Your ALWAYS FREE Membership Benefits

Diamond Certified Directory Subscription (mailed quarterly)

Members-Only Hotline

Performance Guarantee (doubled for members)

Members-Only Digital Publications and Downloads

Local Companies Rated Highest in Quality • Performance Guaranteed

Diamond Certified Directory

INSIDE: Capability Profiles of Top-Rated Diamond Certified Companies

PLUS: Expert Tips in this Directory

Ratings updated daily at www.diamondcertified.org

DIAMOND CERTIFIED DIRECTORY

SANTA CLARA COUNTY • APRIL 2019

363,000 CUSTOMERS SURVEYED

Local Companies Rated Highest in Quality • Performance Guaranteed

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SANTA CLARA COUNTY • APRIL 2019

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Local Companies Rated Highest in Quality • Performance Guaranteed
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.

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.

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.

We require ongoing customer satisfaction and performance.

Rigorous standards are enforced.

Only the highest rated pass.

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.
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.

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<td><strong>Real Customers</strong>&lt;br&gt;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.</td>
<td><strong>Fake Reviews / Multiple Identities</strong>&lt;br&gt;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>
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<td><strong>Random Sample / All Customers</strong>&lt;br&gt;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.</td>
<td><strong>Cherry-Picking</strong>&lt;br&gt;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>Statistically Reliable / Rigorous</strong>&lt;br&gt;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.</td>
<td><strong>Inaccurate Star Scores</strong>&lt;br&gt;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>Performance Guarantee</strong>&lt;br&gt;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).</td>
<td><strong>No Guarantees</strong>&lt;br&gt;Most sites don’t offer a performance guarantee.</td>
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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

American Ratings Corporation
504 Redwood Boulevard, Suite 310
Novato, CA 94947
(800) 313-1009
info@diamondcertified.org
www.diamondcertified.org
www.facebook.com/diamondcertified
twitter.com/diamondcert

Research and Publishing Team

Ganette Araya  Carol Joseph  Molly Mason
Peter Bartels  Stella Josephine  Linda Molina
Malvin Black  Khalil Katicha  Maria Onrubia
Chris Bjorklund  Mari Keshishyan-Patrick  David Pak
Olivia Bustos  Nicolas Khonaysser  Nickie Price
Ani Calhoon  Joy Lanzaro  Vickie Rath
Suzanne Carroll  Chardonnay Leary  David Reich
Russ Catanach  Ian Leary  Lauren Schwarz
Jennifer Chan  Chenelle Lombard  Jasmin Singh
Kenneth Cook  Sarah Lopez  Matthew Solis
Chelsea Dubiel  Greg Louie  Serena Solomon
James Florence  Sydney Louie  Matthew Soto
Matthew Garman  Michelle Luque  Brandon Taylor
Nancy Giovannini  Nicole Maffei  Gabriela Torres
Megan Harris  Fidel Marcus  David Vandergriff
Steve Israel  Daniel Martin  Shontel Von Emster
Your Performance Guarantee

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

Greg Louie, Founder & CEO
American Ratings Corporation

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.

For recent rating status and additional survey responses visit www.diamondcertified.org
Read Expert Articles Before You Choose

Visit www.diamondcertified.org to find expertly researched articles about shopping for and buying from local companies across a wide variety of industry categories.

- Get the basic facts about each Diamond Certified company in a particular industry, including contact information, key services and areas served.
- 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®.
- Become a savvier consumer by accessing helpful articles, tip sheets, videos and blog entries contributed by local Diamond Certified Experts.
- 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.
- 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
Diamond Certified Experts

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

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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.

John Gorman: One Man’s Journey
By MATTHEW SOLIS, Senior Diamond Certified Resource

John Gorman has been enjoying a successful career in the window and door industry for the past 30 years, but the path he followed to get to his current destination wasn’t always clear. In fact, a career in windows wasn’t even on his radar.

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 1930s, ’40s and ’50s. Here are a few attributes of vinyl windows:

... Read more

Video: Three Window Frame Options
with John Gorman of Save Energy Company

Complete Video Transcription:
PETALUMA — Host, Sarah Platan: If you’re shopping for windows, you’ll need to decide whether to have wood, vinyl or fiberglass frames. So, we’re in Petaluma with Diamond Certified Expert Contributor, John Gorman, of Save Energy Company to find out.

Diamond Certified Expert Contributor, John Gorman: Today I want to talk to you about window frames. When you replace your windows, you have three different options of different window frames you can use; vinyl, wood, and fiberglass... Read more

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

©2019 American Ratings Corporation
504 Redwood Blvd., Suite 310, Novato, CA 94947
Telephone (415) 884-2700
Facsimile (415) 884-2784
www.diamondcertified.org
Consumer Group Membership

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.
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.

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

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Business categories are displayed alphabetically. Each top rated Diamond Certified company is presented using the format below:

Business Category Listing
For easy navigation through this directory

SAVE ENERGY COMPANY
(415) 367-3149
Serving San Francisco, Marin and Sonoma Counties

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

Business Name and Contact Information
Fact Boxes
Summarizes essential information about the company

Article
A report that includes the owner’s background, history, specialties, customer philosophy and selected survey quotes from the customer satisfaction study

Survey Responses
Read what real customers have to say about their experiences with the company

Helpful Expertise®
Proves the company’s status as a helpful local expert

Customer Satisfaction
Demonstrates level of quality experienced

Customer Loyalty
Researches customers’ intent to return

Required Credentials
Verified in writing

Diamond Certified Dashboard
Each company’s rating results are presented

Save Energy 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 that offers free one-year checkups after installation upon request,” says Mr. Gorman.

Save Energy Company’s educational pamphlet “How to Make Your Home Energy Efficient: Construction Investment” is available upon request.

COMPANY PHILOSOPHY
“We strive to make the replacement window purchasing process easy and hassle-free. Our products come with lifetime warranties. Installation workmanship guarantees ensure our clients receive products that meet the highest standards. Ultimately, we help our customers select the right windows and doors to complement their homes.”

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.
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</table>
Carol Flynn, Inc. installs, maintains, repairs, and cleans all makes and models of furnaces, air conditioners, air ducts, and general heating and cooling equipment for residential and commercial clients throughout the Bay Area. According to President Juan Sandoval, the company’s high-quality heating and cooling products, coupled with superior service and low pricing, have made it one of the area’s leading HVAC (heating, ventilating and air conditioning) businesses.

Mr. Sandoval says Carol Flynn, Inc. has installed and repaired tens of thousands of furnaces, air conditioners, and HVAC equipment since opening for business 65 years ago. All its work is performed by North American Technician Excellence (NATE) certified technicians, who undergo continuous training to stay current on the industry’s technological advancements.

Carol Flynn, Inc. provides potential customers with a “Before You Buy” Information Guide, which contains heating and cooling facts and options designed to improve air comfort and save money. The company also offers free HVAC consultations, estimates, safety and energy efficiency inspections, and professional advice and recommendations.

COMPANY PHILOSOPHY
“Our ultimate goal is to earn and maintain the lifetime association, satisfaction and appreciation of every customer we serve. Through our knowledge, expertise and experience, we want our customers to enjoy better health and comfort while saving money on their energy bills.”

EXCERPTED SURVEY RESPONSES
“They offer a really good, friendly and reliable service. There were no problems because they are so experienced and professional.”
—Andrew M.
Certified Heating and Air Conditioning provides a wide range of solar and HVAC services for residential clients throughout the Bay Area. The company has the training and equipment to work on everything from air conditioners and furnaces to photovoltaic solar energy systems, and it also offers 24/7 emergency service for the convenience of its customers.

CEO Bryan Arlaud is a third-generation HVAC professional who believes in taking an honest approach to every job. “We’re not looking to sell something because we get paid extra; we’re looking to provide our clients with products that help them create comfortable environments for their families,” he says. “I think that’s why people trust us—they know we’re going to give them an honest opinion about what they should do.”

Certified Heating and Air Conditioning also offers a maintenance program that provides clients with a variety of benefits, including biannual HVAC system maintenance, priority booking, and discounts on repairs and replacements. “By making sure our customers’ systems are operating correctly, we’re able to make their homes more efficient and put more money back in their pockets,” says Mr. Arlaud.

**COMPANY PHILOSOPHY**

“We believe in taking care of our customers, no matter what. They grow our business by talking about us in a positive way to their friends and neighbors, so we make sure they’re 100 percent satisfied with the work we’ve done. We want to provide each client with a great experience that turns them into a client for life.”

**EXCERPTED SURVEY RESPONSES**

“I had a good experience. The technician who came out was very knowledgeable. She answered all of my questions and explained what needed to be done. She was very qualified.”—Tina M.
Tom’s Appliance Service, Inc. has been providing appliance service and repair for clients throughout Santa Clara and San Benito Counties since opening in the 1960s. Over the past two decades, the company has specialized in repairing Sub-Zero, Wolf and Scotsman brands.

Owner Jorge Paiva took over ownership of Tom’s Appliance Service in 1999 from original proprietor Tom Hughey. Mr. Paiva says he strives to continue the tradition of quality for which the company is known by providing excellent appliance service for his clients.

Mr. Paiva is factory-trained to perform Wolf, Sub-Zero and Scotsman repairs. To ensure his expertise, he attends training sessions at the Sub-Zero and Wolf manufacturing facilities in Madison, Wisconsin.

COMPANY PHILOSOPHY
“I strive to do great, honest work at a fair price, so when people call me for a job, I want them to feel good about the choice they’ve made. I deliver the same quality of service to every customer, regardless of the size or cost of the job—whether they live in a multi-million dollar home or a tiny apartment, I want to make them feel like they’re my most important customer. Loyalty is very important to me, and the only way to achieve this is through excellent customer service.”

EXCERPTED SURVEY RESPONSES
“He seemed to really know a lot about the specific brands I had. He was always able to fix them quickly.”—Susan B.

“He was very quick, neat and courteous. I didn’t feel uncomfortable with his presence. He was perfect; very professional.”—Nancy L.

“I was completely satisfied with the work that he did. He was very efficient and prompt.”—Marie D.
Atticare specializes in attic and crawl space cleaning for residential and commercial clients throughout the San Francisco Bay Area, Greater Los Angeles, and New Jersey. In addition to removing old insulation, animal waste, and general rubbish from attics and crawl spaces, Atticare has the training and equipment to install vapor and radiant barriers.

CEO Sean Madar says Atticare’s ability to handle multiple aspects of attic and crawl space work has been a key factor in the company’s success. “We’ve developed a system that helps property owners from A to Z. By enhancing their comfort, helping them save money on their energy bills and replacing insulation damaged by rodents, we’re able to provide them with full solutions.”

Atticare takes a meticulous approach to quality control in every aspect of its operations, which Mr. Madar says is important for achieving positive results. “We provide training for our employees on a biweekly basis so we can make sure our work adheres to the highest possible standards. Also, if there’s ever an issue on a jobsite, our quality control manager will be there to take care of everything.”

COMPANY PHILOSOPHY
“We believe our clients deserve to be comfortable in their homes and businesses, so that’s the basis of everything we do. By treating them with care and taking an honest, professional approach to their jobs, we’re able to guarantee exceptional results that exceed their expectations.”

EXCERPTED SURVEY RESPONSES
“They do excellent work. Their employees were extremely polite, they worked together efficiently and they cleaned up after all the work was done. They brought all of their own tools. I have never worked with another company I liked so much.”
—Susan C.
Anchor Auto Body has been fixing cars of all makes and models at its Sunnyvale facility since 1979. The company handles all aspects of auto body repair, from repairing small dents to completely restoring vehicles that have been involved in major collisions. It’s equipped with the latest technology to handle frame measurement, wheel alignment and frame straightening.

Owners Tom and Betsy Trago took over operations of Anchor Auto Body in 2004. Mr. Trago is a veteran of the auto body industry since the late 1970s, and his staff consists of experienced mechanics, technicians and painters. The company continually remolds itself to include the latest equipment for vehicle reconstruction and claims handling and ensure it’s compliant with environmental laws.

COMPANY PHILOSOPHY
“Our business approach is simple—we strive to simultaneously provide top-quality customer service and top-quality repairs and finishes. We take time to listen to our customers’ concerns and make sure they understand what’s involved in the repair process. We want them to be happy, and that begins and ends with excellent service.”

EXEMPLARY SURVEY RESPONSES
“They are competent and friendly. They are just great people to work with.”—Anthony F.
“They have good customer service and offer good quality work.”—Peter B.
“The total time it took for the repair was great. It was done in less time than they quoted me. They came highly recommended by my mechanic.”—Jeff F.
“They were very prompt and thorough. I liked everyone I dealt with.”—Mary B.
Silicon Valley Auto Body & Tow restores vehicles of all makes and models to their pre-collision conditions. Established in 1984, the Sunnyvale shop uses state-of-the-art technology—the computerized measuring systems Car-O-Liner and Car-O-Tronic, and the laser measuring system Velocity—to accurately align vehicles.

Owner Pete Hurwicz’s auto industry career spans almost four decades, including stints as president on both the local and state board of the California Autobody Association. Mr. Hurwicz prides himself on heading a team of professionals that provides quality repairs at a fair, honest price.

Silicon Valley Auto Body & Tow also specializes in paint matching. It uses the highly regarded Sikkens paint system and constantly upgrades its technology and equipment to ensure each vehicle’s finish matches. Also, the environmentally-friendly shop is approved by all major insurance companies.

To add to its list of convenient services, Silicon Valley Auto Body & Tow provides 24-hour towing services for automobiles, motorcycles, boats and trailers. Mr. Hurwicz says his towers are courteous, professional drivers with clean DMV records. They can help with lockouts, tire changes, battery service and other emergencies.

**COMPANY PHILOSOPHY**

“We do business by being honest and straightforward, and we always deliver what we promise. Much of our success has to do with the way we communicate with our customers. We set realistic expectations for their repairs and follow through, so they know they’re getting state-of-the-art repairs at competitive prices from people who know and care about what they’re doing.”

**EXCERPTED SURVEY RESPONSES**

“They are really good and professional. I’ve been there three times.”—Andrew C.
B2 Perfection Auto Body provides a wide range of body and collision repair services for all types of vehicles at its Sunnyvale facility, including alignment and suspension repairs, frame straightening, painting and detailing, and more. For the convenience of its clients, the company works with all major insurance companies, provides 24-hour onsite towing, offers local customer pick-up and delivery, and backs all its work with a lifetime warranty.

Manager Tristin Wurzbach says B2 Perfection Auto Body’s biggest assets are its meticulous attention to detail and dedication to quality, both of which extend throughout every aspect of the company’s operations. “From the highest quality materials and machinery to the best technicians, we strive for excellence in everything we do. We want our repairs to last forever.”

B2 Perfection Auto Body takes a highly personalized approach to dealing with customers, from teaching them about the specifics of their repairs to making multiple phone calls throughout the process to ensure they’re up-to-date. “This isn’t an in-and-out type of shop,” says Mr. Wurzbach. “We like to develop relationships with our customers and really get to know them. We consider ourselves a big family, and our customers are an important part of it.”

COMPANY PHILOSOPHY
“Our customers always come first, and it’s been that way since the first day we opened. For us, customer satisfaction is dependent on three things: quality, service and cost. That’s why our customers return for more work and refer us to others—they know they’re going to receive the highest quality auto body services at the best prices on the market.”

EXCERPTED SURVEY RESPONSES
“They are very professional and they do a great job.”—Rafaela V.
Campbell Collision Center, Inc. returns Santa Clara County drivers’ vehicles to their pre-accident conditions. With its 2002 acquisition of Bob’s Towing, the company has become a one-stop destination for auto body repair and towing services. It repairs cars of all makes and models by using some of the industry’s top equipment—including a Chief Excelerator pulling system and a StreamLiner work platform with computerized measuring frame specs—and provides flatbed towing in Los Gatos, Santa Clara, Campbell and parts of San Jose.

Owner Ata N. Zadeh has been heavily involved in auto repair since the late 1980s. He’s adamant about remaining loyal to his customers at all times by resolving issues with their insurance companies. “Our ability to bring vehicles to pre-loss conditions satisfies both customers and insurance companies,” he says.

Campbell Collision Center also prides itself on minimizing its impact on the environment by using an earth-friendly waterborne paint system and a downdraft spray booth. “Our color matching and frame machines are all computerized,” adds Mr. Zadeh, “so we’re completely equipped to meet the highest standards of auto body repair and painting.”

**COMPANY PHILOSOPHY**

“We work hard to provide our customers and their insurers with courteous, high-quality, efficient service. We have a good reputation, with repeat customers and no complaints from any agency or organization, and we’ve gained that status by always focusing on the quality of our service. We’re always on our customers’ side. Even when insurance companies want to cut corners, we won’t do it. We work with our clients to ensure the best possible auto repair experience, and we keep them informed with regular text message and/or email updates as to when their cars are ready for pickup.”

---

**AUTO BODY**

**CAMPBELL COLLISION CENTER, INC.**

(408) 785-7612

70 Cristich Lane
Campbell, CA 95008

A Campbell Collision Center technician works on a structural straightening job.

**WEBSITE**
www.campbellcollision.com

**EMAIL**
ccctr@campbellcollision.com

**MANAGER**
Ata N. Zadeh, Owner

**SERVICES**
Auto Body Repair and Paint
Unibody Frame Specialist
Towing Services
Green Waterborne Paint System

**HOURS**
Mon – Fri: 8am – 5:30pm
Sat: 10am – 2pm

**CREDIT CARDS**
MasterCard Visa

**EMPLOYEES**
11

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**DIAMOND CERTIFIED COMPANY REPORT**
www.dccert.org/195
Koss Collision Center provides auto body repair and paint matching services for Santa Clara and Santa Cruz County drivers. The company uses the repair industry’s latest equipment and technology to return post-accident vehicles to their pre-accident states. It’s also one of the few local shops to use Sikkens brand paint, which is only available to businesses with qualified technicians and specific equipment.

Owners Don and Bob Koss started Koss Collision Center in 2004. The brothers have decades of combined experience in the auto body industry, and they share a common goal of keeping customers happy through maintaining quality and professionalism in all aspects of their business.

Koss Collision Center stands behind its work with labor warranties that last for as long as customers own their vehicles. Its staff can help customers navigate the insurance claims process, pick up and deliver cars, and assist with rental car arrangements. The Koss brothers say their shop projects a friendly, relaxed atmosphere that puts people at ease during an otherwise stressful time.

Koss Collision Center is also a Certified Bay Area Green Business, which means it has met the Bay Area Green Business Program’s high standards for energy and water conservation, waste minimization, and pollution prevention.

COMPANY PHILOSOPHY
“Our reputation is indicative of our exceptional work. We pledge to uphold the standards upon which we were founded: honesty, integrity and quality service. Our customers receive prompt, competent, courteous and professional care, and we guarantee their complete satisfaction.”

