions give you context and enhance meaning.

Become a savvier consumer by accessing helpful articles, tip sheets, videos and blog entries contributed by local Diamond Certified Experts.

Expand your research by viewing related industry brands, agencies, associations and more.

Our researched articles help you choose with confidence. Learn what to ask before hiring a local company, get helpful advice on preparing for your job, read answers to Frequently Asked Questions, see a detailed Glossary of Terms and much more.

Find more than 20,000 informative articles at www.diamondcertified.org
We encourage you to access the Diamond Certified Expert Reports at diamondcertified.org. These valuable articles, tip sheets, videos and blog entries are created for consumers by local experts. The authors know what they’re talking about because they own or manage local Diamond Certified companies that have been independently rated Highest in Quality and Helpful Expertise®. Each has contributed their expertise to create these reports for you and other consumers as a way to give back to their community.

Get free access to hundreds of Expert Contributions at www.diamondcertified.org/find-expert-advice

Bylined Articles
Get helpful industry tips and information from each Diamond Certified Expert Contributor.

Videos
Watch useful video tips from each Diamond Certified Expert Contributor.

Human Interest
Read a human interest profile on the Diamond Certified Expert Contributor; see their photos; and get to know their background, philosophy, hobbies and interests, and more.

Verbatim Text of Video
Read text versions of the Diamond Certified Expert Video tips.

John Gorman: One Man’s Journey
By MATTHEW SOLSK, Senior Editor Diamond Certified Resource
John Gorman has been a successful career in the window and door industry for the past 30 years, but the path he’s followed to get to his current destination wasn’t always clear. In fact, a career in windows wasn’t even on...

How to Choose the Right Window Frames
by John Gorman of Save Energy Company
PETALUMA — In the past, homeowners who wanted to replace their windows were somewhat limited in their choices. Today, consumers can choose from a wide variety of window options and find a product that best fits their lifestyle, budget and personal preferences. Here’s some information about the most popular styles of window frames on the market today:

Vinyl Window Frames
Vinyl window frames were originally created to replace aluminum, which were the most common frames installed in houses throughout the 1950s, ’60s and ’70s. Here are a few attributes of vinyl windows:

... Read more
Dear Savvy Consumer,

We've all felt the joy of choosing a good local company and, unfortunately, the pain when we mistakenly choose a bad one. The problem is, every company claims to be good, yet despite these glowing claims some provide inconsistent quality while others are downright unscrupulous.

That's why we're proud to present you with the Diamond Certified solution: a directory of only top rated local companies, each guaranteed. Every profiled company has earned the prestigious Diamond Certified and been rated Highest in Quality and Helpful Expertise® in the country’s most accurate rating process of local companies.

You won't be fooled by fake reviews and cherry-picked reviews.
By their own admission, roughly 30% of reviews posted to high-volume review sites are fake. Anyone can game the system by creating multiple identities and posting fake reviews to bolster bad companies. Equally as devastating is the fact that review sites encourage company owners to tell family, friends and selected customers to give them 5 stars. This cherry-picking produces misleading and biased results.

We verify by phone that each surveyed customer is real, not cherry-picked.
When you choose a Diamond Certified company, you’ll never be fooled by fake or cherry-picked reviews because we verify only real customers are surveyed from a large, random sample of each company’s actual customer base. Company owners can’t cherry-pick by telling cohorts to post reviews on our site—we don’t allow it. That’s why all of the 363,000+ surveys we’ve conducted are by telephone.

Diamond Certified companies are top rated for quality and guaranteed.
Our rigorous rating and certification process starts with the in-depth pass/fail rating of each company’s customer satisfaction, license and insurances. Then we continue to monitor each company and complete ongoing customer satisfaction studies. Finally, we stand behind our work by backing your purchase with the Diamond Certified Performance Guarantee (see page 5).

Ratings are updated daily online. Expert advice is there to help you.
We encourage you to visit www.diamondcertified.org, where you can find updated ratings, see verbatim survey responses on each Diamond Certified company, and read thousands of industry-specific expert articles and tips.

Now you can feel confident about your choices. Keep this valuable directory by your phone, and for the best service, let companies know you selected them from the Diamond Certified Directory.

Sincerely,

Greg Louie
Founder and CEO
greglouie@diamondcertified.org

Chris Bjorklund
Consumer Advocate
chrisbjorklund@diamondcertified.org
We invite you to become a Diamond Certified® Preferred Consumer (always free)

Join your savvy neighbors who use Diamond Certified companies and receive all the following membership advantages:

1. A special MEMBER HOTLINE phone number that you’ll always call for live help, questions or problem resolution.

2. A free subscription to the annual and quarterly DIAMOND CERTIFIED DIRECTORY for your county, plus your choice of two additional counties and access to free digital downloads of every directory.

3. A DOUBLE DIAMOND CERTIFIED PERFORMANCE GUARANTEE. Every Preferred Consumer transaction is backed up with a $2,000 guarantee instead of the standard maximum of $1,000 under the Diamond Certified Performance Guarantee. To be eligible, you must be a Diamond Certified Preferred Consumer at the time of the transaction.

4. Members-only DIGITAL PUBLICATIONS and DOWNLOADS so you can download the latest edition of the Diamond Certified Directory, read expert advice, watch hundreds of consumer video tips, and more.

Join now by mailing in the attached postcard, signing up online at www.diamondcertified.org or calling us at (800) 480-1978.

OUR PROMISE TO YOU:
Your information is kept completely confidential. We will never sell your name or address to anyone. Diamond Certified Preferred Consumers are members of the Diamond Certified Consumer Group. Questions? Call (800) 480-1978

For recent rating status and additional survey responses visit www.diamondcertified.org
Frequently Asked Questions

Q: What does a company have to do to earn Diamond Certified®?
A: Each company must undergo a rigorous rating process and earn a customer satisfaction rating of 90 or higher (on a 100 scale). Companies that score Highest in Quality and Helpful Expertise® and pass verifications for insurance coverage, license, business practices, and complaint bureau status earn Diamond Certified. Most companies can’t make the grade.

Q: Why do you say your ratings are more accurate than review sites?
A: Unfortunately, many online review sites are plagued with fake and cherry-picked reviews, where anonymous posters pretend to be customers and reviewed companies solicit their favorite customers to post reviews. Conversely, our ratings are based on statistically reliable research that’s derived from a large, random sample of each company’s verified customer base. We conduct telephone surveys to ensure we survey only real customers of the company being rated, and we require every Diamond Certified company to pass ongoing research and credential ratings in order to maintain their certification.

Q: What if I have a problem with a Diamond Certified company?
A: Contact the senior manager of the company and explain the problem. Use the original service contract for reference. Describe what reasonable measures the company can take to correct the problem. If the issue remains unresolved, please review the terms of the Diamond Certified Performance Guarantee on page 5 and contact us at (800) 738-1138.

Q: Can a company cheat to earn Diamond Certified?
A: It’s possible, but unlikely. A company with low customer satisfaction has a problem hiding that fact because most customers don’t bother complaining. We survey a large, random sample of past customers, conduct ongoing research and monitor all complaints received. Companies that fail to keep their customers satisfied are disqualified.