EXEMPLARY SURVEY RESPONSES
“The quality of the work was great. I was very happy with the way it turned out.”—Josh H.

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A-Rod Auto Collision provides a wide range of auto body repair services at its San Jose facility. The family-owned and operated company has the training and equipment to handle everything from dent removals to frame straightening, and it also offers painting and detailing services to customers who want to modify the looks of their vehicles.

Owner Alex Rodriguez says A-Rod Auto Collision’s customer-oriented approach to auto body work has been a key factor in its success. “We don’t want our customers to think of us as just another business—we want them to know they can talk to us and we’ll be there to help them. Some people who’ve been in accidents think they can’t get their cars back to normal, so when we’re able to bring them back to life, it’s a great feeling.”

A-Rod Auto Collision prioritizes quality control in every aspect of its operations—its technicians are trained to carefully inspect each phase of their work, and it provides a lifetime warranty on workmanship and materials for as long as customers own their vehicles. “Our quality of work and attention to detail definitely set us apart,” affirms Mr. Rodriguez. “We treat every car like it’s our own.”

COMPANY PHILOSOPHY

“Our goal is to provide a positive experience for each customer, no matter the circumstances. We strive to differentiate ourselves from other shops by the way we take care of people. Happy customers keep coming back and recommending us to others, so that’s our focus on every job.”

EXCERPTED SURVEY RESPONSES

“They were attentive and they kept me updated as to when the car would be ready.”—Kelly Y.

“They are really family-oriented and they make you feel welcome. They get straight to the point and don’t gamble with your money.”—Christian A.
Silicon Valley Auto Body & Tow restores vehicles of all makes and models to their pre-collision conditions. Established in 1984, the Sunnyvale shop uses state-of-the-art technology—the computerized measuring systems Car-O-Liner and Car-O-Tronic, and the laser measuring system Velocity—to accurately align vehicles.

Owner Pete Hurwicz’s auto industry career spans almost four decades, including stints as president on both the local and state board of the California Autobody Association. Mr. Hurwicz prides himself on heading a team of professionals that provides quality repairs at a fair, honest price.

Silicon Valley Auto Body & Tow also specializes in paint matching. It uses the highly regarded Sikkens paint system and constantly upgrades its technology and equipment to ensure each vehicle’s finish matches. Also, the environmentally-friendly shop is approved by all major insurance companies.

To add to its list of convenient services, Silicon Valley Auto Body & Tow provides 24-hour towing services for automobiles, motorcycles, boats and trailers. Mr. Hurwicz says his towers are courteous, professional drivers with clean DMV records. They can help with lockouts, tire changes, battery service and other emergencies.

**COMPANY PHILOSOPHY**

“We do business by being honest and straightforward, and we always deliver what we promise. Much of our success has to do with the way we communicate with our customers. We set realistic expectations for their repairs and follow through, so they know they’re getting state-of-the-art repairs at competitive prices from people who know and care about what they’re doing.”

**EXCERPTED SURVEY RESPONSES**

“They are really good and professional. I’ve been there three times.”—Andrew C.
Driven Auto Care is a full-service auto repair shop that serves Santa Clara County drivers. Its services include smog checks, alignments, oil changes, major engine and transmission repairs, electrical and check engine light diagnoses, brakes, air conditioning, and more. The Mountain View-based company works on all domestic and foreign vehicles, and it specializes in Nissan, Infiniti, Honda, Acura, Toyota and Lexus.

Owner Paul Jancis founded Driven Auto Care in 2007 after working in dealerships for many years. He says the notion to open his own shop came from a desire to provide a more personalized approach to customer service. Mr. Jancis is an ASE Certified Advanced Level Specialist and a Certified Nissan Technician, and he volunteers for many community-based organizations, including the Boy Scouts of America.

Driven Auto Care takes great pride in its overall appearance, says Mr. Jancis, from its shop floor to its waiting room and restrooms. The company is also proud to be a Clean Bay Business, which means it practices waste minimization and water pollution prevention by keeping pollutants out of storm drains and sewers.

COMPANY PHILOSOPHY
“Our goal is to give our customers the most positive auto care experiences possible at reasonable costs. We want to give them the type of services and amenities they’d expect from a top dealership, but with the kind of pricing and personal attention that can only be found at an independent facility.”

EXCERPTED SURVEY RESPONSES
“...Their customer service is extremely focused on customer satisfaction. They have professional workmanship and a good understanding of their customers’ situations. They did everything to my expectation.”—Chano Z.
A1 Performance Auto Repair is a Sunnyvale-based general repair shop that specializes in emissions work (smog testing, certification and smog-related repairs), computer diagnostics and electronics systems. The company’s services range from engine and transmission work to brakes, power steering and fuel injection systems. It also does minor mechanical work, oil changes, routine maintenance, and front and back end repairs (excluding front end alignments).

Cliff Do established A1 Performance Auto Repair in 2000. Mr. Do has many years’ experience as an auto mechanic, and he says he’s proud to be at the helm of an entirely family-owned and operated business. He stays aware of industry trends and continually educates himself to remain current with new technological advancements.

A1 Performance Auto Repair services all vehicle makes and models, and it only uses original equipment replacement parts, which, along with labor, are backed by a 12-month/12,000-mile guarantee.

COMPANY PHILOSOPHY
“We consider all our customers to be part of our extended family, and we treat them as such. Because of that, they’ve remained very happy with our service over the years. They continue to bring their cars to us, and they recommend us to their families and friends. That’s the best advertising a business can ask for.”

EXCERPTED SURVEY RESPONSES
“The attendant went out of his way to come by my office and pick up as well as drop off the car. And the prices were outstanding.” —Anna E.

“I was very impressed by the work they did and how fast they were.” —Maria N.
Renson Automotive, Inc. offers a variety of repair services to Santa Clara County drivers, including smog tests, brake systems, fuel injections, engine and computer systems, steering and suspensions, air conditioning, clutch adjustment and replacement, cooling systems, engines and transmissions, and electrical systems. It specializes in using state-of-the-art diagnostic equipment to perform accurate assessments of any system within a car.

President Bill Faulconer has been in the automotive industry since 1977 and took over operations of Renson Automotive in 1986. Mr. Faulconer has completed many customer service and automotive business courses, and he says he’s dedicated to providing quality workmanship and unmatched customer service.

Renson Automotive maintains a comprehensive database of manufacturers’ service requirements, which it refers to when performing services based on vehicle mileage. The shop is also AAA-approved and a member of the Automotive Service Councils of California.

**COMPANY PHILOSOPHY**

“We’ve always strived to offer the best in customer service and satisfaction by repairing vehicles right the first time. We know that if our customers are happy with our services, they’ll feel completely confident about referring us to their friends and families. We like to say, ‘We service you and your car,’ so customers can relax and leave the work to us.”

**EXCERPTED SURVEY RESPONSES**

“They have knowledge and can tell you right away how to fix your car.”—Darby B.

“They’re personable, straightforward, polite and really good.”—Steven B.

“They’re local and pleasant to deal with.”—Cindy C.
Reliant Auto Repair provides a wide range of repair services for all types of vehicles at its San Jose facility, handling everything from routine oil changes to timing belt and water pump replacements. In addition to its general maintenance work, the company has the in-house capabilities to perform both smog checks and smog failure repairs.

Owner Gurjit Singh says his favorite part of the auto repair business is utilizing his years of experience and training to diagnose and solve complicated problems. “Our customers really appreciate how we’re able to take on challenges that other shops have difficulty solving. We want them to know exactly what we’re doing with their cars, so we show them any problems we find and clearly explain our methods so they feel comfortable with the process.”

Reliant Auto Repair is known for its straightforward, customer-oriented approach to pricing, which Mr. Singh says is important for establishing trust and building a loyal clientele base. “We focus on fixing basic problems, not changing everything related to those problems, which means we often charge less than other shops. Our customers know they’re going to get high-quality repair work at a great price.”

COMPANY PHILOSOPHY
“We educate our customers and make sure they understand the details of their situations so they can make informed decisions about their cars. Our goal is to consistently achieve high levels of customer satisfaction, and we accomplish that by performing safe, honest, quality repairs.”

EXCERPTED SURVEY RESPONSES
“I liked the customer service. They were very thorough in telling me what needed to be done. They’re very competent in explaining the problems and process of what needs to be repaired.”—Thaddgus C.

DIAMOND CERTIFIED RATINGS DASHBOARD based on 175 random customer surveys since March 2013

CUSTOMER SATISFACTION

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HELPFUL EXPERTISE®

“Would you use this company again?”

92%

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MANAGER
Gurjit Singh, Owner

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1-Year/12,000-Mile Warranty

DIAMOND CERTIFIED COMPANY REPORT
www.dccert.org/2004

For recent rating status and additional survey responses visit www.diamondcertified.org
Campbell European Motors repairs and maintains vehicles for Santa Clara County drivers, with services that include engine performance, drive train, factory-specified maintenance, brakes and suspension, “check engine” light diagnostics, pre-purchase inspection, extended warranty repairs, and more. The company specializes in Audi, BMW, Mercedes-Benz, Mini, Volvo, VW, Lexus and Subaru models.

Owners Richard and Stephanie Park bought Campbell European Motors in 2007 (it was originally established in 1982). The Parks say they wanted to create a smooth transition by retaining the shop’s ASE Certified Techicians and focusing on excellent customer satisfaction, and with 15 “Best European Repair Shop in Campbell” awards from the Consumer Business Review, they feel they’re achieving their goal.

Campbell European Motors takes pride in using quality parts and state-of-the-art computer diagnostic equipment. The AAA-approved facility offers a 24-month/24,000-mile warranty on parts and labor, a free local shuttle service, and Enterprise rental cars for customers who need to commute while their cars are being serviced.

COMPANY PHILOSOPHY
“We continually strive to provide excellent service and repairs. Our customers are extremely important to us, so we work diligently to meet their expectations, build their trust and form long-term relationships. Our goal is to provide 100 percent customer satisfaction, and our motto is, ‘Earning trust one service at a time.’”

EXCERPTED SURVEY RESPONSES
“A lot of places don’t have the level of quality control that they do. Also, they’re competent, reasonably priced and easy to deal with. I recommend them to anyone with a European car.”—Bruce K.
Reliant Auto Repair provides a wide range of repair services for all types of vehicles at its San Jose facility, handling everything from routine oil changes to timing belt and water pump replacements. In addition to its general maintenance work, the company has the in-house capabilities to perform both smog checks and smog failure repairs.

Owner Gurjit Singh says his favorite part of the auto repair business is utilizing his years of experience and training to diagnose and solve complicated problems. “Our customers really appreciate how we’re able to take on challenges that other shops have difficulty solving. We want them to know exactly what we’re doing with their cars, so we show them any problems we find and clearly explain our methods so they feel comfortable with the process.”

Reliant Auto Repair is known for its straightforward, customer-oriented approach to pricing, which Mr. Singh says is important for establishing trust and building a loyal clientele base. “We focus on fixing basic problems, not changing everything related to those problems, which means we often charge less than other shops. Our customers know they’re going to get high-quality repair work at a great price.”

COMPANY PHILOSOPHY
“We educate our customers and make sure they understand the details of their situations so they can make informed decisions about their cars. Our goal is to consistently achieve high levels of customer satisfaction, and we accomplish that by performing safe, honest, quality repairs.”

EXCERPTED SURVEY RESPONSES
“I liked the customer service. They were very thorough in telling me what needed to be done. They’re very competent in explaining the problems and process of what needs to be repaired.”—Thaddgus C.
Renson Automotive, Inc. offers a variety of repair services to Santa Clara County drivers, including smog tests, brake systems, fuel injections, engine and computer systems, steering and suspensions, air conditioning, clutch adjustment and replacement, cooling systems, engines and transmissions, and electrical systems. It specializes in using state-of-the-art diagnostic equipment to perform accurate assessments of any system within a car.

President Bill Faulconer has been in the automotive industry since 1977 and took over operations of Renson Automotive in 1986. Mr. Faulconer has completed many customer service and automotive business courses, and he says he’s dedicated to providing quality workmanship and unmatched customer service.

Renson Automotive maintains a comprehensive database of manufacturers’ service requirements, which it refers to when performing services based on vehicle mileage. The shop is also AAA-approved and a member of the Automotive Service Councils of California.

COMPANY PHILOSOPHY
“We’ve always strived to offer the best in customer service and satisfaction by repairing vehicles right the first time. We know that if our customers are happy with our services, they’ll feel completely confident about referring us to their friends and families. We like to say, ‘We service you and your car,’ so customers can relax and leave the work to us.”

EXCERPTED SURVEY RESPONSES
“They have knowledge and can tell you right away how to fix your car.”—Darby B.
“They’re personable, straightforward, polite and really good.”—Steven B.
“They’re local and pleasant to deal with.”—Cindy C.
Skip’s Tire and Auto Repair Centers is a one-stop shop for tire, wheel and complete auto repair needs. Skip’s six South Bay locations have technicians who are available to service brakes, transmissions, engines, electrical systems and more.

Operations Manager Heather Lightfoot says Skip’s Tire and Auto Repair Centers’ customer-oriented business practices have allowed the company to maintain a loyal customer base. “With our knowledgeable and friendly staff and our price match guarantee on tires, we continue to deliver quality and value to our customers.”

Skip’s Tire and Auto Repair Centers makes sure its technicians are trained on the automotive industry’s latest technology and repair methods, which Ms. Lightfoot says is important for ensuring quality results. “From our service advisors to our mechanics and tire technicians, everyone who works here is on top of the current equipment and processes. Our customers appreciate that we can solve all types of vehicle issues under one roof.”

COMPANY PHILOSOPHY

“Our goal is to treat each customer with the respect and dependability we would expect to be treated with as customers. By continuously fulfilling the needs and expectations of our customers, we ensure exceptional service and quality workmanship at a great value.”

EXCERPTED SURVEY RESPONSES

“They were personable and they provided good customer service. I take all of my cars there. They remember my name and all of my cars. I trust these guys and would take any of my cars to them without any hesitation.”—Sam M.

“The people are very helpful, knowledgeable and attentive.”—Louella C.

For recent rating status and additional survey responses visit www.diamondcertified.org
B & J Transmissions is a San Jose-based repair shop that fixes automatic and manual transmissions for motorists in Santa Clara County. Other transmission-based services include electrical diagnosis, manual clutch service and repair, band adjustments, and fluid exchange. The company also offers general auto repair and care—automatic flywheel replacement, manual flywheel resurfacing, differential service and CV axle replacement—and works on fuel, cooling, heating, and brake systems.

Owner Ben Villafañá has worked in the auto industry for more than 40 years, and he has spent the majority of that time mastering transmission repair/rebuilding skills. B & J Transmissions is affiliated with the Automatic Transmission Rebuilders Association (ATRA), an international trade association for the professional transmission repair industry. As an ATRA member, the shop adheres to the organization’s strict bylaws and code of ethics.

**COMPANY PHILOSOPHY**

“We believe the only way to do a job is to do it right the first time. From our quality of workmanship to our attention to detail, we treat each customer’s car as carefully as we would our own. Our family-owned and operated business always gives every customer honest, fair, high-quality service. We promise we won’t remove a transmission unless it’s absolutely necessary.”

**EXCERPTED SURVEY RESPONSES**

“I like their attitude and reliability. They do a good job and if you have a problem, they fix it.”
—Enrique L.

“They’re nice, honest, and they explain things.”
—Ann M.

“I appreciate the fact that they call me before they do the work to see if it’s OK.”
—Victor V.
A C A Remodeling Design provides complete kitchen and bathroom remodeling services for residential clients throughout the Bay Area. The company is well-known for its design capabilities, which it utilizes to transform kitchens, bathrooms and other rooms by changing layouts, modifying, removing or relocating, and more.

Owner Carlos Aguilera says his favorite part of the remodeling process is creating and implementing unique designs that turn his clients’ visions into reality. “I love seeing a project evolve from ideas on a piece of paper to a fully constructed work of art. By listening closely to our customers, we’re able to create beautiful kitchens, bathrooms and offices that perfectly reflect their styles.”

Mr. Aguilera’s background as a civil engineer allows A C A Remodeling Design to deal with a wide range of technical situations that few remodeling firms are qualified to handle. “From foundation issues to engineering requirements, I’m able to make sure everything is done according to plan,” he says. “If something goes wrong, I use my civil engineering training and knowledge to identify solutions and make the necessary adjustments.”

COMPANY PHILOSOPHY
“We emphasize clear communication in every aspect of our work, from promptly returning our clients’ phone calls to making sure they understand each step of their project schedules. Good communication is the key to completing projects on a timely basis, and that’s something we achieve over and over again.”

EXERPTED SURVEY RESPONSES
“[They had] terrific attention to detail and they were on schedule. They gave great advice on design. Overall, they were good people to work with.”—Kara M.
Heavenly Touch cleans carpets, upholstery, tile, grout, and delicate wool and silk area rugs for customers throughout the South Bay. The company also specializes in polished and stained concrete projects, as well as the restoration and sealing of natural stone surfaces.

Heavenly Touch has been family-owned and operated since 1996. Rodrigo Bejar has assumed the responsibilities of the family-owned business and is the current owner. Rodrigo says he’s taking customer service to a new level with the philosophies of Diamond Certified excellence.

To reduce its carbon footprint, Heavenly Touch uses environmentally-safe, soapless cleaning methods that leave no chemical residues. The company provides complimentary carpet cleaning tips on its website, www.heavenlytouchcarpets.com, that explain how to lift stains caused by red wine, heavy oils, starches and more. It also has a stone care division that features an online store for customers to purchase do-it-yourself supplies.

**COMPANY PHILOSOPHY**

“Customer satisfaction is extremely important to us, and we accomplish it by exceeding each customer’s expectations. We strive to always be on time and offer the best possible carpet cleaning services. Our team is focused on implementing strict quality control and creating long-term relationships.”

**EXCERPTED SURVEY RESPONSES**

“I like the quality of the work that they do. They do an excellent job.”—Bob I.

“They’re reliable, on time, and the price is right. They also move the furniture for me and they’re always really honest.”—Marilynn

“They are personable, quick, and they always do an excellent cleaning job.”—Karen
Love Your Floors provides a variety of surface cleaning and restoration services for customers throughout Santa Clara County. In addition to cleaning carpet, upholstery and area rugs, the company handles stone, tile and grout; pressure washing; marble restoration; and concrete polishing. For the convenience of its clients, it offers free deep cleaning services with all regular carpet cleaning jobs as well as what it feels is one of the fastest dry times in the industry.