Q: Why don’t you tell us which companies don’t pass your rating and certification?
A: All companies are guaranteed anonymity in the rating process so they’re more likely to apply to be rated. To be safe, use a Diamond Certified company.

Q: Who pays for the rating? How does American Ratings Corporation generate money to cover costs?
A: Companies that go through the rating process pay a rating fee and receive a pass or fail research report. Companies that qualify and earn Diamond Certified pay an annual certification fee, allowing us to monitor the Diamond Certified brand, conduct each company’s ongoing customer satisfaction research, provide mediation, back you with the Diamond Certified Performance Guarantee, and educate the public.
SAVE ENERGY COMPANY
(415) 367-3149
Serving San Francisco, Marin and Sonoma Counties

Save Energy Company offers a variety of window and door products at its Petaluma showroom.

Business Name and Contact Information

Fact Boxes
Summarizes essential information about the company

Quick Links
Follow these links to see the company’s Diamond Certified Company Report and Video Profile

Diamond Certified Dashboard
Each company’s rating results are presented

Business Category Listing
For easy navigation through this directory

SavEnergy Company provides and installs energy-efficient windows and doors for residential clients throughout San Francisco, Marin, and Sonoma Counties. The family-owned and operated company celebrated its 30th anniversary in 2013. It continues to offer the industry’s top brands—such as Simonton, Milgard, Marvin and Cascade—and friendly, clean, expert installation crews.

Owners John and Pat Gorman established Save Energy Company in 1983 to provide energy-efficient solutions for their community. Since then, the firm has completed more than 20,000 projects and has been named one of the Top 500 Remodelers in the United States by Qualified Remodeler magazine.

“We’re also the only company in the area offering free one-year checkups after warranty expiration upon request,” says Mr. Gorman.

Save Energy Company’s web-based information pack called “How to Make Your Home More Energy Efficient” is designed to guide homeowners and their contractors on the need for efficient window and door replacement. As a result, homeowners can now understand and expect their window replacement company by hiring any window replacement company,” says Mr. Gorman.

COMPANY PHILOSOPHY
“We strive to make the replacement window purchasing process easy and hassle-free. Our products come with lifetime warranties. Our installation workmanship guarantees ensure our clients receive products that meet the highest standards. Ultimately, we want our customers to know exactly what to look for in a window and door contractor. It’s crucial to understand this information before hiring any window replacement company,” says Mr. Gorman.

EXCERPTED SURVEY RESPONSES
“They’re reliable, they do spotless work and the product is good quality. We’ve used them twice and we’re about to use them a third time.”—Becky C.

For recent rating status and additional survey responses visit www.diamondcertified.org

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Find a Diamond Certified Company

13 Auto Body
15 Auto Repair
17 Auto Smog
19 Contractor – Commercial
20 Contractor – Remodeling & Additions
22 Garage Storage & Organizing
23 Landscape Contractor
25 Landscape Maintenance
26 Mover
27 Paving – Asphalt & Stamping
28 Plumbing
31 Real Estate – Roof Inspections
32 Real Estate Sales – Agent
33 Roofing
37 Sewer Line Contractor
38 Solar
39 Swimming Pool Contractor
40 Tax Preparation
41 Termite Control
42 Tree Services
raft’s Body Shop, Inc. provides a variety of collision and body repair services for all types of vehicles at its Santa Cruz facility. The company uses state-of-the-art tools and repair equipment, and it offers a lifetime warranty on workmanship for as long as customers own their vehicles.

Owner Todd Kraft says doing quality work is very important to everyone who works for Kraft’s Body Shop. “We want to provide a service we can stand behind and know our customers will be happy with.”

Kraft’s Body Shop also processes insurance claims and works with every major insurance company. “We know processing claims can be stressful and demanding,” says Mr. Kraft, “so we handle that part so customers can feel relaxed.”

COMPANY PHILOSOPHY
“Our ultimate goal is to provide quality auto repairs that we can feel good about and stand behind. The high quality of our work speaks volumes about our customer-centric business approach.”

EXCERPTED SURVEY RESPONSES
“I like the free estimate, the accuracy in their time frame and the way they deal directly with the insurance company. I also like the quality of their work.”—Michael L.

“The service was good and they did things on time. It was a great experience.”—Rod S.

“Every time we take our car there, they do a great job. They do quality work.”—Gerald K.

“The quality of the work is excellent and the service is good.”—Vicki B.

“The service was great. I’ve used them numerous times and have been happy with them each time.”—Jennifer C.
Scott’s Body Shop provides a complete range of collision repair services for all types of vehicles at its Santa Cruz facility. The family-owned and operated company has the equipment and training to handle everything from frame alignment and paint work to glass replacement and electrical repairs, and it guarantees its work for as long as customers own their vehicles.

President Robert D. Scott credits much of Scott’s Body Shop’s success to its status as a family business—his brother Ron is an I-CAR Platinum Certified unibody and frame expert; his brother Danny runs the refinishing department; and his father, Bob Sr., has more than 50 years of industry experience. “We all have a vested interest in this company, both personally and professionally,” he says. “Santa Cruz has a small-town feel, so people really like connecting with local, family-run businesses like ours.”

Scott’s Body Shop is known for its comprehensive color matching process, which includes matching each car’s original paint in texture and luster as well as color. “Our paint department uses a variety of environmentally-safe products, including water-based paints and special spray guns,” adds Mr. Scott. “We’re very conscientious about making sure our work is safe for the environment and our surrounding neighbors.”

COMPANY PHILOSOPHY
“We take care of every person one car at a time. Getting a car fixed after an accident isn’t always a positive experience for people, so we do whatever we can to help our customers through the process and work hard to meet their expectations.”

EXCERPTED SURVEY RESPONSES
“They are professional and quick, they pay attention to detail, and they have great service.”
—George S.
Ernie’s Service Center is a Felton-based auto repair shop that provides a wide range of general vehicle services, including wheel alignments, air conditioning/heating systems, brakes, alternators, clutches, diesel repair, electrical systems, engine repair and replacement, fuel systems, suspension, tires, and transmission repair. It’s also certified to perform smog checks and work on hybrid vehicles.

San Lorenzo Valley native Ernie Devonshire Jr. opened Ernie’s Service Center in 1971. His sons, Ryan and Josh, are continuing the family business. Together, they’re dedicated to serving their community and maintaining the high standards of quality and service for which the shop is known.

Ernie’s Service Center’s technicians are continually retrained and recertified to stay updated on the auto repair industry’s ever-advancing technology. “We really emphasize schooling for our employees,” says Ryan Devonshire, “and we keep our tools and equipment current to reflect the latest industry trends.” This includes using state-of-the-art diagnostic scanners and digital imaging technology for precise wheel alignments.

COMPANY PHILOSOPHY
“It’s imperative for us to make customer service our top priority. Everything we do is designed to make the repair process smooth and hassle-free for everyone who comes to our shop, and that’s why we guarantee complete customer satisfaction.”