Owner Albert Lazo owned a national floor care franchise before establishing Love Your Floors. Mr. Lazo says the two most important factors of his company’s success are skill and excellent customer service. “My wife, Maureen, and I have spent our adult lives working in the customer service industry. We understand how important it is to communicate with our clients, get a clear idea of what they’re looking for and contact them after the job is completed to make sure they’re happy with the work.”

COMPANY PHILOSOPHY
“We give our customers good, honest service at a fair price. We don’t want to serve our customers just once—we want to build lasting relationships with them. Our goal is for every customer to be completely satisfied with our work and trust us to provide excellent service. We want our first interaction with them to be the beginning of a great relationship.”

EXCERPTED SURVEY RESPONSES
“They did an excellent job and the carpets came out very well.”—Doug E.

“The service is personalized to your specifications. They work with you, they’re very respectful and easy to get along with, and they’ll be honest with you about what they can and cannot salvage.”—Judy R.
Closet Factory provides a variety of home organization and storage services for clients throughout the Greater Bay Area. In addition to organizing closets, home offices, garages, laundry rooms, pantries and other indoor spaces, the company has the in-house capabilities to design and install wall beds and entertainment centers, build storage systems in craft rooms and wine cellars, and more.

CEO Uri Rosenberg credits much of Closet Factory’s success to its customer-oriented approach to the home organization and storage process. “We’re known for our high levels of quality, both in terms of our products and the way we treat our clients, and that means always putting the needs of our customers first,” he says. “Our favorite part of every job is seeing how happy the client is with the end results.”

Closet Factory also offers free design consultations to homeowners who prefer to take a DIY approach to their organization projects, and its website features an interactive design board that allows clients to formulate and visualize ideas for accessories, finishes, and other project details. “We make sure every job is customized to the individual,” says Mr. Rosenberg. “Installing a nice storage system can be a big investment, so we really focus on giving our customers the best value for their money.”

**COMPANY PHILOSOPHY**

“Our goal is simple: ensure every customer is 100 percent satisfied with the results of our work. From the design stages to the actual installation work, everything we do is geared toward making our clients feel happier and more organized in their homes.”

**EXCERPTED SURVEY RESPONSES**

“I would recommend them. I think the best parts are the good quality and timely work. The job was done quickly and exactly as scheduled.”—Alex N.
ClickAway is an award-winning computer, networking, and mobile device repair, service and sales company with four locations throughout Northern California. ClickAway offers the latest in a broad range of technology products and services for homes and businesses, including general computer, notebook, tablet and cellphone repair; virus and spyware removal; data recovery and backup solutions; networking and IT support; and managed services—all with free one-hour diagnostics.

ClickAway’s flexible service options include in-store rates that start at $49 per hour. Onsite services for homes and offices are as low as $79 per hour, and the company provides remote support via the internet, telephone support, and free delivery within a three-mile radius of any of its stores. Many repairs can be completed within one to two hours but can take up to 48 hours depending on parts availability.

CEO Richard Sutherland says ClickAway’s associates take great care to make sure customers understand all their options so they can make the best decisions about their computers, printers, networking issues and mobile devices. All work is guaranteed to achieve 100 percent customer satisfaction.

Because of ClickAway’s relationships with key brands such as Lenovo, Dell, Assus, Acer, Sony, HP and many others, the company can offer the same or better prices as big-box stores on all technology devices and services. ClickAway stores are open Monday through Saturday, and weekly specials can be found at www.clickaway.com.

**COMPANY PHILOSOPHY**

“Our company is built on the values of friendliness, honesty, communication, teamwork, efficiency, productivity and success. We’re dedicated to total customer satisfaction, and we promise that whenever our clients work with our technicians, they’ll be delighted with the experience.”
DriveSavers, Inc. provides data recovery services for clients throughout Northern California and the world. The company primarily focuses on recovering data from crashed and damaged computer hard drives, but it also has the capabilities to retrieve information from solid state devices (SSD), digital camera cards, tablets, smartphones, flash memory, and high-end storage devices such as RAID, SAN, and NAS. DriveSavers also provides eDiscovery and digital forensic services for legal professionals, law enforcement, and individuals who require data to be recovered and preserved for court cases and other legal matters.

President Scott Moyer says DriveSavers owes much of its success to its professional, detail-oriented approach to the data recovery process. “People are often stressed when they call us because they’ve lost critical information, so we take as much time as necessary to explain our capabilities, our process and the available service options. Then, we stay in constant contact throughout the process to make it as simple and easy as possible for them.”

DriveSavers implements a customer-oriented business approach that includes providing clients with a data recovery advisor who manages their specific data loss issues. “Offering the ultimate customer experience is just as important to us as successfully recovering data,” says Mr. Moyer. “We strive to restore both data and peace of mind on every job.”

**COMPANY PHILOSOPHY**

“We understand how disruptive it is to lose critical data, so we make ourselves available around the clock and do whatever it takes to help our customers get their systems and lives back to normal. Our goal is to exceed every customer’s expectations on all levels, at all times.”

**EXCERPTED SURVEY RESPONSES**

“They were able to recover all of my data.”—Kelly D.
John Casalegno Concrete Construction provides a wide range of commercial and residential concrete and masonry services for clients throughout Santa Clara, Monterey, and San Benito Counties. The company creates custom concrete and masonry hardscapes to blend with its clients’ needs.

A contractor for more than 30 years, owner John Casalegno says his one-on-one approach with clients helps every job go as smoothly as possible. “I’m there to answer any questions that may arise and offer possible solutions. My clients know what to expect before I start the project.”

John Casalegno Concrete Construction strives to set itself apart from its competition by blending quality workmanship with the highest quality materials available on the market. “Quality is very important to us,” confirms Mr. Casalegno. “It costs a little more money to get first-rate products, but we believe every customer deserves concrete that will last for many years to come.”

COMPANY PHILOSOPHY
“We strive to provide each client with the best possible job at the best possible price. Our goal is to create satisfied customers by combining personal service, clear communication and quality personnel. We don’t consider any job finished until the customer is completely happy with our work.”

EXCERPTED SURVEY RESPONSES
“I had some problems and they really listened to me and the design that I wanted. They shared their ideas and experience.”—Jennie P.

“He’s a very good gentleman to work with and he does quality work.”—R.E.

“He was easy to work with. He was willing to go the extra mile to please his customers.”—Tim W.
Sigura Construction, Inc. designs and builds kitchens and bathrooms for residential clients throughout the Greater Bay Area. The company’s contractors have expertise in new construction, Green Building systems (LEED Certified) and painting, and they work together with architectural, landscaping and interior design services—both in-house and with accomplished affiliates. According to owner Ilan Sigura, this full-service approach guarantees clients experience convenient, streamlined construction processes.

Sigura Construction has more than two decades of experience working on interior and exterior remodels and repairs, ground-up construction, residential and commercial additions, and multi-unit projects. Mr. Sigura says every kitchen and bathroom project is a unique opportunity to design a room that’s aesthetically and functionally appealing and individually tailored to clients’ needs and desires.

For environmentally-conscious clients, Sigura Construction can facilitate special considerations and design strategies to improve building performance, indoor air quality, and stewardship of resources. As part of its Green building solutions, the company uses zero-VOC paint to reduce greenhouse gas emissions.

**COMPANY PHILOSOPHY**
“We stay on every job until it’s finished, and we never take on work unless we’re certain we can deliver excellent results. We guarantee our customers can rely on us before, during and after their reconstruction projects. Our client satisfaction rate dictates our reputation, so our top priority is making sure each of our customers has a pleasant experience.”

**EXCERPTED SURVEY RESPONSES**
“I really liked the fact that Ilan listened and tried everything within his power and creativity to address what was important to us. I liked his ability to be flexible in order to meet our goals.”—Ricardo N.
An Ky Construction Inc. builds, remodels and renovates homes for residential clients in Santa Clara County. The company works closely with designers, architects and homeowners on jobs that range from single-room updates to whole-house remodels. Some of its services include electrical work (custom lights, panels), central air systems, interior and exterior painting and texturing, copper repiping, and window replacement. It also builds custom cabinets and doors; installs indoor Jacuzzis and granite, marble, and tile floors and countertops; and more.

President Hung Tu, a 21-year industry veteran, founded An Ky Construction in 1998 to fulfill his desire to “go above and beyond the construction industry’s performance standards.” Along with building custom homes, Mr. Tu says he has developed a reputation for bringing people’s remodeling and construction visions to life. He takes the “service” aspect of his business very seriously and says he understands the value of customer support, satisfaction, and referrals.

An Ky Construction prides itself on providing competitive pricing, thorough estimating and expert troubleshooting skills. Mr. Tu says his consulting services are always free and his company’s bids are always competitive.

COMPANY PHILOSOPHY
“Our bottom line isn’t about money; it’s about the quality of our work and making our customers happy. We consider ourselves as being in the people business as well as the construction business. Our personalized approach and genuine desire to exceed our customers’ expectations with superior workmanship and service set us apart from our competitors.”

EXCERPTED SURVEY RESPONSES
“They’re honest, fast and easy to deal with. I just referred them to my son.”—Imelda M.
Legacy Construction, Inc. provides a wide range of remodeling services for residential and commercial clients throughout Santa Clara County. The company works on everything from partial remodels and room additions to full-scale renovation and new construction projects, and its access to local experts allows it to effectively manage every aspect of the construction process, including electrical, plumbing and concrete work.

President Nate Missildine says Legacy Construction sets itself apart by offering a different customer experience than most property owners are used to receiving. “We enjoy working with our clients and want them to enjoy working with us. We understand they’re investing a lot into their projects, so when they walk away at the end, they should feel like they’ve been treated fairly and received a great value.”

Legacy Construction prioritizes cleanliness and communication on every job, which Mr. Missildine says is crucial for achieving high-quality results. “Many contractors fall short when it comes to keeping jobsites clean and customers informed, but those things are very important to us. We want our clients to think of us as a service provider, so we always tailor our work to their needs and preferences.”

**COMPANY PHILOSOPHY**

“Our goal on each project is 100 percent customer satisfaction, so we focus on building relationships with our clients and turning their visions into reality. Ultimately, we want them to be happy with every facet of our work, from our jobsite demeanor to the quality of our finished products.”

**EXCERPTED SURVEY RESPONSES**

“We were pretty amazed at what they were able to turn around with our home. There were obstacles and permits, [but] Nate guided us. [I also liked] the speed and competence.”—Marty E.
Craftsmen’s Guild, Inc. is a design/build contractor that provides complete remodeling and custom home building services for homeowners throughout the South Bay and Peninsula. The company’s experienced staff of designers and building professionals handle every aspect of clients’ projects, including structural and aesthetic design, planning, engineering, and city permitting.

Owners Moe, Mike and Matt Amini have been designing, building and remodeling homes together for more than four decades. The Amini brothers say their ability to collaborate on construction projects has been an important part of Craftsmen’s Guild’s success. “Each of us is an expert in a specific field,” explains Mike Amini. “I have a degree in architecture, Matt has a structural engineering degree and Moe has a degree in business management. This allows us to work together and complete projects without the outside help of structural engineers, architects, and designers.”

Craftsmen’s Guild uses a variety of cutting-edge technology to make the design process as simple and intuitive as possible, including a 3D rendering program that allows clients to take “visual walkthroughs” of their projects before any work begins. “It’s very important for us to keep our design promises to our clients,” says Mr. Amini. “They take comfort in knowing we’ll do everything we can to turn their visions into reality.”

COMPANY PHILOSOPHY
“Everything we do is designed to make sure our clients are happy, and we accomplish that by working closely with them and completing their projects to their exact specifications. Our goal and motto is integrity, honesty, and quality toward each client’s complete satisfaction.”

EXCERPTED SURVEY RESPONSES
“They are very efficient and professional.”—Hemlata K.
Case Design/Remodeling is a full-service residential remodeling company that serves clients in Santa Clara County. Founded in 2004 in San Jose, the firm’s design/build remodeling services cover kitchens, bathrooms, complete home remodels, additions, decks, porches and garages. It also handles trim repairs, drywall, doors and windows, basic electrical and plumbing work, and other jobs that require little or no design work.

President Jim Kabel says he was inspired to start Case Design/Remodeling because of personal experiences. Frustrated with the lack of interest and capability local contractors showed him when contacted to work on his home projects, Mr. Kabel left the high-tech industry with a new goal in mind: to bring a high level of responsiveness, client care and guaranteed quality to the home improvement business.

Case Design/Remodeling features an in-house design staff, project management and lead carpenters that enable complete design, management, and construction of clients’ projects from start to finish. The company provides complimentary consultations with remodeling sales consultants, and it only hires security-cleared, experienced craftspeople. All of this had led to numerous awards for design and customer satisfaction both nationally and locally.

COMPANY PHILOSOPHY
“We’re committed to a high level of professionalism, communication, safety and reliability. And our work comes with a guarantee of quality of workmanship and materials that backs up that commitment.”

EXCERPTED SURVEY RESPONSES
“They stuck to the schedule and the budget. They worked with me throughout the whole process to get me what I wanted.”—Jennifer H.
Sigura Construction, Inc. provides restoration services for commercial and residential properties in the Greater Bay Area that have been damaged by fire, water, and smoke. The company is comprised of professional contractors with expertise in several aspects of restoration and construction, new construction, and painting. They work in concert with landscaping, architectural and interior design services—both in-house and with accomplished affiliates. According to owner Ilan Sigura, this full-service approach guarantees clients a convenient, streamlined restoration process.

Sigura Construction has more than two decades of experience working on interior and exterior remodels and repairs, residential and commercial additions, and multi-unit projects. Mr. Sigura says the company emphasizes sensitivity when taking on restoration projects. “We understand it’s a stressful time for people, so we listen to their needs and work with their insurance companies to minimize inconvenience.” Additional services include preventive maintenance and relocation assistance for businesses.

Mr. Sigura says clients are always impressed with how easy it is to work with Sigura Construction. “I keep them informed and involve them throughout the project. I’m on the job daily and can always be reached to answer questions.”

COMPANY PHILOSOPHY
“We stay on every job until it’s finished, and we never take on work unless we’re certain we can deliver excellent results. We guarantee our customers can rely on us before, during and after their reconstruction projects. Our client satisfaction rate dictates our reputation, so our top priority is making sure each of our customers has a pleasant experience.”

EXCERPTED SURVEY RESPONSES
“The quality of their work was excellent and I really enjoyed the service.”—Abigail V.
RG Builders offers a broad range of remodeling services to Santa Clara County homeowners, including additions, kitchens, bathrooms, cabinets, counters, decks, interior molding and trim, and windows and doors. Owner Richard Gallardo says the company’s approach is to work on homes “from foundation to finish.” To add to its full-service approach, RG Builders also provides design and architecture services for more complex jobs.

Mr. Gallardo spent several years as an apprentice carpenter before establishing RG Builders in 1995. He says he brings a creative eye, meticulous attention to detail and high level of professionalism to each of his projects, and he stands behind his work long after the jobs have been finished.

**COMPANY PHILOSOPHY**

“The most important aspect of completing a job is knowing our clients have received exactly what they originally envisioned. We have more than three decades of industry experience, and we’ve grown our business solely by referrals and repeat customers. More often than not, our clients remain our friends long after their projects are complete. We’re very proud of our high customer service rating and firmly believe that our dedication to integrity makes a real difference.”

**EXCERPTED SURVEY RESPONSES**

“We liked the flexibility and quality of their work, the ease of working with them, and their honesty and integrity.”—Patty H.

“I liked the quality of the workmanship. We were living in the house while they were working and they always left everything very clean.”—Jed K.

“They were very responsive to my needs and easy to work with. They also paid close attention to the specifications.”—Roy F.
Sigura Construction, Inc. designs and builds kitchens and bathrooms for residential clients throughout the Greater Bay Area. The company’s contractors have expertise in new construction, Green Building systems (LEED Certified) and painting, and they work together with architectural, landscaping and interior design services—both in-house and with accomplished affiliates. According to owner Ilan Sigura, this full-service approach guarantees clients experience convenient, streamlined construction processes.

Sigura Construction has more than two decades of experience working on interior and exterior remodels and repairs, ground-up construction, residential and commercial additions, and multi-unit projects. Mr. Sigura says every kitchen and bathroom project is a unique opportunity to design a room that’s aesthetically and functionally appealing and individually tailored to clients’ needs and desires.

For environmentally-conscious clients, Sigura Construction can facilitate special considerations and design strategies to improve building performance, indoor air quality, and stewardship of resources. As part of its Green building solutions, the company uses zero-VOC paint to reduce greenhouse gas emissions.

COMPANY PHILOSOPHY
“We stay on every job until it’s finished, and we never take on work unless we’re certain we can deliver excellent results. We guarantee our customers can rely on us before, during and after their reconstruction projects. Our client satisfaction rate dictates our reputation, so our top priority is making sure each of our customers has a pleasant experience.”

EXCERPTED SURVEY RESPONSES
“I really liked the fact that Ilan listened and tried everything within his power and creativity to address what was important to us. I liked his ability to be flexible in order to meet our goals.”—Ricardo N.
JH Construction & Remodeling LLC remolds kitchens and bathrooms, builds room additions, performs whole house restorations and renovations, and provides various general construction services for residential clients in Santa Clara County, San Mateo County, and San Francisco. The company has the training and equipment to handle every step of the remodeling process (including plumbing, electrical, siding, tiling and finish carpentry work), and it has experience remodeling homes of all styles, from ultramodern to Victorian.

Owner Jim Humphrey says JH Construction & Remodeling’s personalized approach to remodeling has been an important aspect of its success. “We want every client to have a positive experience, so we guide them through each step of the process and make sure they receive trustworthy information. That way, they can be confident they’re getting exactly what they want.”

JH Construction & Remodeling’s craftsmen are all trained in industry-best remodeling techniques, which Jim says allows the company to ensure first-rate results. “We understand that building and remodeling projects can be overwhelming, so we always bring our best people to the job. We utilize our knowledge, experience and skill to provide each client with the highest quality of workmanship.”

“Our goal is simple: provide quality craftsmanship and services that help our clients turn their remodeling visions into reality. By taking the time to build a relationship with each customer, we’re able to truly understand their needs, give them realistic timelines and estimates, and meet or exceed their expectations.”

“They did a really good job and you can trust them on quality.”—Craig
Best Construction provides a wide range of design/build construction services for residential and commercial clients in Santa Clara and San Mateo Counties. The company has the in-house capabilities to handle every step of its customers’ remodeling and addition projects, including painting, electrical, plumbing and tile work.

President Sergiu Deac credits much of Best Construction’s success to its communication skills and customer-oriented business approach. “We really enjoy working with people, so we take the time to communicate with our clients about the specifics of their jobs so we can achieve their goals,” he says. “From the design phase to the finishing touches, everything we do adheres to the highest levels of quality.”