EXCERPTED SURVEY RESPONSES
“They communicated very well and they were timely. They provided all of the information that I needed to make good decisions.”—Margaret N.

“ Their location is close to me and they’re personable. They help out whenever I have problems.”—Doris C.

“They are very personable, nice and knowledgeable.”—Donna B.
& T Auto Repair provides a complete range of maintenance and repair services for domestic and foreign vehicles (with a special focus on high-end models like Lexus, BMW and Mercedes-Benz) at its Monterey facility. In addition to handling everything from routine oil changes to comprehensive transmission repairs, the company offers “check engine” light diagnostics and is state-certified to perform smog checks.

Owner Thuan Le says & T Auto Repair’s number one priority is effectively solving its customers’ vehicle issues and getting them back on the road as quickly as possible. “When it comes down to it, we just want to fix our customers’ cars and see them leave the shop happy. We always do the best we can, and we treat every customer with respect.”

&T Auto Repair is known for its dedication to quality—it exclusively uses OEM replacement parts made by industry leader WORLDPACK, and it backs all its workmanship with a two-year warranty. “Our goal is to do every job right the first time, so if there are any problems, our customers can bring back their vehicles and we’ll take care of everything,” says Mr. Le. “We’re fully committed to ensuring their satisfaction.”

Thuan Le is owner of T & T Auto Repair.

**COMPANY PHILOSOPHY**

“We focus on providing every customer with honest and reliable auto repair services. By performing high-quality work for a fair price, we’re able to generate the kind of customer satisfaction that results in long-term relationships.”

**EXCERPTED SURVEY RESPONSES**

“They’re fast, thorough, and they never do anything that’s not absolutely necessary. They’re great. We recommend them to everybody.”—Matt B.

“They’re consistent and they follow through on the completion of the work.”—Joel C.
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Don Hays Builder, Inc. handles all phases of commercial and residential construction for clients throughout Santa Cruz County. Owner Don Hays has a broad range of experience with new construction, remodeling, additions and repair work to existing homes. Mr. Hays and his team, who have more than 40 years of combined construction experience, can update kitchens and bathrooms, build custom decks, remodel restaurants, add granny units to the backs of houses, and more. A veteran of the construction and remodeling industry for more than 20 years, Mr. Hays says he’s proud of the reputation he’s built for providing quality craftsmanship and excellent customer service. “I offer a unique blend of design expertise and technical knowledge, and since I manage all parts of a construction job, I can accurately estimate and complete projects on time.” Don Hays Builder offers free estimates within one week of surveying a property, and it uses the same team throughout each project so it can keep costs low for its customers.

COMPANY PHILOSOPHY
“Our business is building, but the most important thing we build is lasting relationships with our customers. We stay true to their visions and goals and make sure we deliver what they want. While we certainly need to be satisfied with our work, it’s more important that our customers are thrilled with the results.”

EXCERPTED SURVEY RESPONSES
“They did the job within the budget and on time. In fact, they did it faster than I thought they would, and that’s rare.”—Gene M.

“They did what they said they were going to do. They showed up on time and cleaned up their mess at the construction site.”—Alan K.
Don Hays Builder, Inc. handles all phases of commercial and residential construction for clients throughout Santa Cruz County. Owner Don Hays has a broad range of experience with new construction, remodeling, additions and repair work to existing homes. Mr. Hays and his team, who have more than 40 years of combined construction experience, can update kitchens and bathrooms, build custom decks, remodel restaurants, add granny units to the backs of houses, and more.

A veteran of the construction and remodeling industry for more than 20 years, Mr. Hays says he’s proud of the reputation he’s built for providing quality craftsmanship and excellent customer service. “I offer a unique blend of design expertise and technical knowledge, and since I manage all parts of a construction job, I can accurately estimate and complete projects on time.”

Don Hays Builder offers free estimates within one week of surveying a property, and it uses the same team throughout each project so it can keep costs low for its customers.

**COMPANY PHILOSOPHY**

“Our business is building, but the most important thing we build is lasting relationships with our customers. We stay true to their visions and goals and make sure we deliver what they want. While we certainly need to be satisfied with our work, it’s more important that our customers are thrilled with the results.”

**EXCERPTED SURVEY RESPONSES**

“They did the job within the budget and on time. In fact, they did it faster than I thought they would, and that’s rare.”—Gene M.

“They did what they said they were going to do. They showed up on time and cleaned up their mess at the construction site.”—Alan K.
Michal Gerard Construction is a full-service construction company that offers residential and light commercial new construction, additions, and remodels in Monterey, Santa Cruz, and Santa Clara Counties. The company takes a ground-up approach to each project and can work successfully with tradesmen, design professionals, and building departments.

Owner Michal Gerard credits his success to his hands-on, service-oriented approach and the quality and responsiveness of his team, including employees, suppliers and subcontractors. “I place a lot of emphasis on the basics of construction from the ground up, as well as working with competent people who my clients and I can trust to provide good service and be around them and their families inside their homes.”

Michal Gerard Construction has an environmentally-friendly approach to construction. “I feel like we have a responsibility to respect the ecosystems we live in by making good decisions about where our building materials come from, avoiding waste and recycling our debris as much as possible. I believe that by using a thoughtful approach to everything, including construction, we can both prosper and have a sustainable relationship with the planet.”

COMPANY PHILOSOPHY
“Successful relationships equal successful projects, and that’s my approach to every project. I work within my clients’ ideas and budgets to provide value for a fair price while making the experience as stress-free as possible for everyone involved.”

EXCERPTED SURVEY RESPONSES
“He just covered everything very well. He did the fireplace insertion. He went up on the roof to take pictures for the HOA in order to tell them what needed to be fixed. He was very helpful.”
—Shelley T.
PremierGarage installs floor coatings, custom modular cabinets and organizers, and provides other storage solutions for Bay Area clients’ garages. The company uses high-quality materials and installation techniques and offers free, in-home consultations and estimates.

Owned by the four-man team of Veny Pirochta, Scott McWhirter, Nick Granato and Justin Granato, PremierGarage combines the buying power of a national company with the personal service of a locally owned store. Its owners pride themselves on being very hands-on and personally involved with each project. They communicate with customers and crews to ensure expectations, schedules, and budgets are being met, and they’re immediately accessible should questions or problems arise.

A garage is more than a place to park a car, says Mr. Granato. Whether customers want to craft a workshop, create a hobby area, add a game room or just streamline a storage solution, PremierGarage can help. The company also offers what it calls a “Premier Difference,” which guarantees best-in-class products and services at every stage of a garage project.

**COMPANY PHILOSOPHY**

“Our mission is to give all our customers a ‘premier’ experience. The purpose of our company is to improve the lifestyles of our clients—that means paying attention to detail and getting all the little things right, not just the big ones.”

**EXCERPTED SURVEY RESPONSES**

“They are the best. They really know what they’re doing, they have a good product and everyone loves my new flooring.”—Sandra H.

“I’ve used them twice and referred them to many people. They do good work and they are very professional about what they do.”—Adam D.

For recent rating status and additional survey responses visit [www.diamondcertified.org](http://www.diamondcertified.org)
Quilici Gardening provides a variety of landscaping services for residential and commercial clients in Santa Cruz, Monterey, and Santa Clara Counties, handling everything from planting, irrigation and soil preparation to lighting, fence and wall installations. The company is also known for its comprehensive maintenance services, which include lawn mowing and edging, plant pruning and trimming, irrigation monitoring and adjusting, and more.

Owner Randy Quilici says he and his crew members share a passion for personally interacting with clients and taking a hands-on approach to their projects. “We love working closely with our customers to maintain their properties. Our crew members have more than 120 years of combined experience, so they know exactly what it takes to make each landscape as beautiful and efficient as possible.”

Quilici Gardening supplements its general landscaping work by installing water features (including “Ponds Away” ponds that feature waterfalls in a variety of configurations) and hardscapes, which ultimately gives its clients more options when designing or upgrading their landscapes. For more information about the company’s services, Mr. Quilici invites potential customers to visit www.quilicigardening.com.

**COMPANY PHILOSOPHY**

“Our primary goal is to provide the best possible work for every customer, and we accomplish that by paying attention to the smallest details and being where we’re supposed to be at the right time. We’ve built a reputation for quality and reliability, and we intend to maintain that reputation for years to come.”

**EXCERPTED SURVEY RESPONSES**

“I think they do a good job and they are very professional.”—Steven C.
Jerry Allison Landscaping, Inc. is a full-service landscaping company that creates custom outdoor living spaces for residential clients throughout Monterey and San Benito Counties. In addition to designing, installing and maintaining landscapes, the company utilizes a team of in-house masons, electricians, carpenters and irrigation specialists to build structures such as decks, patios, outdoor kitchens and pergolas.

President Jerry Allison says his favorite part of landscaping work is taking outdoor spaces that need help and turning them into something beautiful. “We put a lot of effort into making sure every job is special and perfectly captures the client’s vision. Our goal is to create living spaces that represent our customers’ personal style and retain their aesthetic value for many years.”

Jerry Allison Landscaping emphasizes clear communication throughout every step of its customers’ landscaping projects, which Mr. Allison says is important for ensuring their expectations are met. “We provide daily site reviews, hold design meetings every morning and keep our communication avenues flexible. These things allow us to achieve our highest priority: our clients’ continued enjoyment and satisfaction with our services.”

COMPANY PHILOSOPHY
“We’re passionate about making connections with the natural environment, and we share that passion with our clients. We believe that through the creation of beautiful natural habitats, our clients can enjoy a harmonious connection with nature while achieving a greater appreciation for the art found in the natural world.”

EXCERPTED SURVEY RESPONSES
“The quality of the work is excellent. They did a wonderful job and I was very impressed with the outcome of it. Jerry is very professional.”—Jeremy J.
Quilici Gardening provides a variety of landscaping services for residential and commercial clients in Santa Cruz, Monterey, and Santa Clara Counties, handling everything from planting, irrigation and soil preparation to lighting, fence and wall installations. The company is also known for its comprehensive maintenance services, which include lawn mowing and edging, plant pruning and trimming, irrigation monitoring and adjusting, and more.

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**EXCERTED SURVEY RESPONSES**

“I think they do a good job and they are very professional.”—Steven C.
Lunardi Moving Services provides a complete range of residential and commercial moving services for clients throughout California. The company has the in-house capabilities to handle every phase of its customers’ moving projects (including packing and furniture disassembly/reassembly), and it also offers short- and long-term storage at its secure Santa Clara facility.

Co-owner Fabricio Lunardi says Lunardi Moving Services’ “customer first” approach to the moving process has been a key factor in its success. “We understand that moving can be stressful, so we’re always courteous and punctual throughout the process, and we draw upon our experience to make sure everything runs smoothly. Whenever we finish a job, we want the customer to feel like we met and exceeded their expectations.”

Lunardi Moving Services provides its employees with extensive training so they can stay up-to-date with the moving industry’s latest techniques, which Mr. Lunardi says is important for consistently achieving positive results. “Our movers are trained to safely handle everything from standard boxes to fine art and pianos, and they’re enthusiastic about helping our clients accomplish their goals. We’re proud to have developed a team of professionals who are dedicated to customer satisfaction.”

COMPANY PHILOSOPHY
“We believe in the importance of doing a good job, so we care for each customer’s individual needs and properly handle every step of their moving project. By operating with responsibility, efficiency and thoroughness, we’re able to ensure the long-term satisfaction of our clients.”

EXCERPTED SURVEY RESPONSES
“I liked their professionalism. They did everything they said they were going to. I had a great experience.”—Claudia H.
Black Diamond Paving Inc. provides a wide range of paving and concrete repair services for commercial and industrial clients, HOA residential communities, retail establishments, schools, and churches throughout California. In addition to offering standard services such as asphalt patch paving, resurfacing, sealcoating and concrete repair, the company performs ADA upgrades and decorative overlays.

Black Diamond’s process starts with a comprehensive consultation to establish the customer’s objectives and determine their budget. Next, the company thoroughly evaluates site conditions and crafts a scope of work that meets those objectives and provides maximum value. Then, Black Diamond presents a proposal that details exactly what is included and meets with owners and board members to ensure everyone understands.

Before construction, Black Diamond distributes notices and signs throughout the center or community and posts project updates online for everyone to see. “We know how important it is for customers that we arrive when promised and complete the work according to contract, and we’re mindful of that goal for every project,” says owner Megan Reger. “Our customer-centric approach and due diligence in crafting proposals set us apart from conventional pavement maintenance contractors.”

COMPANY PHILOSOPHY

“Every customer and every project is important to us. We understand paving can be a sizable investment, so we treat our customers’ time and money with the respect it deserves.”

EXCERPTED SURVEY RESPONSES

“They are easy to deal with and the quality of their work is as good as it gets. During the past 12 years I have used several asphalt companies, but they are the best.”—Bryan W.
Bellows Plumbing, Heating & Air provides a variety of plumbing; sewer; and heating, ventilating and air conditioning (HVAC) services for residential and commercial clients in Santa Cruz, Santa Clara, Marin, and Sonoma Counties. In addition to performing general maintenance on all types of plumbing and HVAC systems, the company detects and repairs water, sewer, and gas leaks; repairs vents, air ducts, and household fixtures such as wall heaters, water heaters, and disposals; and more.

Co-owners Greg Bellows and Jason Schlunt say Bellows Plumbing, Heating & Air strives to raise the service standards of the plumbing and HVAC industry with each job. “We both believe in serving our community with courtesy, honesty and integrity, and we take great pride in providing uncommon levels of customer service,” says Mr. Schlunt. “Our goal is to lead by example.”

Bellows Plumbing, Heating & Air provides written, upfront pricing for all its plumbing, heating, cooling, and drain repair services and underground drain repairs. “We’re very clear and upfront about everything we do,” says Mr. Schlunt. “We’ve worked hard to build a company where having the technician come to a customer’s house is like asking a neighbor for help. There are no sales tricks; we’re simply nice people who are here to take care of our clients’ needs. We’ll do whatever we can to meet their budgets and quickly solve their problems.”