Best Construction stays up-to-date with the construction industry’s latest technological and procedural advancements, which Mr. Deac says is important for providing the best possible service. “This industry is constantly evolving, but by keeping up with trends and drawing upon our years of experience, we’re able to stay on top of our clients’ projects from beginning to end. They really appreciate how seamless we’re able to make the entire process.”

COMPANY PHILOSOPHY
“Our clients are very important to us, so we’re always honest with them and do whatever it takes to ensure their satisfaction. Ultimately, our goals are simple: provide high-quality work and excellent customer service while striving to improve ourselves with each successive job.”

EXCERPTED SURVEY RESPONSES
“I like their honesty and commitment to excellence.” – Jason H.
Case Design/Remodeling is a full-service residential remodeling company that serves clients in Santa Clara County. Founded in 2004 in San Jose, the firm’s design/build remodeling services cover kitchens, bathrooms, complete home remodels, additions, decks, porches and garages. It also handles trim repairs, drywall, doors and windows, basic electrical and plumbing work, and other jobs that require little or no design work.

President Jim Kabel says he was inspired to start Case Design/Remodeling because of personal experiences. Frustrated with the lack of interest and capability local contractors showed him when contacted to work on his home projects, Mr. Kabel left the high-tech industry with a new goal in mind: to bring a high level of responsiveness, client care and guaranteed quality to the home improvement business.

Case Design/Remodeling features an in-house design staff, project management and lead carpenters that enable complete design, management, and construction of clients’ projects from start to finish. The company provides complimentary consultations with remodeling sales consultants, and it only hires security-cleared, experienced craftspeople. All of this had led to numerous awards for design and customer satisfaction both nationally and locally.

COMPANY PHILOSOPHY
“We’re committed to a high level of professionalism, communication, safety and reliability. And our work comes with a guarantee of quality of workmanship and materials that backs up that commitment.”

EXCERPTED SURVEY RESPONSES
“They stuck to the schedule and the budget. They worked with me throughout the whole process to get me what I wanted.”—Jennifer H.
K2 New Construction provides a range of commercial and residential building, remodeling, and plumbing services throughout Santa Clara County and the Bay Area. The company has State License Classifications in building (B), painting (C33) and plumbing (C36), and with more than 40 years of experience in the field, it’s able to complete both small and large commercial and home improvement projects with confidence.

Owner Paul Hwang credits much of K2 New Construction’s success to his hands-on approach and genuine and transparent business style, and he backs every job with a 30-day parts and labor warranty. “Since I work on and oversee many of the projects myself, I’m able to evaluate potential issues with my customers and make suggestions along the way, which they really appreciate.”

K2 New Construction strives to create a stress-free working environment for its customers by communicating each phase of the project with them and ensuring the work area is left neat and tidy at the end of the day. “When we leave a jobsite, we want the customer to feel like they’ve received the best possible service,” explains Mr. Hwang.

COMPANY PHILOSOPHY

“Our goal is to leave our customers completely satisfied. This means we are prepared to go the extra mile to ensure their project needs are met and provide education to avoid any reoccurring future problems. Moreover, we approach each project with respect to our customer’s budget, and this includes purchasing materials that aren’t compromised and that we ourselves would use.”

EXCERPTED SURVEY RESPONSES

“They were really hardworking and they did high-quality work. They were efficient, they showed up when they said they would and they got the job done quickly.”—Karen I.

WEBSITE
dccert.org/K2NewConstruction

EMAIL
k2newconstruction@gmail.com

MANAGER
Paul Hwang, Owner

SERVICES
Plumbing & Drain Cleaning
Commercial & Residential Construction
Kitchen & Bathroom Remodeling
Flooring Installation
Decks & Patios
Electrical
New Additions
Painting

HOURS
Mon – Sat: 7am – 9pm

GUARANTEES
Warranties Vary Depending on Project

DIAMOND CERTIFIED COMPANY REPORT
www.dccert.org/2228
M&M Builders’ number one goal is to design, create and build outstanding Trex, redwood or Ipe decks, along with beautiful arbors and backyard living spaces. “I take great care to listen and focus on needs, details, and challenges on every project,” says owner Mark von Dohren. “Then, I mix those with correct proportion, balance, form and color to create an original design. My team and I then transform the design into reality using the best materials and craftsmen available to achieve building excellence. My personal commitment to my customers is to exceed all their expectations.”

Equally passionate about giving back to its community, M&M Builders has donated $60,000 to local and global causes. To see more than 400 pictures of the company’s work, Mr. von Dohren invites potential customers to visit www.deckandarbor.com. M&M Builders serves Los Altos, Palo Alto, Los Gatos, Saratoga, Mountain View and Almaden Valley, as well as all of Santa Clara County and most of San Mateo County.

COMPANY PHILOSOPHY
“Customer service is my number one priority, from promptly returning phone calls to the quality of my work to finishing up every last detail—it all matters to me because I truly care about my customers.”

EXCERPTED SURVEY RESPONSES
“They do beautiful work. They are very knowledgeable and skilled. I also like Mark’s personal attention to customer service.”
—N.S.D.

“Mark was here all the time. He and his workers were responsible, helpful, and they did a great job.”—Joan L.

“They were very professional and on time.”
—Kathleen G.
Maine Home Services is a full-service electrical and plumbing contractor that serves residential clients throughout the Bay Area. The company repairs and replaces a wide variety of electrical and plumbing systems in the home.

Maine Home Services delivers a high level of service because it pays special attention to the people who are hired, trained and delivered to each client’s home. Owner Scott Mamola believes in personally hiring and processing every employee, and he’s proud to guarantee that all are well-qualified and taught to be respectful of clients’ homes. “I love working in our customers’ homes and helping them take care of their most prized possessions,” he says. “Great customer care is a skill that sets us apart from many contractors who tend to over-promise and under-deliver. We designed our business to take care of the client from the beginning to the very end. We’re designed to be ‘the easiest contractor to do business with,’ from the first phone call to the final installations and inspections.”

COMPANY PHILOSOPHY
“As proof of our commitment to providing excellent customer service, we promise, in writing, 100 percent satisfaction. We’re also straightforward about pricing and always explain the specifics of our services before work begins, which eliminates surprises and makes the repair process as streamlined as possible.”

EXCERPTED SURVEY RESPONSES
“They were very responsive. They showed up when they said they would and did the job right the first time. They were also very clean and personable.”—Andy F.

“The guys were very fun and great to have around doing the work. They did the work perfectly.”—Barbara N.

WEBSITE
www.maineelectricinc.com
EMAIL
scheduling@maineelectricinc.com
MANAGER
Scott Mamola, Owner
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HOURS
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24-Hour Emergency Service
GUARANTEES
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DIAMOND CERTIFIED COMPANY REPORT
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For recent rating status and additional survey responses visit www.diamondcertified.org
E.G. Electrical Services offers full-service electrical work to residential, commercial and industrial clients in Santa Clara County. Services include Tesla, Chevrolet and Toyota charging stations; upgrades of single-phase and three-phase systems (up to 600 volts); free main panel and subpanel upgrades; LED recessed lighting; kitchen and bathroom rewiring; complete rewiring; commercial lighting systems; commercial and industrial machinery circuits; back-up generators; and troubleshooting and repairs of electrical systems.

Edward Gorginian is an ICC Certified Master Electrician and IAEI Certified Electrical Inspector, has two AS degrees from Pasadena City College, and currently teaches two classes at San Jose City College. He says his mechanical skills and ability to solve complex issues are two of the many reasons engineers and technology professionals love working with E.G. Electrical Services. “As one of my clients says, ‘Edward is not just an electrician—he’s a master at what he does, and his dedication and integrity show it’.”

COMPANY PHILOSOPHY
“I strive to keep my clients satisfied by providing the required service that every client deserves. By providing necessary information and multiple repair options for the services offered, clients are free to choose the best option that will satisfy their needs. My goal is to address major and minor details of the project and make sure the client’s concerns and needs are met.”

EXCERPTED SURVEY RESPONSES
“The service was good, Edward was very reliable and his work was of good quality.”—Chris K.

“Edward is a great electrician. He’s competent and professional, he went out of his way to make recommendations, and he provided excellent service.”—Bob B.
California Power and Light is a full-service electrical contracting firm that serves residential, commercial and industrial clients throughout Santa Clara County. The family-owned and operated company handles electrical projects of every size, from smaller jobs like fixture replacements, telephone wiring and general troubleshooting to larger jobs like lighting retrofits, exterior and interior landscape lighting installations, and tenant improvements.

Owner Henry Acosta says his favorite part of the electrical contracting business is seeing the positive reactions of clients after their lighting issues are successfully resolved. “A lot of people take electricity for granted, so when the lights go out, it can be a really inconvenient experience. Our customers always tell us how grateful they are for our hands-on expertise.”

California Power and Light is known for its comprehensive diagnostic capabilities, which allow its technicians to determine each customer’s exact electrical problem before any work begins, thus reducing the amount of time and money spent on their project. “We also use our diagnostic abilities to present our customers with all the different possibilities that can result from a certain type of electrical service,” adds Mr. Acosta. “Once they know the exact option they want, they feel more confident in the entire process.”

COMPANY PHILOSOPHY

“Our main goal is to always please our customers with our work, and we accomplish that by listening closely to their concerns and educating them about their options. Our experienced project managers, estimators and technicians have the expertise to ensure every electrical project is completed on time, on budget and up to code.”

EXCERPTED SURVEY RESPONSES

“They are very reliable and responsive.”—Dawn G.
REVOLT ELECTRIC provides a wide range of electrical services for residential, commercial and industrial clients in Santa Clara County, the Peninsula, and parts of the East Bay. The company has the in-house capabilities to handle everything from interior and exterior lighting projects to electrical panel upgrades and solar installations, and it’s also qualified to install charging systems for Teslas and other electric vehicles.

Owner Jay Kats says Revolt Electric’s emphasis on being fair and honest with every client has been a key factor in the company’s success. “Our goal is simply to deliver quality services at reasonable rates, and our customers really respond to that. By working closely with them and listening to their needs, we’re able to find the right solutions to their issues.”

Revolt Electric strives to educate its clients about their electrical systems so they know what to expect throughout the course of their jobs. “We get plenty of information to each customer so they come in prepared and maybe even have some extra ideas about what to do,” says Mr. Kats. “On every project, we try to think outside the box so we’re ready to deal with any situation.”

COMPANY PHILOSOPHY
“We want our clients to have great experiences, so we’re transparent and fair about each aspect of our work. We strive to be as attentive as possible to every customer, put their needs first and treat them how we’d want to be treated.”

EXCERPTED SURVEY RESPONSES
“They were easy to work with and they completed our job efficiently. They did everything we asked of them. The people were really friendly.”—Georgia B.

“They did what they said they would do. They made sure everything was safe and up to code. They also stayed within budget.”—Kristy M.
Dollens Electric Corp services and installs electrical and solar power systems for residential and commercial clients throughout the Greater Bay Area. The company’s electrical services include breaker panel upgrades; switch and outlet replacements; outdoor spa wiring; recessed lighting, generator, ceiling fan and motion-activated security lighting installations; and more. For solar systems, it offers complete design, installation and testing services—including energy audits and site surveys—and submits tax credits and other incentive paperwork through its SunnyCal Solar division.

Owner Jason Dollens started his electrical career installing and supporting computer systems that were built for visual imaging and radiography. He became an electrical apprentice soon after and spent many years working for a union shop before establishing Dollens Electric Corp in 2005. “I’ve always liked the technical side of systems installation,” he says. “I enjoy finding solutions to my customers’ electrical problems.”

Dollens Electric Corp also installs whole house fans made by industry leader AirScape, which can be mounted between existing rafter spacing (eliminating the need for intrusive cutting) and are backed by a three-year warranty. To learn more or to schedule an appointment, Mr. Dollens invites potential customers to visit www.dollenselectric.com.

COMPANY PHILOSOPHY
“We strive to offer service with integrity and contribute to the greater good of our community. Our company is very family-oriented, and that approach translates to how we treat our clients—if they ever have problems, they can talk directly to the owner. We take time to advise our customers on the products and installation methods that will best achieve their goals.”

EXEMPLARY SURVEY RESPONSES
“They’re very friendly and respectful.”—Joanna C.
Darryl Scotti Events, Inc. provides event and party planning services for corporate clients throughout the Bay Area and beyond. The company primarily focuses on organizing and hosting corporate events such as theme parties, team building, corporate retreats and company picnics (as well as grad nights for high schools and university events). DSE, Inc. also offers trending event brand marketing services, from producing spectacles and brand awareness to community and civic events.

Owner Darryl Scotti entered the corporate entertainment industry in 1987 after spending several years as a touring musician, and he says that experience has given him a unique perspective on what it takes to design and produce successful events. “Our core value has always been execution of service, which is what being a professional entertainer is all about. We specialize in helping our clients achieve performance goals that make a business difference.”

All of Darryl Scotti Events’ website brands feature a variety of interactive tools that are designed to make the event planning process as straightforward as possible for its clients, including scheduling checklists, planning guides, RSVP tools and Save the Date flyers. “Preparation is crucial for any successful event, so we always make sure our clients have the planning tools they need,” says Mr. Scotti. “That way, they’re free to relax and fully experience their events while we do all the heavy lifting.”

**COMPANY PHILOSOPHY**

“We’ve been helping our valued customers achieve their event goals since 1987. By bringing together the right elements and paying attention to details, we’re able to provide highly targeted solutions that allow our clients to achieve greater brand awareness and customer loyalty.”

**EXCERPTED SURVEY RESPONSES**

“They have excellent energy, coordination and creative ideas. It’s a one-stop shop.”—N.A.I.
Statcomm Inc. is a complete fire alarm and life safety company that’s able to assist clients throughout the Greater Bay Area with tests and inspections required by the National Fire Protection Association (NFPA) and State of California. All of the company’s inspectors and technicians are California State Certified. As a multi-faceted fire and life safety company, Statcomm tests, inspects, services, designs, and installs fire alarms and fire sprinklers; services, designs and installs automatic gates, doors, and tele-entry/access control systems; and provides exit and emergency light testing and NFPA 25 five-year certifications.

Because Statcomm is a provider of multiple services, it can provide clients with a single source for critically important safety services, which simplifies the lives of property/community managers, building and facility owners/managers, and individual homeowners. The company provides 24/7 emergency service and two-hour technician response time. “With more than 25 years in this industry, we’re one of the most knowledgeable and capable fire and life safety companies around,” says Executive Administrator Laura Yules.

Ms. Yules says Statcomm’s diverse experience and dedication to quality workmanship and responsiveness enable it to provide exceptional service and build lasting relationships with its clients. “We run our business like a family, and we treat our customers as part of that family.”

COMPANY PHILOSOPHY
“We keep a small-company attitude to maintain a high level of customer satisfaction. A department manager is always available during business hours so customers can reach someone who can provide solutions to a problem. We believe the only way to do a job is to do it right.”

EXCERPTED SURVEY RESPONSES
“They are very reliable, honest, professional, and they really know what they are doing.”—Judy P.
Murison’s FlooringAmerica provides and installs carpets; area rugs; and vinyl, hardwood, tile and laminate flooring for residential clients throughout Santa Clara County. The locally-owned company is part of national flooring retail group Flooring America, and its San Jose showroom carries numerous products from top brands such as Karastan, Armstrong, COREtec, Downs, and Anderson. It also offers interior design services and sells window treatments, shutters, and upholstery.

Owners Ed and Diane Lacina purchased Murison’s more than 30 years ago, but the company has been in the home décor and flooring business since 1951. The Lacinases say their partnership with Flooring America has allowed them to provide their customers with both the buying power of more than 500 stores and the personalized service of a locally-owned business.

Murison’s Ultimate Confidence Guarantee provides the assurance that every decision is the right decision. The company offers warranties on installation as well as product satisfaction to ensure every customer receives the best home improvement experience possible for the lifetime of their purchase.

COMPANY PHILOSOPHY
“We’re committed to providing each of our customers with a truly unique level of personalized service and expertise. Our employees understand our clients’ needs and work hard to make their flooring experiences as pleasant as possible. Our process begins in the showroom, where we’ll recommend projects, discuss pricing and make all the necessary plans for work to begin. Our ultimate goal is to help our customers find the perfect floors to fit their lifestyles.”

EXCERPTED SURVEY RESPONSES
“They are very responsive and the customer service is excellent.”—Karen H.
Lawrence Flooring & Interiors is a full-service flooring store serving the Bay Area. The company’s extensive and newly remodeled Campbell showroom displays quality, name-brand products for carpet, hardwood, laminate, vinyl, area rugs, bamboo and cork. Lawrence Flooring & Interiors offers free in-home estimates and free flooring samples to take home, and it stands by its installations and manufacturer warranties.

Owner Mike Goldberg joined Lawrence Flooring & Interiors in 1979 (his father, Larry, founded the company in 1971), and he works alongside a seasoned sales team that has been with him for more than 17 years. “Our flooring specialists can expertly answer questions and help people find the perfect solutions for their homes,” he says. “Our team works together to make each customer’s shopping experience the best it can be.”

Lawrence Flooring & Interiors has been a proud member of the South Bay community for 48 years. “Since we’re locally owned and operated, we take our long-term commitment to the community very seriously, and we’re proud of the top-notch products and services we provide,” says Mr. Goldberg. “We’re always here for our customers, and we’ll be here in the future whenever they need us.”

COMPANY PHILOSOPHY
“We want our customers to come back time and time again, so we focus on providing them with excellent products, skilled installers and fast turnaround times—all at the best possible value. We take the time to educate them about their options and guide them toward products that will serve their needs for the long term.”

EXCERPTED SURVEY RESPONSES
“They know their business and you can feel confident that they’ll do a good job.”
—Alice C.
Duggan’s Serra Mortuary in Daly City has consistently been one of the highest rated Diamond Certified companies year in and year out. Family satisfaction with its services and staff is exceptional. Duggan’s is family-owned and operated, and its staff is focused on serving with kindness and compassion. The Duggan family has been serving families since 1885, when all funeral services in San Francisco were transported by horse and buggy. Today, the company is in its fourth and fifth generation of providing personal, family-oriented service for San Francisco Bay Area families and is celebrating more than 50 years at its Daly City location.

The multilingual (Tagalog, Spanish, Cantonese and Mandarin) staff of Duggan’s Serra provides a variety of traditional and cremation funeral services for Bay Area families of all cultures and religious denominations. The company’s Daly City facility features unlimited parking.

Duggan’s features six large, private chapels with comfortable family rooms, flat-screen TVs and state-of-the-art sound systems for family tributes; three convenient indoor reception rooms; and three outdoor reception areas. The company’s preplanning department is available to assist families in preplanning their funeral services “My Funeral, My Way®,” and free personal planning guides are available.

**COMPANY PHILOSOPHY**

“We serve families with respect and dignity, and we strive to create meaningful services that ensure their last memories of their loved ones begin with compassion and peace. We’re absolutely committed to upholding the highest standards of funeral service.”