COMPANY PHILOSOPHY
“Our goal is to gain lifelong clients, so we work hard to always exceed their expectations by providing high-quality service, charging fair prices and following up after every service call. If our customers aren’t 100 percent satisfied with our work, we’ll make it right or refund their money.”

EXCERTED SURVEY RESPONSES
“They were quick and thorough.”—Patrick G.
Duncan Plumbing Ent., Inc. provides a wide range of plumbing services for residential and commercial clients throughout Santa Cruz County. In addition to handling general plumbing work like drain clearing, fixture repairs and water heater installations, the company has the training and equipment to offer specialized services like radiant heating system repairs, sewer line inspections and repairs, and copper and PEX repiping.

Owner Scott Duncan says Duncan Plumbing’s customer-oriented business approach has been a crucial aspect of its success. “From the time a customer calls us to the time we complete the job, their satisfaction is our number one priority. We fix problems in a timely and efficient manner, and we follow up after each service call to see how everything went. Our customers really appreciate how attentive we are to their needs.”

Duncan Plumbing is available 24/7 to handle plumbing emergencies, which Mr. Duncan says gives its customers an additional sense of security. “We understand that emergencies happen, whether it’s a burst pipe or broken hot water heater, so we do our best to make ourselves available to our customers. They know they can count on us to take care of them, no matter what plumbing problems they have.”

COMPANY PHILOSOPHY
“We’re dedicated to providing prompt, courteous, professional plumbing services for the residences and businesses of Santa Cruz County. We pride ourselves on customer satisfaction and attention to detail, and we make sure all our technicians are up-to-date on the latest plumbing codes, technology, and repair techniques.”

EXCERPTED SURVEY RESPONSES
“They arrived on time, they were reliable and they did a great job. I think the pricing was fair, and overall, it was a very positive experience.”—Larry H.
Baeza Plumbing Service provides a wide range of plumbing services for residential clients in Monterey, San Benito, Santa Cruz and Santa Clara Counties. The company has the training and equipment to work on everything from toilet and faucet repairs to comprehensive repiping projects, and its technicians are available 24/7 to handle plumbing emergencies.

Owner Eloy Baeza says Baeza Plumbing Service’s honest business practices have allowed it to build a loyal clientele base. “If we find an unexpected issue while we’re working, we won’t just fix it or make it worse—we’ll tell the customer what’s going on and leave the decision to them. Our clients appreciate that we take the time to explain how they can avoid certain problems from happening again.”

Baeza Plumbing Service prides itself on only using quality parts that ensure the long-term efficiency of its work. “We never use inferior parts in an attempt to increase our profit margin,” affirms Mr. Baeza. “That’s why we’re able to offer a great warranty on each job. We believe in what we do and know the parts we install are going to last.”

**COMPANY PHILOSOPHY**

“Our company is based on the commitment to treat every client fairly and provide them with first-rate service. When leaving a job, we want the client to feel that we’ve treated them and their home with the utmost care, ‘as if it were our own home.’”

**EXCERPTED SURVEY RESPONSES**

“They’re one of the most knowledgeable plumbing companies around for residential and commercial properties.”—Miguel T.

“Their great customer service stands out, plus they were quick and very helpful.”—Fernando B.

“I have recommended them to other people. Eloy is very helpful, kind and thorough. They are also reasonably priced.”—Shelly
Daddario Roofing Company, Inc. offers residential reroofing, roof repairs of all types, and low slope roofing to clients in Santa Cruz and Santa Clara Counties. The company installs a wide variety of roofing products, including composition shingles, concrete and clay tiles, cedar shakes, and single-ply systems for low slope roofs. It also performs comprehensive roof inspections and repairs for real estate agents and their clients.

Owner Steve Daddario has more than 35 years of experience as a roofing contractor—he started in 1982 with his wife, Dawn, and together they’ve built a unique company that combines the experience and resources of a larger roofing company with the personal touch of a smaller, family-owned business. “Because of our exceptional employees, from our roofers to our office staff, we’re consistently able to deliver excellent service and install quality roofs,” says Mr. Daddario. “This is confirmed by the outstanding reviews from every consumer organization that has looked at our company.”

COMPANY PHILOSOPHY

“Our people are responsible for our success. We’ve purposely kept our company small so, with our hand-picked team members, we can treat each client as we’d want to be treated. Our core values have translated into a large base of very happy customers who’ve kept us in business for many years. We love what we do!”

EXCERPTED SURVEY RESPONSES

“Steve is the only person I call when I need roof work. He has the best company in Santa Cruz County. He is very responsive and easy to work with.”—Gordon W.

“They are reputable, reliable, and they have excellent customer service in their office and with the workers.”—Christi M.
Heidi Hart - California Dreaming Real Estate helps clients buy and sell all types of residential and commercial properties in Santa Cruz and Santa Clara Counties. Having marketed luxury properties, short sales, equity investments and 1031 exchanges (as well as being a priority partner of several banks and their REO sales), Heidi is capable of navigating all aspects of real estate with exceptional results. Her clients say her attention to detail, negotiation skills, communication and dedication to client satisfaction are apparent in every transaction.

Heidi credits much of California Dreaming Real Estate’s success to her deep connection to her community. “This is a small, local firm, so I make it a point to give back to my community by supporting local schools, charities, clubs and other small businesses,” she says. “I stand behind our motto, ‘Sustainability through community strength,’ in everything I do, and my clients recognize and appreciate that.”

California Dreaming Real Estate emphasizes clear communication throughout every step of the real estate process. “I make sure I’m constantly in touch with my clients, whether it’s by phone, by email or in person,” affirms Heidi. “By combining good communication with strong negotiation skills, I’m able to help them get the most out of their real estate transactions.”

**COMPANY PHILOSOPHY**

“Ethics are extremely important to me—I believe what goes around comes around, so I always treat my clients with respect and make sure they have positive experiences. I take a positive, honest approach to every job, and I do my best to help each client achieve their real estate goals.”

**EXCERPTED SURVEY RESPONSES**

“She is able to work through complicated situations with persistence and dedication.”–Michelle E.
Scudder Roofing Company is a full-service roofing, roof repair and waterproofing contractor serving Monterey, Santa Cruz, and San Benito Counties. For more than 37 years, the family-owned and operated company has been devoted to the highest standards of craftsmanship and customer service in the local area. In addition to custom reroofing and general repairs, the company has expertise in specialty roofing systems such as Duro-Last, metal and vegetative. Solar installations are available through its sister company, Scudder Solar Energy Systems (Lic. 902095).

Owner Pete Scudder founded Scudder Roofing Company in 1982. Since then, Mr. Scudder has seen his operation grow into an award-winning business, including the Monterey Chamber of Commerce Construction & Building Services Award, Construction Person of the Year from the Monterey and Salinas Builders Exchanges, and many more. Mr. Scudder says his company prides itself on maintaining an understanding of its clients’ needs. “Our customers expect unprecedented professionalism and quality workmanship, and that’s what we strive to deliver with every job.”

Scudder Roofing Company’s experienced craftsmen are factory-trained and hold several manufacturers’ certifications. “When people hire us, they hire a highly skilled team of professionals who care about quality above all else,” says Mr. Scudder.

COMPANY PHILOSOPHY
“Our reputation stands on exceeding our customers’ expectations. We’ve built our company to provide 100 percent satisfaction with a total commitment to our customers, employees and the community.”

EXCERPTED Survey RESPONSES
“Theyir personal contact was great. We communicated well.”—Abel Q.
Wolffy’s Sunrise Roofing provides a wide range of residential and commercial roofing services for clients in Monterey and San Benito Counties. The company handles everything from installations and replacements to repairs and cleaning, and it has experience with all types of roofing materials, including composition shingle, wood shake, tile and slate. It also offers emergency repairs, installs skylights and seamless gutters, waterproofs existing roofs, and more.

President Wolfgang Maerker has more than 25 years of experience in the roofing industry, and he’s worked on everything from large-scale commercial projects to residential garages. Mr. Maerker says Wolffy’s Sunrise Roofing is known for its relentless pursuit of perfection in regards to roof installations and repairs—an approach that’s endeared the company to its clients. “Quality isn’t expensive; it’s priceless.”

To supplement its work, Wolffy’s Sunrise Roofing offers a 10-year workmanship guarantee and manufacturers’ warranties on all materials, provides free estimates for every project, and discounts its regular rates for senior citizens. For more information about the company’s services, Mr. Maerker invites potential clients to visit www.wolfyssunriseroofing.com.

COMPANY PHILOSOPHY
“We abide by the timeless credo, ‘The customer is always right,’ so our top priority is making each of our clients happy. They can count on us to promptly take care of problems, be available whenever they need us and stay on the job until they’re completely satisfied—with no exceptions.”

EXCERPTED SURVEY RESPONSES
“Wolffy’s does a clean, good job, follows up when asked and never lets me down. They go above and beyond for their customers, which is why we’ve been using their services for many years.”—R.C.
Ross Roofing & Construction, Inc. provides a variety of residential and commercial roofing services, as well as solar installation, for clients in Monterey, Santa Cruz and San Benito Counties, including new construction roofing, repairs, reroofing, waterproofing and real estate roof inspections. The family-owned and operated company has experience working with all types of high-quality roofing materials, from single-ply Duro-Last membranes to asphalt shingles, metal, wood and two-piece clay tile roofing. It’s also Monterey County’s only certified Owens Corning Platinum Level Shingle Installer and employs certified Tile Roofing Institute Applicators.

Mike Ross, President, is the third-generation proprietor of Ross Roofing & Construction—his grandfather founded the company in 1950. “I’m proud to continue the legacy of such a respected, long-standing firm,” says Mr. Ross. “This company has delivered value and professionalism with fair prices over the years. Both my grandfather and father cared deeply for their clients’ roofing needs, and I take that same approach on every project.”

COMPANY PHILOSOPHY
“We provide maximum peace of mind for our customers’ roofing projects. Our six decades of industry experience have helped us shape the perfect roofing systems that leave our clients satisfied and ready to refer us to their friends and families.”

EXCERPTED SURVEY RESPONSES
“I liked the quality and the price. I felt like I received good quality service for the value.”—Dave R.

“The individual who comes out is very personable. Also, if I’m not here when he comes out, he still gets the job done. He’s very responsible.”—Tom R.

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**COMPANY PHILOSOPHY**

“Our people are responsible for our success. We’ve purposely kept our company small so, with our hand-picked team members, we can treat each client as we’d want to be treated. Our core values have translated into a large base of very happy customers who’ve kept us in business for many years. We love what we do!”

**EXCERPTED SURVEY RESPONSES**

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Bellows Plumbing, Heating & Air, Inc. provides a variety of plumbing; sewer; and heating, ventilating and air conditioning (HVAC) services for residential and commercial clients in Santa Cruz, Santa Clara, Marin, and Sonoma Counties. In addition to performing general maintenance on all types of plumbing and HVAC systems, the company detects and repairs water, sewer, and gas leaks; repairs vents, air ducts, and household fixtures such as wall heaters, water heaters, and disposals; and more.

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COMPANY PHILOSOPHY
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EXCERPTED SURVEY RESPONSES
“They were quick and thorough.”—Patrick G.
Sun Metrics designs, installs, and services photovoltaic solar systems for residential and commercial clients throughout Northern California. In addition to specializing in high-efficiency solar products made by industry leaders like SunPower and SMA, the company offers home energy efficiency solutions such as solar pool heating, electric vehicle (EV) charging and thermostat automation.

Owner John Bergh credits much of Sun Metrics’ success to its experienced employees, all of whom are thoroughly trained in every aspect of the company’s products and services. “From our sales representatives to our site surveyors to our system installers, everyone who works here knows how to educate clients about their energy efficiency options,” he says. “Our goal is to deliver quality throughout every step of the process.”

Sun Metrics is known for its transparent business practices—it communicates with customers as to when their products will be delivered and installed, and its website features a comprehensive user interface that allows clients to download important documents and see where their projects are on the company’s timeline. “Other companies just don’t have the same level of sophistication with their systems,” says Mr. Bergh. “Our clients can find out what’s happening with their jobs at any time, and they really appreciate that.”

COMPANY PHILOSOPHY
“We pride ourselves on our responsiveness, so when a customer has a question, we answer it as quickly as possible. By getting to know our clients and learning about their specific needs, we’re able to deliver solar systems that meet and exceed their expectations.”

EXCERPTED SURVEY RESPONSES
“They’re fantastic. They’re great to work with and John really knows what he is doing.”—Mark F.
Royal Pools of Santa Clara, Inc. builds custom, in-ground swimming pools and spas throughout the Greater Bay Area. Family-owned and operated since 1969, the company specializes in crafting pools from gunite, a mixture of cement and sand that has become a popular method of custom pool construction in much of the United States.

President Tony Adams has worked in both the remodeling and new construction fields of the pool industry and brings an energetic personality to the company. Mr. Adams considers himself a hands-on contractor who enjoys visiting the jobsite and ensuring every customer’s needs are met. The experienced and knowledgeable staff at Royal Pools have remodeled and installed thousands of pools and spas over the years.

COMPANY PHILOSOPHY
“We’re constantly striving to improve our construction techniques, water treatment methods and customer service approach. From a customer’s first phone call to their first pool party, our goal is to ensure every part of the process meets and exceeds their expectations.”

EXCERPTED SURVEY RESPONSES
“I liked the personalized service. They were quick and efficient.”—Steve S.

“I liked their professionalism. There was no pressure and they listened to us. We recommend them to our friends.”—Craig J.

“They kept to a tight schedule and there were no delays.”—Richard M.

“I liked the service. The staff, the owner, and the secretarial staff were professional and kind. Also, the workers were responsive and on time.”—Mike S.