**EXCERPTED SURVEY RESPONSES**

“They treated us well and our wishes were respected. They really went out of their way for us.”—Patricia M.
Precision Door Services of the Bay Area installs and repairs all types of garage doors for residential clients throughout Santa Clara County and the surrounding areas. Precision offers same-day repair service, guarantees each call will be answered by a live person 24/7, and is open seven days a week and on holidays. The local, family-owned and operated company also offers a large selection of garage doors for sale, including carriage house and custom wood styles.

“Our clients have the peace of mind of knowing more than 1,000 repeat clients choose us every year to repair or install their garage doors because of the quality of service they received the first time!” say owners Amie and Pat Prendergast. “Since 1999, our customers have known we’ll be able to help them quickly, which makes a real difference when it comes to having a broken garage door fixed. Ninety-eight percent of the time, our technicians have the tools and parts to fix a door on the first visit.”

Precision Door Services’ experienced technicians are trained and backed by a national franchise before they’re sent into the field. “Our technicians have the knowledge and skill to repair almost any type of garage door operating system in the market,” says Mr. Prendergast. “Our associates receive ongoing training for how to provide superior customer service in addition to all their technical training.”

COMPANY PHILOSOPHY
“Every customer and their situation are unique, so we work with them using our knowledge from having installed and repaired more than 20,000 garage doors to find their best solution. Our work is guaranteed because we use the highest quality parts and our technicians are professionally trained. Our customers often say in surveys that we are the most professional Garage Door company in the business.”

EXCERPTED SURVEY RESPONSES
“They were prompt and courteous.”—Aaron R.
Ace’s Garage Door Repair & Installation provides a complete range of garage door services for residential clients in Santa Clara, San Mateo, Alameda, Contra Costa, Solano, Marin and Sacramento Counties. In addition to installing and repairing all types of wood, steel, and aluminum garage doors, the company sells a variety of accessories and decorative hardware that allow customers to enhance the appearances of their doors.

Owner M. Salem says Ace’s Garage Door Repair & Installation is able to offer such a high level of quality because it focuses solely on residential properties instead of splitting its time between homes and commercial buildings. “We have a lot of experience dealing with garage door problems that are specific to homeowners. When we fix a door, the customer is truly happy because we’re helping them secure the safety of their home.”

Ace’s Garage Door Repair & Installation uses high-quality, American-made parts on every door, which Mr. Salem says goes a long way toward ensuring quality and longevity. “A lot of companies use oil-tempered or galvanized springs, which tend to wear out after years of use and exposure to weather, but our springs are designed to last. It’s a small choice, but it makes a big difference.”

COMPANY PHILOSOPHY

“Our number one goal is to make sure our customers are happy, so we do whatever it takes to make that happen. We’re committed to helping every customer keep their personal belongings safe and maintain their home for many years.”

EXCERPTED SURVEY RESPONSES

“They made it incredibly straightforward and easy for me. They were very professional and their timing was perfect.”—Jane M.

GARAGE DOORS

ACE’S GARAGE DOOR REPAIR & INSTALLATION

(408) 785-8619

Serving Santa Clara, San Mateo, Alameda, Contra Costa, Solano, Marin and Sacramento Counties

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COMPANY PHILOSOPHY

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EXCERPTED SURVEY RESPONSES

“They made it incredibly straightforward and easy for me. They were very professional and their timing was perfect.”—Jane M.
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.
STATCOMM INC.  
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Mountain View, CA 94043  
Serving Santa Clara,  
San Mateo, Contra Costa,  
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Ms. Yules says Statcomm’s diverse experience and dedication to quality workmanship and responsiveness enable it to provide exceptional service and build lasting relationships with its clients. “We run our business like a family, and we treat our customers as part of that family.”

COMPANY PHILOSOPHY  
“We keep a small-company attitude to maintain a high level of customer satisfaction. A department manager is always available during business hours so customers can reach someone who can provide solutions to a problem. We believe the only way to do a job is to do it right.”

EXCERPTED SURVEY RESPONSES  
“They are very reliable, honest, professional, and they really know what they are doing.”—Judy P.
Family-owned Wildcat Metals is a sheet metal company that provides rain gutter installation, gutter cleaning, metal roofing, architectural metals, composite panels, and custom made metals for residential and commercial clients throughout the South Bay, East Bay and San Francisco Peninsula. The majority of its business focuses on gutters and downspouts for homes—they can be crafted in steel, aluminum or copper, and are available in a variety of colors. Specialty orders can be accommodated by the company’s San Jose metal shop.

Owner and founder Ron Radonich was raised in a family that had a successful roofing business, and he continued that tradition by establishing Wildcat Metals in 1986 and making his children, Katy Laubach and Ryan Radonich, company partners.

Wildcat Metals can provide homeowners with any type of metal roofing, including Standing Seam or Snap Lock roofs, chimney and skylight flashing. In addition, the company manufactures various metals for home or business needs. Customers can fax drawings that include the type of material desired and the order will be filled in a timely manner, says Mr. Radonich.

COMPANY PHILOSOPHY
“We were founded on the principles of honesty and integrity, and as a family-owned and operated company, we continue to do business on those terms. We’re dedicated to exceeding our customers’ and employees’ expectations with both our products and services, and that commitment allows our company to prosper and grow.”

EXCERPTED SURVEY RESPONSES
“These guys did a really good job. They did it quickly and had a really good price.”
—Alan H.
Gutter Pros installs seamless rain gutter systems for residential customers and contractors in Santa Clara County. The company carries a wide variety of copper, steel and aluminum gutter products, and it also provides maintenance services for existing gutters, including cleaning, screening and general repairs.

Owner Omar Calderon began working for Gutter Pros in 1998 and acquired the company in 2006. Since taking over operations, Mr. Calderon says he has dedicated himself to establishing a diverse base of loyal, satisfied customers and maintaining the company’s long-standing reputation for quality, service, and affordability.

Gutter Pros’ installation crew members have each been with the company for 10 years or more. To ensure customers’ exact needs and specifications are met, Mr. Calderon involves himself with every installation. The company offers a five-year warranty on installations and manufacturers’ warranties on materials.

**COMPANY PHILOSOPHY**

“We believe in adhering to an upfront business approach during all phases of a project, from initial phone conversations to finishing touches. We do every job like we’re working on our own homes, and our customers receive a personal guarantee that everything will be completed to their satisfaction. We strive to ensure our customers have positive, problem-free experiences and are delighted with the results.”

**EXCERPTED SURVEY RESPONSES**

“I liked everything. The owner was really good and easy to work with. They did great work and followed up, which is rare nowadays.”  
—Tricia P.

“After the work was done, you couldn’t tell. It was absolutely seamless and aligned perfectly.”  
—John S.
HPS Palo Alto, Inc.’s flagship service, Stewardship, consists of quarterly visits to perform strategic maintenance services that help homeowners realize full enjoyment and value from their homes. Stewardship bundles 260 critical service tasks that help maintain function, reduce energy usage, preempt costly emergencies and maximize durability.

HPS is also a licensed general contractor and offers a full range of quality construction services exclusively for Stewardship program clients. Founded by builder Steve Spratt in 1995, Stewardship offers clients the security of automatic, ongoing services to keep their homes in top condition 24/7. Today, the program is a national model for managing the physical aspects of homeownership.

HPS Palo Alto is family-run, and its technicians are neat, friendly, prompt and specially trained across multiple trades. HPS personally meets with each client to design a service and repair program specifically to their needs.

COMPANY PHILOSOPHY
“Our goal is to help protect each client’s investment in their home and transform it into a safe, nurturing refuge. We are a family business that prides ourselves on delivering home services of the highest possible quality. We believe our long success is due to building extraordinary relationships with our clients, employees and trusted local specialists.”

EXCERPTED SURVEY RESPONSES
“They have excellent service and they’re very responsive. They have been great.”
—Stephen W.

“They were very responsive. They did everything very quickly and they were very professional.”
—MacDowell H.

WEBSITE
www.homepreservation.com

MANAGER
Steve Spratt, President/Founder

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DIAMOND CERTIFIED COMPANY REPORT
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DIAMOND CERTIFIED RATINGS DASHBOARD based on 97 random customer surveys since February 2011

<table>
<thead>
<tr>
<th>CUSTOMER SATISFACTION</th>
<th>CUSTOMER LOYALTY</th>
<th>HELPFUL EXPERTISE®</th>
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For recent rating status and additional survey responses visit www.diamondcertified.org
Elegant Floors installs, repairs, refinishes, and restores hardwood floors for residential clients in Santa Clara and Southern San Mateo Counties. The company offers 98 percent dust-free sanding via its Bona “Atomic” Dust Extraction Trailer Systems.

It also provides a one-day, fast dry, revitalizing wood beautification treatment—a no-sanding process that’s recommended every four to seven years by industry experts.

With many written testimonials from homeowners, Elegant Floors has been operating for more than 25 years as a family business with longtime employees.

Elegant Floors’ process begins with complimentary in-home inspections and consultation visits, which include detailed discussions of clients’ objectives, plans and options to fit their budgets. The company employs journeymen hardwood floor installers with years of experience to ensure results that meet the exacting standards set by the National Wood Flooring Association (NWFA), of which Elegant Floors is a member.

COMPANY PHILOSOPHY
“We work very hard at providing customer service with clear communication and follow-through. We believe in always treating our clients with respect and courtesy, as if they were members of our family. We demonstrate concern for their privacy and property, pay special attention to their flooring wants and needs, and strive to balance their expectations with realistic results.”

EXCERPTED SURVEY RESPONSES
“They do excellent work. I am very happy with the service they have provided for me.” —Sandi B.

“They do great work and we are very satisfied with their services.” —Connie D.
C H Hardwood Floors installs, refinishes, repairs, cleans, and maintains hardwood floors for residential and commercial clients throughout Santa Clara County. The company offers an extensive collection of flooring materials, including hardwood, laminate, bamboo, and distressed and exotic wood, all of which can be installed with custom inlays, feature strip borders and other modifications.

Owner Calvin Hoang is a veteran of the hardwood flooring industry—prior to establishing C H Hardwood Floors, he spent several years working for his father’s flooring company and learning the intricacies of refinishing and installation. Mr. Hoang credits his customer service approach for his company’s success. “It’s important for me to do my best on every job and leave the customer absolutely satisfied,” he explains. “Having high-level skills is important, but excellent customer service is the key to staying in business.”

C H Hardwood Floors takes a comprehensive approach to quality control on every installation and refinishing project. Before any work begins, Mr. Hoang personally checks the foundation and subfloor for hidden problems like termite damage and floorboard noise, which helps the customer avoid costly future repairs. “I even follow up months after the job is complete to make sure there are no problems,” he adds. “My customers really appreciate my dedication to their satisfaction.”

COMPANY PHILOSOPHY
“In order to provide excellent customer service, I build strong relationships with my customers from the very beginning of their projects. I treat them like family, and they know I’ll always be there if anything goes wrong.”

EXCERPTED SURVEY RESPONSES
“Calvin was very professional and he explained all of the options very well.”—Jesse S.
Roy’s Woodcraft Flooring, Inc. installs, refinishes and repairs hardwood, laminate, and pre-finished floors for residential and commercial clients throughout the South Bay, Peninsula, Fremont, and South Valley. The company is qualified to work with all types of wood, stains and finishes, and it also provides customized layout and installation services for clients with unique remodeling projects.

Owner Roy Nelson says his favorite part of the hardwood flooring business is working closely with customers to help them find flooring products that perfectly complement their tastes and lifestyles. “By asking our customers questions about their cabinets, paint and interior décor, we can help them decide which floor is the best fit for their specific situation. Ultimately, our goal is to turn each floor into a true work of art.”

Roy’s Woodcraft Flooring prides itself on only using state-of-the-art equipment to work on its customers’ floors, including a dust control system (DCS) that greatly reduces the amount of dust created during the refinishing and sanding process. “Dust is inevitable with this type of work, but the equipment and methods we use help us limit it as much as possible,” says Mr. Nelson. “From utilizing the DCS to putting down plastic anywhere we’re working, we always leave each jobsite as clean as we found it.”

**COMPANY PHILOSOPHY**

“We treat every client like a friend, and that really makes a difference when it comes to ensuring their satisfaction. We pride ourselves on being personable and fair, and we don’t consider a job done until the customer is completely happy.”

**EXCERPTED SURVEY RESPONSES**

“Their attention to detail was wonderful. They listened. They really worked hard and got it done quickly and met our time schedule.”—Joy K.
Cold Craft, Inc. (CCI) is a full-service heating and air conditioning company that works on all types of furnace and air conditioning equipment. The company is also experienced in geothermal heating and air conditioning (using the earth’s constant temperature to heat and cool clients’ homes) and wine cellar refrigeration. CCI also has an engineering department that works on more complex HVAC-R (heating, ventilation, air conditioning and refrigeration) systems.

CCI thrives on difficult and unique HVAC-R issues such as water source heat pumps and ceiling-mounted air handlers connected to units sitting on rooftops. When precise temperature or humidity is called for, Cold Craft responds with ideas for comfort or humidity control. Clients who need precise temperature or comfort range from museums to luxury homes to those who need to protect their artifacts from the punishment of indoor HVAC systems.

In addition to heating and air conditioning, CCI has an engineering department that’s dedicated to making sure clients’ projects are planned by people who also install HVAC equipment, not just people who are in front of computers. For complete commercial or residential information, Cold Craft invites potential customers to visit www.coldcraft.com.

COMPANY PHILOSOPHY
“Our professional technicians and support staff provide quality workmanship, reliable products, and courteous, prompt service. The majority of our business comes from word-of-mouth advertising from satisfied customers, so our clients can be sure that we’ll do everything we can to earn their referrals.”

EXCERPTED SURVEY RESPONSES
“They were on time and honest.”—Vanessa Z.
Air Quality Heating & Air Conditioning, Inc. installs, repairs, and maintains high-efficiency HVAC systems for residential and light commercial clients in Santa Clara and San Mateo Counties. The company also provides system designs, air cleaners and duct cleaning, and it offers various financing options, rebates and tax credits.

Matthew Farber established Air Quality to offer superior products, expert installation, and quality repairs on all makes and models of HVAC systems. His experience encompasses all aspects of the HVAC business, including sales, service, installation and customer support. His team is knowledgeable and educates customers on options, and he personally oversees the training of all his employees to ensure they meet his high standards of excellence.

COMPANY PHILOSOPHY
“We deliver high-quality products at competitive prices. Our knowledgeable, courteous employees ensure our customers’ complete satisfaction. Our reputation for providing honorable, reliable service without using hard-sell tactics has earned us a loyal customer base and Diamond Certified since October 2003.”

EXCERPTED SURVEY RESPONSES
“They followed up and inspected everything. They were really concerned that we were happy. They’re the best!”—Chris B.

“They’re straightforward. They didn’t keep me waiting and the price was OK. They also gave us options and had good follow-up.”—Bruno G.

“I liked that they were thorough, accommodating, neat and clean. The owner of the company came to follow up and explain the maintenance procedures.”—Brenda V.
Valley Heating, Cooling and Electrical installs and services all brands of air conditioners, heat pumps, furnaces, fan coils, filtration, thermostats, and fireplace inserts for residential and commercial clients. The company also does duct cleaning and provides residential and light commercial electrical services, including panel upgrades; wiring; and repair and installation of lighting, fans, and switches. In 2009, the company expanded its services to include sales and installation of solar photovoltaic systems for homes and offices.

Valley Heating, Cooling and Electrical has been family-owned in San Jose and Silicon Valley since 1962. The company provides a 100 percent satisfaction guarantee and maintains an in-house technical trainer to evaluate and sharpen the troubleshooting skills of its technicians. With this trainer and other testing and certification means, Valley continually verifies its quality standards and has received the American Standard Outstanding Dealer Award and the Lennox Centurion Outstanding Dealer Award.

COMPANY PHILOSOPHY
“We aspire to live up to our company slogan every day: the Home of Old-Fashioned Service. Our company is built on quality and professionalism. We believe customer care is our most important asset—it starts with a client’s initial call to our office, speaking to a real person (no phone tree), and extends to the field with our highly skilled sales staff, technicians, and installers. We not only work hard to determine our clients’ needs and optimize their comfort, we also look for the best ways for them to earn incentives and rebates.”

EXCERPTED SURVEY RESPONSES
“I’ve been using them for 20 years and they have always given me good service. I have never been disappointed.”—Dorothy H.
Service Champions has been providing heating and air conditioning services in Northern California since 2003. The company covers a vast service area and has offices located in Pleasanton, Livermore, Concord, Rocklin, and San Jose. The services include (but are not limited to) heating and air conditioning installations, tune-ups and repairs, ductwork installation, zoning, water heater replacements, and air filtration installations.

Service Champions prides itself on continuing education for all of the team members. The company’s technicians undergo thorough training at Champions University and are background-checked, drug-tested, and EPA certified.

Owner/ founder Kevin Comerford and his family have been in the HVAC industry for more than six decades. Service Champions is known for providing clients with optimum comfort and safety in their homes, and that has transcended to its community as well. The company takes pride in giving back to its community through raising awareness for breast cancer, taking a stand for no-kill animal shelters and continuing the funding of research for Type 1 diabetes through JDRF.

**COMPANY PHILOSOPHY**

“Whether it’s providing our clients with great service or growing our teammates to be extraordinary, we’ve always found our passion to be the best we can be. That’s why we’re focused on giving our clients the most remarkable experience—so much so that they can say to their friends and family, ‘Wow!’”

**EXCERPTED SURVEY RESPONSES**

“They were very conscientious and careful—the installer wore slippers so he wouldn’t track soot and dirt on our floors.”—Brent & Avis C.

“The servicemen were efficient and friendly.”—John C.
Bayhill Heat & Air is an HVAC (heating, ventilating and air conditioning) contractor that serves homeowners in Santa Clara, San Mateo, Alameda and San Francisco Counties. The company fabricates, installs, maintains, services, and repairs new and existing HVAC systems, including floor and wall furnaces, heat pumps, insulated ducts (aluminum, wire flex and hard pipe), and rooftop units. It also provides system relocations and upgrades.

Owner Ricardo Valderrama started his career in San Bruno’s restoration industry, working on both residential and commercial jobs. In 2004, he made the switch to heating and air conditioning. “I was doing a bit of HVAC before,” he says, “but there came a time when I just wanted to concentrate on one side of the business.” Mr. Valderrama says this focus allows him to develop much closer relationships with his customers. “I serve their air quality needs, but I also contribute to their comfort.”

Bayhill Heat & Air offers free in-home estimates, 24/7 emergency service and a unique approach to its five-year warranty. “If a customer’s warranty has expired, I’ll still work with them,” says Mr. Valderrama. “Even if I didn’t install the system and it’s a manufacturer’s warranty, I’ll see what I can do.”