“Everybody was wonderful.”—Margaret R.

“I liked everything.”—Tom S.
When it comes to taxes, most people are willing to pay their “fair share,” but few want to pay more tax than they need to. Silicon Valley Tax Coach specializes in advanced tax minimization strategies for individuals and closely held businesses. “I create a detailed plan to help each client navigate the ever-changing tax laws to find opportunities to proactively and legally reduce their tax burden, and I also help them file all necessary tax returns,” explains owner Russell Barnett, EA, CTC.

An Enrolled Agent (EA) is the only tax professional licensed by the IRS to represent taxpayers. The Certified Tax Coach (CTC) designation is granted exclusively to those who have undergone extensive training in the latest strategies to legally reduce tax burdens while helping avoid “red flags” that invite government scrutiny.

Mr. Barnett invites potential clients to schedule a tax discovery consultation to explore what options might be available to minimize their business and personal tax bills.

**COMPANY PHILOSOPHY**

“I try to maintain strong relationships with my clients throughout the year, not just at tax time. I want them to feel comfortable calling me with a question at any time—and not be worried that I’m going to send them a bill. I’d like them to regard me as their personal tax expert; someone who always has their best interests in mind and treats them like human beings, not social security numbers.”

**EXCERPTED SURVEY RESPONSES**

“He is efficient and very good at communicating with me. He just does a great job.”—Caroline L.

“He is professional and he does the job properly. He manages to go through your tax situation in great depth and detail. He knows how to dig deep.”—Jackson K.
Pacific Coast Termite is a family-owned and operated business that uses orange oil to rid homes of destructive, unwanted pests. The company serves residential and commercial clients throughout Northern California, and it also has offices in Southern California. In addition to handling infestation removal, it offers preventive pest control treatments to help defend against future invasions.

Pacific Coast Termite specializes in the use of XT-2000® Orange Oil, a naturally occurring essential oil that’s made from orange rinds and contains an active ingredient called d-limonene. According to the company, when orange oil is injected directly into infested areas, it eradicates termites and their eggs on contact.

Pacific Coast Termite also offers alternative pest control products, including Bora-Care®, which is formulated for the interior and exterior control of subterranean termites, drywood termites, wood destroying beetles, and decay fungi. The company’s inspectors provide complimentary, thorough inspections of buildings and homes, detailed reports of their findings, and recommendations for treatment and pricing.

COMPANY PHILOSOPHY
“We pride ourselves on our professionalism and environmental approach to termite and pest removal. We respect our customers’ homes and take care to protect their belongings while we work. Our goal is to offer our customers thorough, effective termite and pest control by using the most advanced techniques and methods available and providing the utmost in professional service.”

EXCERPTED SURVEY RESPONSES
“They are prompt and courteous. They have good explanations and they walk you through everything. They are very thorough.”—Kim L.

PACIFIC COAST TERMITE
(877) 616-9421
Serving Northern California

WEBSITE
www.pacificcoasttermite.com

EMAIL
Danny@pacificcoasttermite.com

MANAGER
Joseph Grande, Manager
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Free Inspections & Estimates
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EMPLOYEES
100+

DIAMOND CERTIFIED COMPANY REPORT
www.dccert.org/1624

For recent rating status and additional survey responses visit www.diamondcertified.org
La Selva Tree Service provides a wide variety of tree care services for residential and commercial clients in an area that stretches from Carmel Valley to Napa County. In addition to handling regular tree work like removal, pruning and shaping, stump grinding, and cabling and bracing, the company offers several specialty services (poison oak removal, weed clearing, firewood preparation and more) and is available for 24-hour emergency work.

Co-owner Frisco Ragsac credits much of La Selva Tree Service’s success to its relatively small size, which allows its employees to provide every client with personal, hands-on service. “By actually getting to know our customers, we can understand what they want to accomplish with their trees over the long term,” he says. “Even after we finish a job, we always follow up to make sure the customer is completely satisfied.”

La Selva Tree Service strives to customize its work as much as possible by listening to each client’s specific landscape needs, considering all the information and devising a comprehensive plan that fits their budget. “Whatever the customer wants or needs, that’s what we try to accomplish,” confirms Mr. Ragsac. “The best part of this job is seeing how happy our clients are when they see their improved landscapes.”

COMPANY PHILOSOPHY
“We utilize our combined experience in many different facets of tree care to offer our customers the best possible services. By being prompt, professional, courteous and knowledgeable, we can consciously address the individual needs of each customer and ensure they benefit from the overall experience.”

EXCERPTED SURVEY RESPONSES
“They are a first-class operation. They bring the right manpower and tools, and they get the job done when they say.”—S. P.
Community Tree Service, Inc. provides a wide range of tree services for residential and commercial clients in Santa Cruz, San Benito, Monterey, and Santa Clara Counties. Locally owned and operated by Adolfo Garcia, the company utilizes its dual licenses for tree service and building moving/demolition to handle every phase of tree work, from trimming, shaping and pruning healthy trees to completely removing hazardous trees and stumps. CTS, Inc. also rents dumpsters to customers with garbage, debris or rubbish removal needs.

General Manager Samantha Parra says one of Community Tree Service, Inc.’s biggest attributes is its customer-oriented business approach, which includes providing clients with same-day estimates and immediately addressing any questions or issues they have. “We’re completely focused on satisfying our customers, so we work closely with them until we’re certain they’re happy. Our favorite part of the job is helping people transform their properties into beautiful, useful settings.”

Community Tree Service, Inc. also makes itself available 24/7 so it can immediately respond to emergencies, which Mrs. Parra says is important for establishing trust with clients. “Being on-call 24/7 assures our customers that we’ll do whatever it takes to protect their properties. We use our decades of experience and training to make sure every job is done right, no matter what.”

COMPANY PHILOSOPHY

“Our goal is to provide fast yet efficient tree care services that fulfill our customers’ needs and leave them completely satisfied. There is no job too big or too small for us to complete. We use our knowledge, equipment, work ethic and resources to achieve the best results.”

EXCERPTED SURVEY RESPONSES

“They were timely, thorough, and they communicated well.”—Alan C.
If you’re like most savvy consumers, you look for expert tips to help you make good decisions concerning your home, auto, health and professional needs. So, we asked Diamond Certified company owners to contribute their specialized industry expertise to help you. In the pages that follow, we’ve included just a few of these expert tips. You can easily access the full articles and the 1,000+ expert tips, articles, and videos from other Diamond Certified company owners at www.diamondcertified.org.

John Gorman
Owner, Save Energy Company

How to Choose the Right Window Frame
Ultimately, the type of window frame you install in your home depends on three things: your aesthetic preferences, your budget and your county’s building code. One of the most popular frame options is vinyl—it offers maximum energy efficiency, reduced condensation and minimal maintenance.

To read full article and more, visit: www.dcccert.org/johngorman

See More Online
Get free access to hundreds of Diamond Certified Expert Contributions at diamondcertified.org/find-expert-advice. Read helpful industry tips and information, watch useful video tips, get to know the Expert Contributor’s background and interests, and more.

Expert tips are the opinions of Diamond Certified managers who have industry experience. Opinions and readers’ interpretation of them will differ, so we do not provide you with an assurance that any given tip is accurate.
Diamond Certified Expert Contributors

Bryan Arlaud
CEO, Certified Heating and Air Conditioning

**Air Ducts and Indoor Air Quality**

A crucial aspect of indoor air quality is having properly sealed air ducts. When a home’s ductwork isn’t properly sealed, it not only reduces HVAC system energy efficiency, it also lets dirt and other particles enter the home’s air stream. If you’re unsure of your ductwork’s condition, have an HVAC professional inspect it.

To read full article and more, visit: [www.dccert.org/bryanarlaud](http://www.dccert.org/bryanarlaud)

Eloy Baeza
Owner, Baeza Plumbing Service

**Action Plan for a Major Water Leak**

In the event of a major water leak, your first course of action should be to turn off the water at your home’s main shut-off valve. Next, open an exterior hose bib to relieve the pressure to the water going into the house. When you’ve successfully shut off the water, call a plumber to come out and repair the leak.

To read full article and more, visit: [www.dccert.org/eloybaeza](http://www.dccert.org/eloybaeza)

Russell Barnett
CEO, Silicon Valley Tax Coach

**Tip for Taxpayers**

If there’s something you don’t understand about your tax return, don’t be afraid to ask your tax preparer for an explanation. While you don’t need to grasp every detail of the tax code (that’s why you’ve hired a professional), it’s important to have a basic understanding of how your taxes work.

To read full article and more, visit: [www.dccert.org/russellbarnett](http://www.dccert.org/russellbarnett)

Mike Cobb
Director of Engineering, DriveSavers, Inc.

**Advice for Data Recovery**

Data recovery is best left to the professionals, so avoid home methods like using diagnostic software or turning your computer off and on. Likewise, resist the temptation to attempt recovery tips you read online or are recommended by friends, as these can actually make the situation worse.

To read full article and more, visit: [www.dccert.org/mikecobb](http://www.dccert.org/mikecobb)
Calvin Hoang
Owner, C H Hardwood Floors

Solid Hardwood Flooring Advantage
One valuable advantage of solid hardwood flooring is the fact that it can be refinished multiple times. In contrast, since engineered hardwood flooring only has a small layer of real wood on top (the rest is usually high- or medium-density fiberboard), it can only be refinished once or twice at most.

To read full article and more, visit: www.dccert.org/calvinhoang

Francisco Cortes
President, Green Environment Landscape, Inc.

Water-Wise Irrigation Tip
When irrigating lawns or plants situated in sloped areas, you can inadvertently waste a lot of water due to runoff. To prevent this, rather than watering for 10 minutes straight, water for five minutes, wait a couple of hours and then water for another five minutes. This will minimize runoff because you won’t oversaturate the soil.

To read full article and more, visit: www.dccert.org/franciscocortes

Nick Granato
Owner, PremierGarage

Installing Garage Storage Cabinets
In most cases, it’s best to install garage storage cabinets above floor level. First, since they’re above the floor, it’s less easy for insects and rodents to get into them. Second, if your water heater and/or washing machine is located in the garage, raised cabinets will avert water damage if a major leak occurs.

To read full article and more, visit: www.dccert.org/nickgranato

Sean Mader
Co-Owner, Atticare

One Reason to Inspect Your Attic
One reason to inspect your attic is to rule out rodent infestation. Rodents can cause a lot of problems in the attic, from chewing on insulation and electrical wires to leaving droppings, the latter of which can impact indoor air quality. To prevent this, inspect your attic annually and have any issues addressed by a professional.

To read full article and more, visit: www.dccert.org/seanmader
Diamond Certified Expert Contributors

Rich Moore
President, Freedom Solar, Inc.

**Solar Panel Maintenance**
To maximize your solar power system’s performance, wash your panels on a seasonal basis. While spraying them with a garden hose will suffice, those who want to get a deeper clean can wash their panels with a soft cloth and soapy water. Keeping your panels clean can improve electricity production by up to 25 percent per year.

To read full article and more, visit: www.dccc.org/richmoore

Susan Nichol
CEO, Cold Craft, Inc.

**Improving Indoor Air Quality**
One of the simplest ways to improve your home’s air quality is to regularly replace your furnace filter. According to the American Lung Association, air quality tends to be lower inside most homes than outside. A clean furnace filter can help improve this situation, particularly if anyone in your home smokes or has allergies.

To read full article and more, visit: www.dccc.org/susannichol

Mike Ross
President, Ross Roofing & Construction, Inc.

**Roof Repair Tip**
Don’t overpay for temporary roof repairs. Sometimes it makes more financial sense to replace a damaged roof than to try and salvage it. A good guideline: When a repair begins to approach 20 percent of the cost of a complete reroof, consider reroofing.

To read full article and more, visit: www.dccc.org/mikeros

Joe Stefani
Estimator, Shelton Roofing Co., Inc.

**Annual Roof Maintenance**
After clearing your roof and gutters of debris, inspect your roof’s various waterproofing components, such as seals and flashings around pipes and vents. Since the summer heat can cause these to wear out prematurely, be sure to verify their condition and replace any that are worn out before the rainy season starts.

To read full article and more, visit: www.dccc.org/joestefani

Go to www.diamondcertified.org/find-expert-advice for more videos and tips.
Diamond Certified Expert Contributors

Hung Tu
President, An Ky Construction Inc.

Relocating During a Remodel
Even if you’ve hired a conscientious construction team, accidents can still happen during a major remodel, and if you and your family are still living in the home, the workers aren’t the only ones who are at risk. To minimize the chances for injury and consequent liability, consider relocating for the duration of the project.

To read full article and more, visit: www.dccert.org/hungtu

Miguel Vega
Owner, Magna Shutters

Benefits of Honeycomb Blinds
Made with durable fabric, honeycomb blinds are designed to provide maximum insulation and light control. Since they completely block incoming light, they’re a great choice for those who work nights or are generally sensitive to light intrusion. Honeycomb blinds also come in hundreds of color options and are very affordable.

To read full article and more, visit: www.dccert.org/miguelvega

Bob Vinal
President, Bay Area Health Insurance Marketing, Inc.

Employee Health Benefits
Many employers don’t realize the remunerative value of providing employee health benefits. Businesses that offer benefits typically have higher staff retention and lower turnover, which saves money on hiring and training new staff. It also helps boost morale, which leads to higher levels of productivity and product quality.

To read full article and more, visit: www.dccert.org/bobvinal

Chris Young
Sales Manager, J & M Windows & Glass, Inc.

Adjusting Sliding Door Alignment
Besides regularly cleaning and lubricating your sliding door’s track, it’s a good idea to periodically check its alignment. Most sliding glass doors have a couple of knobs at the bottom that allow you to adjust the alignment. Open your door slightly and check its alignment with the track; if it seems off, use the knobs to adjust it.

To read full article and more, visit: www.dccert.org/chrisyoung

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