COMPANY PHILOSOPHY
“We emphasize quality over all. When we do a service or installation, our main goal is to gain complete customer satisfaction, and we achieve that by providing excellent quality, both in our work and our products. We have frequent meetings to review jobs and see how we can make them better, so our staff is constantly reminded to strive for the highest quality service.”

EXCERPTED SURVEY RESPONSES
“Their troubleshooting is very helpful. Their technician could fix a problem very quickly.”—Sean S.
AIS Heating & Air Conditioning installs and repairs all types of HVAC systems for residential and commercial clients in Santa Clara, San Mateo, Contra Costa, and Alameda Counties. In addition to its heating and cooling capabilities, the company has the training and equipment to work on water heaters, clean air ducts, perform energy audits that help customers improve their indoor comfort and reduce their energy bills, and more.

Owner Daniel Sojkic says AIS Heating & Air Conditioning’s professionalism has been important for maintaining a loyal clientele base. “Most of our business comes from referrals, so we go above and beyond to make each client feel comfortable with the entire process. Our experienced technicians are factory-trained on a wide range of products, so they know what it takes to ensure a job well-done.”

AIS Heating & Air Conditioning is meticulous about quality control, from backing each new system with a performance guarantee to providing every job with the technical expertise of Mr. Sojkic himself. “I’m a very hands-on owner, which isn’t that common in the HVAC industry,” he says. “Our clients know I’m going to make sure everything is done correctly, and they can always contact me if they have any questions or concerns.”

COMPANY PHILOSOPHY
“Our mission is simple: provide our customers with excellent service and workmanship, straightforward pricing, and high-quality products. Their satisfaction is our number one priority, so if they’re not 100 percent satisfied with our craftsmanship, we’ll do whatever it takes to make them happy.”

EXCERPTED SURVEY RESPONSES
“They were prompt, straightforward and honest.”
—Josh E.
HPS Palo Alto, Inc.’s flagship service, Stewardship, consists of quarterly visits to perform strategic maintenance services that help homeowners realize full enjoyment and value from their homes. Stewardship bundles 260 critical service tasks that help maintain function, reduce energy usage, preempt costly emergencies and maximize durability.

HPS is also a licensed general contractor and offers a full range of quality construction services exclusively for Stewardship program clients. Founded by builder Steve Spratt in 1995, Stewardship offers clients the security of automatic, ongoing services to keep their homes in top condition 24/7. Today, the program is a national model for managing the physical aspects of homeownership.

HPS Palo Alto is family-run, and its technicians are neat, friendly, prompt and specially trained across multiple trades. HPS personally meets with each client to design a service and repair program specifically to their needs.

COMPANY PHILOSOPHY
“Our goal is to help protect each client’s investment in their home and transform it into a safe, nurturing refuge. We are a family business that prides ourselves on delivering home services of the highest possible quality. We believe our long success is due to building extraordinary relationships with our clients, employees and trusted local specialists.”

EXCERPTED SURVEY RESPONSES
“They have excellent service and they’re very responsive. They have been great.”
—Stephen W.

“They were very responsive. They did everything very quickly and they were very professional.”
—MacDowell H.
S

ince 1976, All Bright Maids (ABM) has offered a complete range of residential cleaning and maintenance services. ABM offers maid services through its innovative online booking system with upfront pricing that makes it fast, easy, and convenient for customers to choose and customize their cleaning plans.

ABM’s customers can download the “Allbright Maids” app and book their next home cleaning, pay on the go, reschedule, and more—all from their mobile devices. The company offers a variety of customizable cleaning plans to meet its customers’ lifestyles and budgets. Maid services can be scheduled weekly, every other week or monthly, and one-time cleaning options are also available. ABM handles everything from deep cleaning to lighter home detail options.

ABM offers free service evaluations, so whether customers want home service advisors (personally assigned to them) to help with their cleaning plans and budgets or a fast and easy online booking experience, the company has them covered. Owner Ernie Andrade says, “Our concierge-quality assistance can’t be beat, and it’s our goal to help our customers strike that perfect work-life balance.”

COMPANY PHILOSOPHY
“Being Diamond Certified is not just an award; it’s our way of doing business. We pride ourselves on upfront and competitive pricing, and all of our employees are thoroughly screened via background, credit, and personal reference checks. Carefully choosing staff members to support our mission allows us to consistently meet our high standards.”

EXCERPTED SURVEY RESPONSES
“They’re dependable and honest. I think they’re really good.”—Marge O.
Optimum Cleaning Services has been providing premium cleaning services for customers throughout Santa Clara County for 15 years. The company uses environmentally-friendly cleaning products and offers services on a weekly, bi-weekly, monthly, and one-time (for special occasions) basis. It also does move-in and move-out cleanings for real estate agents and rental property owners.

Owner Jim Wu says Optimum Cleaning Services’ reliability is one of its most important attributes. “We always try our best to be available based on our customers’ needs. We want them to enjoy their lives and not worry about cleaning their houses. They know we’re just a phone call away and they’ll be taken care of.”

Optimum Cleaning Services’ staff is comprised of highly experienced cleaning professionals who are trained to adhere to the highest industry standards. They understand the importance of customer satisfaction and work hard to achieve that on every job. “Our cleaners are definitely our biggest assets,” affirms Mr. Wu. “We’re confident sending them to our customers every morning because we know they’re going to do whatever it takes to make sure the customers are satisfied.”

Company Philosophy

“Our goal is simple: provide reliable, detail-oriented services and make sure our work is the best it can be. We appreciate our customers and want them to depend on us for all their cleaning needs. If they ever have any issues or concerns, they know we’ll be there to help them.”

Excerpted Survey Responses

“They’re reliable, thorough, dedicated, and they always send us the same people, which makes it really simple.”—Gordon S.

“I like the way they clean my kitchen.”—Xavier W.
Alcal Specialty Contracting, Inc. installs and removes insulation, replaces garage doors, airseals attics, and provides other energy efficiency solutions for residential and commercial clients throughout Northern and Southern California. In addition to offering services and products that are designed to increase indoor comfort and reduce the year-round costs associated with heating and cooling, the family-owned and operated company is qualified to perform roofing and waterproofing work, install fireplaces and decorative mantels, and more.

Home Services Division Director Gregory Sutliff says much of Alcal Specialty Contracting’s success can be attributed to its customer-oriented business approach. “Our clients are very important to us, so we take the time to communicate clearly with them and make sure they know what’s going on with their projects at all times. If there’s ever an issue with our work, we’ll do whatever it takes to make it right.”

Alcal Specialty Contracting’s staff members are trained on industry-best installation procedures, and they utilize their extensive product knowledge to help clients make the right decisions for their particular situations. “Our technicians know what it takes to deliver excellent products on time and within budget,” affirms Mr. Sutliff. “They take a lot of pride in their work, and that translates to high-quality results for our customers.”

COMPANY PHILOSOPHY
“We’re committed to quality and customer service in everything we do, so we always stand behind our products and make sure each job fulfills the client’s specific needs. From the time we provide the bids to the time we leave their properties, our customers can expect to receive focused, professional service.”
—Darren Morris, Alcal President/CEO

EXCERPTED SURVEY RESPONSES
“They were willing to go the extra mile.”—Brian L.
Attic Crew provides a wide range of attic and crawl space cleaning services for residential clients throughout the Bay Area. In addition to replacing insulation, air ducts and other systems that affect indoor comfort, the company has the training and equipment to seal structures against pest infestations, install and maintain HVAC systems, and more.

Owner Sean Koriat says Attic Crew’s customer-oriented business practices have been crucial elements of its success. “We want our clients to be knowledgeable about what’s going on in their homes, so we take the time to explain our work and make sure they understand the details of the process. We’re able to contribute to tremendous changes in their quality of life, and that’s very rewarding.”

Attic Crew emphasizes clear communication in every aspect of its work, which Mr. Koriat says is important for ensuring each client has a positive experience. “We make sure our clients feel like they made the right choice in terms of professionalism, competitive pricing and communication. By keeping them updated during their projects, we can ensure they’re satisfied with everything we’ve done for their homes.”

COMPANY PHILOSOPHY

“Our goal is to make every customer happy, with no exceptions. We never compromise at 95 percent customer satisfaction—if there’s something we can do to get to 100 percent, we’ll do it. We always go above and beyond for each client, regardless of the circumstances.”

EXCERPTED SURVEY RESPONSES

“I would definitely recommend them. I had a problem about a month ago, and they came out immediately and corrected everything.”

—Marie L.
Bay Area Health Insurance Marketing, Inc. works with families and businesses throughout the Bay Area to find life and health insurance policies that fit their particular situations. In addition to providing insurance services, the company is an Employee Benefits Specialist and helps small-business owners, company employees, and independent contractors with all types of benefit plans. It also provides advice and counsel on topics such as plan designs and underwriting considerations.

Owner Bob Vinal has been working in the insurance industry for more than 30 years, handling everything from plan design to claims and rating structures. “Our original goal was to provide personal service for every client, and we’ve continued that to this day,” he says.

In an effort to maximize convenience for its clients, Bay Area Health Insurance Marketing also provides administrative assistance for issues such as billing and claim discrepancies, additions and deletions to insurance plans, and COBRA compliance. “We’re a hands-on agency, so we’re always available to answer questions and resolve employee claims problems,” says Mr. Vinal.

**COMPANY PHILOSOPHY**

“We believe in treating our customers the way we’d want to be treated, so we do whatever we can to assist them with their insurance needs. We stay up-to-date on industry changes so we can provide each client with the best possible options. Our responsive approach to dealing with customers really makes us stand out.”

**EXCERPTED SURVEY RESPONSES**

“They are so responsive, always there when I need them and very helpful. They also provide great service. They are good about coming up with a health plan that works for both the employee and the employer.”—E.X.

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**WEBSITE**

www.bayareahealth.net

**MANAGER**

Bob Vinal, Owner

**SERVICES**

Health Insurance
Life Insurance
Disability Insurance
Dental Insurance
Vision Insurance
401(k) and Retirement Plans
HR Support

**HOURS**

Mon – Thu: 8am – 5pm
Fri: 8am – 4pm

**BRANDS**

All Major Carriers, including Aetna, Anthem Blue Cross, Blue Shield, Covered California, Delta Dental, Health Net, Kaiser, MetLife, Principal Financial, UnitedHealthcare and VSP

**DIAMOND CERTIFIED COMPANY REPORT**

www.dccert.org/1750

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**CUSTOMER SATISFACTION**

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**CUSTOMER LOYALTY**

99%

**HELPFUL EXPERTISE®**

100%

*Would you use this company again?*

*Did the company provide Helpful Expertise® if needed?*

**COMPANY CREDENTIALS**

- Workers’ Compensation
- Liability Insurance
- State Lic No. 0C60215
- Current Complaint File
- Business Practices

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Since 1976, All Bright Maids (ABM) has offered a complete range of residential cleaning and maintenance services. ABM offers maid services through its innovative online booking system with upfront pricing that makes it fast, easy, and convenient for customers to choose and customize their cleaning plans.

ABM’s customers can download the “Allbright Maids” app and book their next home cleaning, pay on the go, reschedule, and more—all from their mobile devices. The company offers a variety of customizable cleaning plans to meet its customers’ lifestyles and budgets. Maid services can be scheduled weekly, every other week or monthly, and one-time cleaning options are also available. ABM handles everything from deep cleaning to lighter home detail options.

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COMPANY PHILOSOPHY
“Being Diamond Certified is not just an award; it’s our way of doing business. We pride ourselves on upfront and competitive pricing, and all of our employees are thoroughly screened via background, credit, and personal reference checks. Carefully choosing staff members to support our mission allows us to consistently meet our high standards.”

EXCERPTED SURVEY RESPONSES
“They’re dependable and honest. I think they’re really good.”—Marge O.
Case Design/Remodeling is a full-service residential remodeling company that serves clients in Santa Clara County. Part of a national company that was founded in 1961 and began franchising in 1997, the firm’s remodeling projects include kitchens, bathrooms, complete home remodels, additions, decks, porches and garages. It also handles trim repairs, drywall, doors and windows, and basic electrical and plumbing work.

President Jim Kabel says he was inspired to start Case Design/Remodeling because of personal experiences. Frustrated with the lack of interest and capability local contractors showed him when contacted to work on his home projects, Mr. Kabel left the high-tech industry with a new goal in mind: to bring a high level of responsiveness, client care and guaranteed quality to the home improvement business.

Case Design/Remodeling features in-house design capabilities, project management and lead carpenters that enable complete design, management, and construction of clients’ projects from start to finish. The company provides complimentary consultations with remodeling sales consultants, and it only hires security-cleared, experienced craftspeople.

**COMPANY PHILOSOPHY**

“We’re committed to a high level of professionalism, communication, safety and reliability. And our work comes with a guarantee of quality of workmanship and materials that backs up that commitment.”

**EXCERPTED SURVEY RESPONSES**

“They stuck to the schedule and the budget. They worked with me throughout the whole process to get me what I wanted.” –Jennifer H.

“They are very professional and personable.” –Eric O.
Sigura Construction, Inc. designs and builds kitchens and bathrooms for residential clients throughout the Greater Bay Area. The company’s contractors have expertise in new construction, Green Building systems (LEED Certified) and painting, and they work together with architectural, landscaping and interior design services—both in-house and with accomplished affiliates. According to owner Ilan Sigura, this full-service approach guarantees clients experience convenient, streamlined construction processes.

Sigura Construction has more than two decades of experience working on interior and exterior remodels and repairs, ground-up construction, residential and commercial additions, and multi-unit projects. Mr. Sigura says every kitchen and bathroom project is a unique opportunity to design a room that’s aesthetically and functionally appealing and individually tailored to clients’ needs and desires.

For environmentally-conscious clients, Sigura Construction can facilitate special considerations and design strategies to improve building performance, indoor air quality, and stewardship of resources. As part of its Green building solutions, the company uses zero-VOC paint to reduce greenhouse gas emissions.

COMPANY PHILOSOPHY
“We stay on every job until it’s finished, and we never take on work unless we’re certain we can deliver excellent results. We guarantee our customers can rely on us before, during and after their reconstruction projects. Our client satisfaction rate dictates our reputation, so our top priority is making sure each of our customers has a pleasant experience.”

EXCERPTED SURVEY RESPONSES
“I really liked the fact that Ilan listened and tried everything within his power and creativity to address what was important to us. I liked his ability to be flexible in order to meet our goals.”—Ricardo N.
American Kitchen and Bath, Inc. (AKB) is a reputable, full-service general contractor based in San Jose for more than 30 years. The company specializes in kitchen and bathroom remodeling, with services that include home additions, cabinetry sales and design services.

AKB is committed to providing quality craftsmanship, outstanding service, timeliness and complete customer satisfaction on every job. The company’s attention to detail alleviates the stress that can be overwhelming at times and streamlines the decisions that need to be made during the remodeling process. AKB has always believed that a happy, satisfied customer is a customer for life.

AKB has received numerous awards over the years, and it was featured on the Qualified Remodeler Top 500 list in 2013, 2014, 2015, and 2016.

COMPANY PHILOSOPHY
“Our mission is to be recognized throughout our community as a company committed to quality, service, timeliness and customer satisfaction.”

EXCERPTED SURVEY RESPONSES
“I’m a contractor and I buy their cabinets. I haven’t used them in my home as far as services go. As far as the capacity I work in, they always have very good customer service and follow up to the needs of the customer. I have referred them to a couple of other contractors already.”—Sergio N.

“They did very good work. I liked the good workmanship and the great attention to detail. We’ve used them three times already.”—Galina G.

“I would recommend them. They are prompt and courteous, their cleanup is very good, they are on time, and they have good workmanship.”—Joseph B.

“They were patient and worked with us. They care about our opinions and designed the job based on our needs.”—Clifford B.
Irwin Construction provides a complete range of kitchen and bathroom remodeling services for residential clients in Santa Clara County. The company handles every phase of its customers’ remodeling projects, including cabinets, electrical, plumbing, drywall, painting, custom tile, granite, lighting, foundation, carpentry, trim, baseboard, crown molding and roofing. It can also provide room additions.

Owner Charles Irwin says his hands-on approach to remodeling has been an important aspect of Irwin Construction’s success. “I’ve always liked creating things with my hands. At the end of the day, every job I do is someone’s dream, so I make sure to utilize all my skills and experience to make that dream come true for them. I chose this line of work because this is where my passion is.”

Irwin Construction communicates with its clients throughout every phase of the remodeling process so they know exactly what to expect. “I’m straightforward with my customers—I take the time to explain things in a relatable manner,” says Mr. Irwin. “By listening closely to what my customers want, I’m able to design and remodel homes that are functional and affordable.”

COMPANY PHILOSOPHY
“My clients are very important to me, so I always put their needs first and treat their homes with the utmost respect. My goals on every project are simple: provide the client with a good value for their investment and make sure they have a positive experience.”

EXERPTED SURVEY RESPONSES
“Charles is excellent and honest, which is rare in construction. He gets to the point and tells you exactly what you need. He follows instructions and makes sure you’re properly taken care of. He’s the best.”—Luciana V.
Bay Bathrooms and Kitchens provides a complete range of remodeling services for residential clients throughout the Bay Area. The company is known for its Client Protection Package™—a valuable collection of benefits that ensures each client’s best interests are given top priority in nine key areas, including guaranteed start and finish dates, guaranteed price protection, air quality maintenance with a unique dust protection tunnel, complete workers’ compensation coverage for all crew members, and more.

Bay Bathrooms and Kitchens provides free, no-obligation estimates for the convenience of its clients. For more information, owner Tom Todd invites potential customers to visit www.baybathroomsandkitchens.com.

**COMPANY PHILOSOPHY**

“Our clients expect reliability first and foremost, and that’s exactly what we deliver. Every project is important to us, so we always start on time and end by the promised date, and if there are any unforeseen problems, we address them promptly.”

**EXCERPTED SURVEY RESPONSES**

“I like Tom’s reliability, honesty, integrity, and how he’s always very forthright. He knows this industry like the back of his hand and I’m sure he could do it all with his eyes closed.”—Elain L.

“They were very friendly and they did exactly what we agreed on. They were always very clear in their explanations and I never felt like I wasn’t kept informed.”—Pilar E.

“I’d rate them as an ‘11’ if I were able to. Everything turned out better than I could have ever concocted in my head. Tom is great. He really knows what he’s doing and he’s a joy to do business with.”—Sophie R.

“Tom does what he promises he’s going to do and gets it done in a timely manner.”—Jeff F.
SplashWorks specializes in high-end kitchen and bathroom products for clients who are building new homes, remodeling kitchens and bathrooms, or simply updating their living spaces. After working for Saratoga Plumbing Supply for eight years, Eric Nelson bought the company from its original owner in 1995 and renamed it in 2006.

SplashWorks’ 3,500-square-foot San Jose gallery is one of the largest and most complete showrooms in the Bay Area, says Mr. Nelson, and contractors, designers and homeowners are encouraged to visit. It features faucets, sinks, tubs, toilets, mirrors, lighting, doors, cabinet hardware and numerous other products useful for a remodel. The company’s knowledgeable staff can provide product information, design assistance and materials for any project.

SplashWorks cares about the quality of its products, including where and how they’re made. Mr. Nelson says that when manufacturers take shortcuts or use poor-quality materials, it ultimately ends up costing customers down the road, sometimes even canceling out their initial savings.

**COMPANY PHILOSOPHY**

“Our knowledgeable staff does its best to make sure clients get exactly what they need. No matter what a customer’s job involves, we can supply them with everything they’ll need to make their project beautiful and add value to their home.”

**EXCERPTED SURVEY RESPONSES**

“I have a good working rapport with all their sales reps. We’ve been using them for a while, doing 20 custom houses a year, and I have no complaints.”—Todd E.

“They’re very knowledgeable and I got the product that I wanted.”—Celese K.
Samscaping, Inc. is a full-service landscaping company that serves homeowners from Saratoga to Menlo Park. The firm distributes work amongst several divisions to handle every phase of landscaping projects: its design division provides clients with personalized consultations and unique landscape plans; its masonry division offers complete concrete, brick, flagstone, stucco and paving stone installations; its landscape division provides full-scale irrigation, drainage, soil preparation, planting, lighting, water features and woodworking; and its maintenance division offers continued upkeep to new and existing clients.

Owner/President Sam Whitney is a 38-year veteran of the landscaping industry who holds a degree in horticulture and a California Nurseryman certification. Since establishing Samscaping, Mr. Whitney has seen his company grow to include more than 25 full-time employees, each with their own unique set of skills. One of those is lead designer and project manager Dawn Engel, who holds a B.S. in Art and an A.S. in Environmental Horticulture & Design. “With 22 years of experience in the landscape industry, Dawn brings a wealth of knowledge, expertise and creativity to every project,” says Mr. Whitney.

COMPANY PHILOSOPHY
“The landscapes we create are living testimonials to the quality of our work, and we take great pride in their beauty and longevity. We work equally hard to keep our customer relationships flourishing. Although we have the ability to manage entire projects, we encourage our clients to communicate their ideas and become personally involved in the design process.”

EXCERPTED SURVEY RESPONSES
“The workmanship was great. The crew was also knowledgeable, thorough and detail-oriented.”
—Jacqueline B.
Landmark Landscapes provides complete landscape design, construction, and horticultural consulting services for residential projects throughout Santa Clara and San Mateo Counties. The company handles every aspect of its clients’ landscaping projects, from irrigation to masonry work, and its designers work from an extensive collection of Northern California plants, flowers, and grasses to maintain both ecological balance and regional character.

Owner Larry Dent employs a team of landscape experts who share his passion, work ethic and attention to detail. Mr. Dent says the difference his company brings to each project is clear in the look and feel of its finished products. “To create a landscape that blends seamlessly with a home and its surrounding environment, the layout has to flow.”

Landmark Landscapes is committed to following through with customers at every level of their projects, from returning phone calls to producing accurate invoices to ensuring everything meets their approval. Mr. Dent says the quality of his company’s work is evident by its award-winning landscapes and satisfied customers.

COMPANY PHILOSOPHY
“We’re dedicated to creating thoughtfully designed, expertly installed landscapes that increase the level of enjoyment our clients experience with their homes and enhance their property value. We successfully guide our customers through their landscape development and simultaneously create beautiful works of natural art.”

EXCERPTED SURVEY RESPONSES
“They showed up on time and did all of the work according to the specifications. In fact, they did a little more. They went above and beyond. They stayed on schedule and on budget.” —Susan J.

▲ 100%
▲ 100%

CUSTOMER SATISFACTION
CUSTOMER LOYALTY
HELPFUL EXPERTISE®
COMPANY CREDENTIALS

Workers’ Compensation
Liability Insurance
State License No. 979430
Current Complaint File
Legal & Finance
Business Practices
Black Diamond Paver Stones & Landscape, Inc. has been family-owned and operated since 2004 and has earned numerous prestigious industry certifications. The company’s technicians are experts in landscape and hardscape design and installation. “Whatever our customers need—from driveways, patios or retaining walls to outdoor kitchens, waterless lawns or full landscaping—we can design and build a beautiful new dreamscape at the best quality and value,” says President Roger Van Alst.

Mr. Van Alst says Black Diamond Paver Stones & Landscape’s ability to help clients solidify their vision and build to their specifications has been a crucial aspect of the company’s success. “We provide a free basic design and estimate for our clients so they can truly understand the quality and value they are receiving for their investment. We’re confident in our ability to turn their dreamscape into reality.”

Black Diamond Paver Stones & Landscape is fully licensed and insured while also offering some of the longest warranties in the industry: a 27-year warranty on installation and a lifetime warranty on pavers. In addition, the company offers free demolition and removal and financing options with no payments and no interest for one full year (OAC).

**COMPANY PHILOSOPHY**

“Our goal is to provide an exceptional client experience with high-quality products that add class to our clients’ homes at competitive prices. We work with ‘experts only’ to ensure each client receives superior service and craftsmanship at the best value for their investment.”

**EXCERPTED SURVEY RESPONSES**

“They do beautiful work and we’re very happy. We’ve received so many compliments and all of our neighbors are jealous of our yard.”—Laura C.
Green Environment Landscape, Inc. provides a complete range of landscaping services for residential and commercial clients in Santa Clara, Santa Cruz, Monterey, and San Benito Counties. The company utilizes its design/build capabilities to handle every step of its clients’ projects, from installing fences and retaining walls to building outdoor living products like patios and wet bars, and it also has special expertise with drought-tolerant, sustainable landscaping techniques.

President Francisco Cortes says Green Environment Landscape’s ability to take on challenging projects has been a key factor in its success. “Every job presents unique challenges, so we enjoy using our imaginations and coming up with the best ways to achieve our clients’ goals. By taking the time to explain our work and making sure they understand what to expect, we’re able to ensure their satisfaction.”

Green Environment Landscape emphasizes quality control in every aspect of its operations, from using first-rate materials to thoroughly inspecting each phase of its work. “The nurseries we work with grow the best plants around—they’re not cheap, but we believe if we’re going to do something for our clients, it has to be right,” explains Mr. Cortes. “We never compromise when it comes to getting them the best possible results.”

COMPANY PHILOSOPHY
“We aim for 100 percent customer satisfaction on every project, so we always keep our promises and make sure the client has a positive experience. Ultimately, we strive to make new friends and lasting relationships with each job we complete.”

EXCERPTED SURVEY RESPONSES
“They are really good at a wide range of beautiful landscape elements, and they have a really good eye for design as well.”—Cathy K.
Blue Sierra Construction, Inc. provides a wide range of landscape construction services for residential clients throughout the South Bay and East Bay. The company takes a full-service approach to its customers’ outdoor living projects, handling everything from new planting and irrigation to custom barbecues and fireplaces. It also utilizes its hardscaping capabilities to build products like retaining walls, concrete stairs and woodwork.

Owner Jesus Toto says much of Blue Sierra Construction’s success can be attributed to its customer-oriented approach to landscape work. “We love helping our clients accomplish their goals and create the yards of their dreams, and the best way to do that is to provide excellent customer service every step of the way. They know we have what it takes to solve their problems, and they really appreciate our honesty and hardworking personnel.”

Blue Sierra Construction prioritizes communication so its clients can feel more comfortable with the progress of their jobs. “Since we do everything in-house, we have the advantage of going over each detail with the customer,” says Mr. Toto. “If they have any concerns, we can deal with them on the spot and make sure their expectations are being met.”

COMPANY PHILOSOPHY
“Our clients always come first, so at the end of the day, our number one goal is to make them happy. By approaching their projects with a commitment to excellence geared toward high-quality results, we’re able to earn their respect and develop long-term relationships that are built on mutual trust.”

EXCERPTED SURVEY RESPONSES
“The quality of work is the best I’ve seen from the projects that I have done. I will be contacting them again.”—Roberto P.

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Confidence Landscaping, Inc. is a full-service design/build landscaping firm that serves residential clients in Santa Clara and San Mateo Counties. The company offers comprehensive project management by maintaining a staff of landscape architects and designers, certified irrigation designers, and certified landscape installation and maintenance technicians. It uses powerful CAD software and hand drawings to create landscape designs that combine clients’ visions with their properties’ natural attributes.

Established in 1980, the company employs more than 25 professional staff members and has a fleet of service vehicles that are outfitted with state-of-the-art landscaping equipment. Owner Jeff Sheehan says his company’s primary goal is to provide its clients with the finest materials and installations that exceed industry standards.

Confidence Landscaping is also known for advocating water conservation and creating sustainable gardens—the California Landscape Contractors Association has honored the company with its Xeriscape award (for water conservation) on 23 occasions and the Sustainable Landscape Special award twice. “Those awards are evidence of our commitment to our clients,” says Mr. Sheehan.

COMPANY PHILOSOPHY
“Our primary job is to make our customers happy. We design, build and maintain landscapes for their benefit, so we measure our success by their satisfaction. We’re active listeners, and that allows us to take a creative approach to solving landscape issues. We work hand-in-hand with our customers to achieve their goals.”

EXCERPTED SURVEY RESPONSES
“I would give them a ‘12.’ They are just on top of everything.”—Ed B.
EW Landscape, Inc. provides landscape maintenance and installation services for residential and commercial clients in Santa Clara and San Mateo Counties. The company has the training and equipment to install everything from irrigation systems, low-voltage landscape lighting and outdoor kitchens to paving stones, fireplaces, ornamental stone paving and select specimen trees. EW Landscape also has extensive experience with xeriscaping—a specialized form of landscaping focused upon the use of drought-tolerant plantings that utilize minimal water.

Owner Stephen Wood says EW Landscape’s customers appreciate the company’s old school approach to landscaping. “We bring a lot of traditional knowledge to every job. Personally, I have more than 40 years of experience, so I understand that there’s a real difference between craftsmanship and work that is simply acceptable. Our clients deserve our best, and that is exactly what we provide.”

EW Landscape guarantees its work in writing to assure its clientele that their satisfaction is the company’s number one priority: automatic irrigation systems for one year, trees for one year, shrubs for six months and ground covers for 30 days. For a complete list of services and to see photos of past work, Mr. Wood invites potential customers to visit ewlandscapeinc.com.

**COMPANY PHILOSOPHY**

“Our goal is to meet, if not exceed, the expectations of every customer. Although difficult, this goal may be attained through a continuous focus on communication throughout the entirety of the landscape process. When our customers are pleased, then we shall know we have done our job.”

**EXCERPTED SURVEY RESPONSES**

“They exceeded all of our expectations.”—Basil E.
Heavenly Greens installs artificial turf systems for individual homeowners, commercial properties, sports fields and government facilities. The company’s focus is offering products that are “Best of Class” from the world’s top turf manufacturers, including FieldTurf.

Since he started the business in 2001, owner Dan Theis says rapid changes in the artificial turf market have lead to the proliferation of exceedingly lower quality products, or worse, the emergence of other companies using shortcuts on proper installation methods in the name of profit. “Our products, some of which are 100 percent recyclable, are used to satisfy specific installation requirements, whether it’s to help architects and designers obtain points toward LEED certification, address specific drainage requirements or help homeowners enhance their properties.”

All of Heavenly Greens’ turf systems are installed with proper drainage systems and backed with eight-to 15-year warranties. “We’ve performed more than 7,500 installations at homes, businesses, golf courses, dog kennels, child day care centers and more, so we know how to do the job right the first time,” says Mr. Theis. Customers can visit Heavenly Greens’ San Jose showroom to see practical turf applications and choose from a variety of turf products on display.

COMPANY PHILOSOPHY
“Creating satisfied customers is our number one priority. We strive to provide the best available products alongside high-quality installations and workmanship. All our installers are our own employees, and we never subcontract work. We’re trained and certified by FieldTurf to ensure our clients’ investments are properly installed.”

EXCERPTED SURVEY RESPONSES
“The grass is absolutely wonderful.”—Sharon A.
First Lock & Security Technologies (CRLB #901913 as 7Krka, Inc.) provides a wide range of locksmith services for residential and commercial clients in the Silicon Valley. Its experienced technicians are trained to install, repair, and rekey all types and brands of lock systems. The company features high security, push button and smart locks, master key systems, storefront locks, exit devices, door closers, and decorative door hardware.

Owner Gary Lekan, CRL has been working in the locksmith industry for 40-plus years. After spending time as a technician and manager at locksmith and security firms in the Bay Area, he established First Lock & Security Technologies to bring his dedication to professionalism, craftsmanship and attention to detail to all types of security projects. “We’re always striving for perfection,” says Mr. Lekan. “Our focus is on getting every aspect of every job done right. If we’re going to spend our time and effort, it will be to produce excellent results.”

First Lock & Security Technologies emphasizes the importance of customer service in every aspect of its operations. “The point of this business is to serve people and do whatever it takes to make sure they’re satisfied,” explains Mr. Lekan. “We give our customers what they want, but we also give them our professional guidance to make sure their projects are complete.”

COMPANY PHILOSOPHY
“Simply put, we strive to always treat our customers right and provide them with high-quality work. By focusing on effective communication, we’re able to understand and take care of their needs to ensure total satisfaction.”

EXCERPTED SURVEY RESPONSES
“I was happy that they provided excellent quality services and were available without notice.”
—Diane K.
Advantage Moving & Storage offers complete relocation services to residential and commercial clients throughout the Bay Area. The company specializes in household and office relocations and provides packing, crating, and special handling services for both local and long distance moves.

In addition to its regular moving services, Advantage Moving & Storage offers automotive moving and has full storage capabilities. Customers’ possessions are carefully inspected, wrapped, inventoried and stored, says President Brian Kavanaugh, which ensures they’ll be returned in their original conditions. The company’s storage department thoroughly registers all items to control shipments and eliminate the chance of loss.

Advantage Moving & Storage uses its own in-house staff of professionals who have extensive training in packing, moving, safety and risk management. Mr. Kavanaugh says his employees work diligently to assess customers’ specific needs and make sure they know exactly what to expect. “Regardless of the nature and requirements of the move, our goal is to make the operation seamless and stress-free.”

COMPANY PHILOSOPHY
“Our goal is to be our customers’ personal moving consultant—to provide ideas and solutions and afford them the smoothest, most trouble-free moves possible. We pride ourselves on treating their belongings with as much respect as we would our own. We believe every good move begins with a customer receiving professional and accurate information, and that’s exactly what we provide.”

EXCERPTED SURVEY RESPONSES
“Everything was timely and done well, and nothing was broken. They were very thorough and cautious with all of my stuff.”—Michael S.
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.
The Painting Pros has been providing high-quality residential and commercial painting services for thousands of South Bay customers for more than 40 years. The company also handles deck refinishing, light carpentry (trim installation and general repairs), and minor sheetrock repairs and texturing. Additionally, the company offers free, personalized, in-home, professional color consultations to customers who are unsure about choosing the correct paint colors for their homes or businesses.

Owner Cleve Dayton established The Painting Pros in 1978 and has preserved his “old school” methods of painting by teaching them to his younger painters, but he also makes sure to keep up-to-date with the trade’s latest technologies, tools and methods. “In fact, we were the first painting company to become a Certified Green Business in Santa Clara County,” he says. “We’re also a Lead-Safe Certified firm.”

The Painting Pros emphasizes expert, detailed craftsmanship and employs professional, full-time painters. Mr. Dayton says his company only uses premium quality materials that are selected for their appearance, durability and easy maintenance. “All our materials are applied in strict accordance with industry standards and manufacturers’ recommendations. In other words, we don’t cut any corners.”

COMPANY PHILOSOPHY
“In addition to providing professional, high-quality work for our customers, we want to make sure their painting experiences are smooth, pleasant, memorable and problem-free. We treat each client’s house as if it was our own, and that meticulous approach has allowed us to gain many customers for life.”

EXCERPTED SURVEY RESPONSES
“They were very professional, friendly, and they did a great job.”—Jay & Bridget P.
Founded by Duane and Bette Asbra in 1997, Pro-Staff Painting & Faux Finishing handles every aspect of painting and faux finishing projects for residential and commercial clients. Duane started as an apprentice more than 35 years ago, and his professional roots are grounded in doing every job without cutting corners. Duane and Bette say they’re very proud of Pro-Staff Painting’s reputation for providing unbeatable quality and incomparable ethics.

The Asbras believe in starting every customer relationship with free, fast and fair estimates. “We know how important customers’ homes and possessions are, so we only hire and train staff members with the highest integrity and professional commitments.” The Asbras are professionally trained in color and offer free color consultations to their customers, and Pro-Staff Painting’s journeymen painters are trained to use the latest trade methods and paints.

The Asbras say Pro-Staff Painting’s extensive preparation work and premium-quality paints and supplies ensure beautiful results that last for years. Duane and Bette are personally involved in every phase of every job, and there’s always a foreman working with and supervising the crew. “We always go ‘A Stroke Beyond’ and promptly address problems with each customer’s satisfaction in mind.”

**COMPANY PHILOSOPHY**

“We’re large enough to serve all our clients’ painting and faux finish needs, yet small enough to give them personal attention. Our team believes in going the extra mile for every customer—we treat their homes with as much care as we would our own. We’re dedicated to pursuing quality, perfection and taking care of every detail.”

**EXCERPTED SURVEY RESPONSES**

“They listen to what you want. They are very good with advice, creativity and moving in the direction of what you want.”—C.C.
CertaPro Painters of the Peninsula & South Bay is a full-service painting contractor that serves residential and commercial clients in an area that stretches throughout the entire Peninsula, from Daly City to San Jose. The company offers a wide range of interior and exterior painting services, including full preparation and priming, power washing, staining and varnish application, and more. It can also provide color consultation services.

Owners Steve and Norie Bonbright spent years in the high-tech industry before turning their attention to painting. Mr. Bonbright says they saw a local need for a more customer-oriented painting business—one that could provide reliable service, focused management, and safe, dependable crews. “We run our business with a singular focus: to build lasting relationships with our customers.”

CertaPro Painters of the Peninsula & South Bay stresses the importance of communication between its crews and clients. “At the end of each work day, we’ll update the customer about the job’s progress and address any concerns they may have,” says Mr. Bonbright. “We’ll fix anything that isn’t to their total satisfaction.”

COMPANY PHILOSOPHY
“We’re able to consistently provide exceptional customer service and quality results because of our inspired, motivated, and happy employees. We communicate clearly with them, and we expect them to do the same for our clients. We want to be judged not only by the quality of our work, but also by our customers’ overall experiences throughout the painting process.”

EXCERPTED SURVEY RESPONSES
“When they came out, they looked over everything. They were very professional and it cost just what they quoted.”—Janette S.
Sigura Pro Painting provides full-service custom painting and wood restoration services for homeowners, businesses, property managers, and investors throughout the Greater Bay Area. The company also offers staining, refinishing, and in-house color consultations that are designed to provide clients with recommendations based on their home environments.

According to owner Ilan Sigura, Sigura Pro Painting’s full-service approach guarantees its clients experience convenient, streamlined painting processes. Mr. Sigura explains that his company’s capabilities and techniques create a wide range of customizable choices. “We offer competitive pricing,” he says, “and with our years of painting experience, we’ve mastered the art of professionalism and are able to offer our clients nothing but the highest degree of quality.”

Sigura Pro Painting utilizes state-of-the-art painting equipment for each of its projects, including powerful design software that shows customers virtual representations of their color and detailing ideas. “That way, they’ll get their desired end result without costly paint sample experimentation or time delays,” says Mr. Sigura. The company also takes a Green approach to painting and can provide products that emit zero VOCs (volatile organic compounds) upon a customer’s request.

**COMPANY PHILOSOPHY**

“We stay on every job until it’s finished, and we never take on work unless we’re certain we can deliver excellent results. We stand behind all our work and guarantee our customers can rely on us before, during, and after their painting projects. Our client satisfaction rate dictates our reputation, so our top priority is making sure each of our customers has a pleasant painting experience.”

**EXCERPTED SURVEY RESPONSES**

“I liked their staff—they were very trustworthy.”
—Geni S.
Stanford Painting, Inc. provides a complete range of interior and exterior painting services for residential and commercial clients in Santa Clara and San Mateo Counties. The family-owned and operated company has the training and equipment to handle every step of the painting process, from the initial preparation to post-project inspections, and it’s also qualified to perform specialized work like cabinet staining and refinishing.

CEO Jay Furlong says Stanford Painting’s customer-oriented approach to painting has allowed the company to develop a positive reputation in its community. “We’ve made some very personal connections with our clients over the years—they know they can count on us to be there for them whenever they need help. We want each customer to feel confident that when they refer us to a friend or family member, that person is going to have a great experience.”

Stanford Painting prioritizes clear communication on every job, from keeping clients informed about certain phases of the work to quickly responding to phone calls and emails. “We’re there when we say we’re going to be there, and our customers really appreciate that,” says Mr. Furlong. “We understand that we’re in their spaces, so we treat them with respect and make sure they always know what’s going on.”

COMPANY PHILOSOPHY
“Our cornerstones are service and value, and that’s exactly what we provide on each project. We want to be every customer’s painter for life, so we focus on providing them with the best possible value and performing work that meets or exceeds their expectations.”

EXCERPTED SURVEY RESPONSES
“They were wonderful. They did everything exactly and beyond what was expected.”—Kelly B.

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Faith Painting has been a licensed painting contractor since 1992, serving the South Bay Area with quality residential and commercial painting for 27 years.

Owner Mario Corpuz has been in the painting industry for more than 35 years and uses his knowledge and wisdom to help clients with everything from maintenance painting to total transformations. “Picking out the right color for each project is very important,” he says, “so we work closely with our clients to ensure their projects come out with the best results.”

COMPANY PHILOSOPHY
“Painting is amazing when done properly—it covers, protects and beautifies at the same time. Our team looks forward to helping people transform their properties to their original state or better. Our goal is to provide our clients with the best possible painting experiences and meet or exceed their expectations.”

EXCERPTED SURVEY RESPONSES
“They do a great job. Mario and his guys are very reliable.”—Larry

“Mario and his crew are really hard workers. They focus on the work, and it gets done quickly and looks great.”—Shelly F.

“They showed up and did the work quickly. They didn’t leave any mess behind.”—Connie

“The painting they did was done quickly and looks great.”—Arabella C.

“They are really reliable, they get the work done quickly and they come when they say they will.”—Starlene N.

“Their work was done well. They made sure we were satisfied with everything and followed up to make sure things didn’t need touch-ups.”—Josephine
Screen Solutions provides and installs retractable screens, shades, and awnings for residential and commercial clients in Santa Clara, San Mateo, Santa Cruz, Monterey, Marin, and Napa Counties. The company has the training and expertise to work with a wide variety of manual and motorized window and door covering products, including those made by industry leaders like Phantom Screens, Lutron and Hunter Douglas.

President Steve Gandy says Screen Solutions’ emphasis on both product knowledge and customer service allows it to provide its customers with high levels of quality in every aspect of its operations. “Our goal is to be at the forefront of industry innovation and maintain a thorough knowledge of the latest products. Additionally, we focus heavily on customer service and provide every client with customized solutions and a pleasant overall experience.”

In addition to installing coverings for standard-sized windows and doors, Screen Solutions specializes in oversized screens and offers products that are designed to provide protection for extra-large doors and movable wall systems. To meet the needs of individual clients, the company carries products from several top manufacturers and offers a wide selection of colors and styles.

COMPANY PHILOSOPHY
“We aim to provide our clients with innovative solutions to common problems. With our expert knowledge, high-quality products and unparalleled service, we’re able to maximize the comfort, functionality and beauty of our customers’ homes.”

EXCERPTED SURVEY RESPONSES
“I like the product. Also, the installer was awesome. I expected the product to be good, but sometimes the installation doesn’t match, but he was A+.”—Gordon S.

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System Pavers is committed to providing quality hardscape products and installations that are guaranteed to last. From elegant paving stones for driveways, patios, walkways and pool decks to artificial turf, custom outdoor barbeques, fire pits, retaining walls, water features and energy-efficient lighting, System Pavers helps redefine each customer’s desired outdoor living lifestyle.

Over the last 26 years in business, System Pavers has expanded to eight offices throughout Northern and Southern California, Colorado, Oregon, and Washington. Co-founders Larry Green and Doug Lueck created the company because they have a passion for designing spaces with enduring value where homeowners can enjoy making lifelong memories with friends and family.

As the outdoor home improvement industry has evolved, so has System Pavers. Homeowners can find peace of mind in knowing the company provides comprehensive design services from start to finish, the latest state-of-the-art outdoor hardscape products and full-service Design Centers, and a stellar customer experience.

System Pavers also invests in the continued success of its employees with its year-round career training program, System Pavers University (SPU). Here, the company provides professional guidance on new and best practices, as well as continued education opportunities for its designers, project management staff and construction field supervisors.

COMPANY PHILOSOPHY
“We provide every client with state-of-the-art designs, exceptional and thorough installation processes, and unmatched workmanship warranties.”

EXCERPTED SURVEY RESPONSES
“I liked every aspect, from design to work on the site. The cleanup was excellent.”—Ellen W.
Method Paving, Inc. provides Bay Area residential clients with a variety of paving stones and natural stone surfaces for driveways, walkways, patios, pool decks, and similar applications. The company takes a full-service approach to paving stone projects by handling both design and installation, which allows its customers to work with a single contractor. It also supplies decorative concrete and can install segmental walls and synthetic lawns.

Owner Rick Pestana has been designing and implementing residential paving projects for more than a decade. He says his background in analyzing the materials used in paving stones’ compositions gives him an added dimension of expertise. “We’re here to guide our customers, share our knowledge and explain what will work best for them.”

Method Paving offers a lifetime guarantee for all its pavers that ensures against cracking or breaking, and it’s a preferred installer for many top paver manufacturers, including Calstone, Basalite and Pacific Interlock. Mr. Pestana invites potential customers to contact the company’s Santa Clara office for a free, detailed estimate.

COMPANY PHILOSOPHY
“Our goal is to deliver timeless, lasting projects to our customers. They’ve really responded to our flexibility, perfectionism and willingness to accommodate change. By providing high-quality products, competitive pricing and outstanding service, we hope to exceed our customers’ expectations and earn their continued business and referrals.”

EXCERPTED SURVEY RESPONSES
“[I like] the fact that Rick genuinely cares about the product he puts out.”—Steve T.

“Rick was always there. When I had a question about something, it was answered readily. He just did a good job.”—Susan B.
Home Pavers provides a variety of hardscaping services for residential clients throughout the Bay Area. The family-owned and operated company uses interlocking paving stones to build everything from driveways and patios to retaining walls and pool decks, all of which can be custom-designed to meet each client’s aesthetic and practical needs.

Owner Palmer Iriarte says Home Pavers’ customer-oriented approach to hardscaping has been a vital aspect of its success. “A paving stone project can completely transform a property, so we take the time to learn exactly what our clients want and make sure they’re satisfied with our work. We love seeing how happy people are when they realize they have new outdoor living spaces that enhance their quality of life.”

Home Pavers provides every project with a team of highly skilled professionals, all of whom are trained to ensure a positive customer experience. “Our project managers supervise each job from beginning to end, and our designers are onsite almost every day making sure there are no miscommunications between the clients and the installers,” explains Mr. Iriarte. “Everyone who works here is committed to providing excellent service.”

COMPANY PHILOSOPHY
“Our clients are very important to us, so we always make sure to complete their projects on time and deliver finished products that exceed their expectations. We want them to know they can rely on us to provide an unmatched level of craftsmanship, regardless of the size of the job.”

EXCERPTED SURVEY RESPONSES
“I was very satisfied with the service provided. [I liked] the quality of the work and the workers were very professional.”—Lawrence L.
Vanish Integrative Pest Control, Inc. offers a variety of pest control services to clients throughout Santa Clara County and the Peninsula. In addition to controlling birds, bees, wasps and nuisance animals (gophers, moles, squirrels and other rodents), the company provides weed control, lawn care and commercial integrated pest management (IPM) solutions. It takes a treatment approach to pest management by implementing unique treatment plans based on pests’ present and year-round activities.

Owner Ryan Rosson has been with Vanish Integrative Pest Control since his father founded the company in 1984. “I was brought up in this business and enjoy every aspect, especially meeting new people and working with them to find solutions to their pest problems,” he emphasizes. “We excel at what we do, and we’re proud of the service and value we offer our clients.”

Vanish Integrative Pest Control’s staff takes pride in educating clients about their pest problems. “Our customers like to know that we’re professionals who have the knowledge to solve their issues,” says Mr. Rosson. “They’re impressed that we’re so well-educated and willing to talk to them about different solutions.”

COMPANY PHILOSOPHY
“We strive to go beyond what’s expected of us and completely satisfy our customers. We’re a high-caliber company and we constantly work to exceed our customers’ expectations. We put in extra effort, time, and energy with all our clients because we want them to be satisfied and feel they’re getting the best service available.”

EXCERPTED SURVEY RESPONSES
“They are on time, they do a good job and there are no more spiders in my house.”
—Carin C.
Pests are democratic in their tastes, infesting both mansions and single-room apartments. Some are also vectors of disease and contribute to childhood asthma. Thrasher Termite & Pest Control, Inc. treats each pest issue with the seriousness it deserves. “By really listening to our clients, we learn not only the location of the pests, but often factors that contribute to the problem,” says owner Janet Thrasher. “This makes us very successful in getting rid of pests and keeping them from returning.”

Thrasher Termite & Pest Control serves residential, commercial, industrial, and hospitality clients from Palo Alto to Morgan Hill and the Santa Cruz Mountains to the East Foothills. The family-owned company controls all types of crawling, flying and biting pests, including ants, cockroaches, mice and rats, fleas, bed bugs, and others. The company also provides termite inspections, termite and fungus treatments, and damage repairs.

Ms. Thrasher credits much of the company’s long-term success to this customer-oriented approach. “We treat every client as our most important client,” she says. “Whether we’re working with an individual homeowner or the property manager of a 500-unit complex, we approach each job with the same care, professionalism and attention to detail.”

COMPANY PHILOSOPHY
“As a family-owned business, we focus on the people side of pest control. We’re in this business to make our clients’ lives a little easier and their homes more hospitable. Their satisfaction is our number one priority.”

EXCERPTED SURVEY RESPONSES
“They keep on schedule, they are punctual, they clean up, they are on task and the communication is good.”
—Donald S.
ARS® / Rescue Rooter® provides a variety of residential and commercial plumbing services for clients throughout the Bay Area. The company offers 24/7 emergency service and can also schedule appointments to accommodate clients’ schedules. Its services include drain cleaning and maintenance, trenchless sewer repair, line location, and plumbing repair and maintenance (including water heaters).

ARS / Rescue Rooter uses a state-of-the-art video sewer inspection system to quickly pinpoint blockage problems. It’s also an exclusive carrier of DrainRight® Drain Maintainer, a special formula that prevents pipe clogs by liquefying and dispersing grease, soap scum, food residue, and other waste build-up. Drain Maintainer is 100 percent biodegradable, nonacidic, non-caustic, noncorrosive and safe to use on any pipe or drain.

COMPANY PHILOSOPHY
“We value our clients and always give them upfront pricing quotes before any work is done. Plumbing emergencies can be disruptive for homeowners, but they’re our everyday business, so we’re able to confidently handle them and help our customers return to their regular lives.”

EXCERPTED SURVEY RESPONSES
“They came in, we talked about the problem and we negotiated a price. They did the job exactly as they said they would and finished on time.”—Brian K.

“They’re easy to do business with and they keep good records from previous visits.”—Millie P.

“They carefully explained everything they were doing and told me how to prevent the problem from happening again.”—Sean Z.

ARS® / Rescue Rooter® offers 24/7 emergency plumbing service.
S
an Jose Plumbing, Inc. has been doing business since 1991. It specializes in service and repair, sewer and drain cleaning, repiping, and remodeling. “No plumbing job is too large or too small,” says owner Kevin Garza. “We’re happy to unclog kitchen sinks or repipe entire homes.” The company handles both residential and commercial projects.

Mr. Garza brings more than 45 years of experience to the family-owned and operated business. His wife, Adrienne, runs the office and handles all administrative work. His son, Adam, joined the company in 1996 to carry on the family legacy.

All San Jose Plumbing’s work is backed by guarantees that vary in length according to the type of work performed. The company’s employees are safety-conscious and take great care to leave clients’ homes or business sites clean and orderly. It also helps low-income families and seniors with pricing that fits their budgets.

COMPANY PHILOSOPHY
“We’re a ‘satisfaction guaranteed’ company. If a customer isn’t happy, we guarantee they will be when we’re done. If we can’t make it right, then they don’t pay. It’s our goal to make customers for life and earn people’s repeat business so they’ll recommend us to others.”

EXCERPTED SURVEY RESPONSES
“I wouldn’t have any other plumber do anything in my house.”—Celeste K.

“They did the job quickly. Everything was perfect. They’re an outstanding outfit. I’m very happy with them.”—Frank P.

“When you call them out, the job gets done the first time.”—L. O. A.

“Kevin is top-notch. He’s very honest and willing to answer questions.”—Bobby M.
Rayne Plumbing and Sewer Service, Inc. has been providing plumbing service work for Bay Area residents for more than 50 years. The company is available 24/7 and is adept at handling both emergency service work and a wide range of water and sewer issues, including kitchen sink and toilet stoppages; complete plumbing fixture, pipe and gas line replacements; backflow valve testing; water heater and boiler replacements; property line clean-outs; and more. It also offers complete tenement improvement services and works actively with retail chain accounts and government agencies.

Rayne Plumbing and Sewer Service is known for its patented Scalemaster machine, which removes mineral deposits (scale) that build up in Bay Area plumbing systems and restrict water flow. The Scalemaster achieves its goals without using chemicals; instead, it creates oscillating mechanical waves and sound waves that rapidly burst through water and dissolve obstructing scale that’s attached to pipe walls. President Steve Ionis invites potential customers to visit www.rayneplumbing.com to learn more.

COMPANY PHILOSOPHY
“We maintain a classic viewpoint: The customer is always right. To that end, our goal is to always meet or exceed our customers’ expectations for satisfaction. We’re all about building relationships, and customer satisfaction is paramount—it’s something we strive to achieve on every job.”

EXCERPTED SURVEY RESPONSES
“They have 24/7 support. They communicate with the homeowners, follow up on problems and do a great job of writing it up for me.” —A. S.

“They do our work in emergencies professionally and answer all my questions.” —B. A. A.
Smart Plumbers, Inc. is a full-service plumbing firm that serves residential, commercial, and industrial clients in Santa Clara, San Mateo, and San Francisco Counties. The company’s main focus is installing and repairing drains, faucets, toilets, gas and water lines, garbage disposals, and water heaters, but it also handles excavation projects; offers hydro jetting, trenchless pipe work and video line inspection; performs septic tank and leach field inspections and repairs; and installs waste water treatments.

When he decided to enter the plumbing industry, owner Jin Lee conducted exhaustive research on plumbing problems and their solutions, the industry’s code requirements, and the variety of available fixtures. Smart Plumbers’ website, www.smartplumber.com, offers a comprehensive summary of the information Mr. Lee has gathered.

Smart Plumbers is available seven days a week and offers 24-hour emergency service. The company guarantees its drain cleaning services for 90 days, and all installations carry a one-year warranty on parts and labor.

**COMPANY PHILOSOPHY**

“The main reason for our prosperity is simple: We treat our customers right, and we make sure every job is done correctly, safely and up to code. We’re passionate about providing a superior level of customer service; it’s an achievement in which we take immense pride. Our work is designed to serve our customers best in the long run.”

**EXCERPTED SURVEY RESPONSES**

“Straightforward service, no nonsense and reasonable prices...” —Michael M.

“I liked the way they explained the problem and their approach to it. I felt that they were honest and knowledgeable.” —Halina G.
Better Water Heaters services and replaces water heaters for residential and commercial clients throughout the Bay Area. The company has expertise with both conventional and tankless heaters, and its service vehicles are equipped to complete installations in one visit. It also repairs plumbing leaks, replaces shut-off valves, offers residential copper repiping, installs and replaces recirculating pumps and pressure regulators, and more.

Owner Frans Cartwright is a licensed plumber with many years of experience designing and installing conventional and tankless water heating systems. He says he founded Better Water Heaters to provide fair pricing and quality service for Bay Area customers. “We’ve grown our business one satisfied customer at a time. Also, since we’re a small company, we’re able to keep our overhead low and offer reasonable prices.”

Better Water Heaters receives volume purchasing discounts on its water heaters and components, which allows it to offer similar discounts to its clients, says Mr. Cartwright. The company’s technicians undergo continual training to stay updated on the industry’s technological advancements, and all installations are performed in strict compliance with plumbing and building codes.

COMPANY PHILOSOPHY
“We stand by our estimates and guarantee our work. Overall, we try to give every customer the same things we would want from a water heater company—quality work and excellent service at a fair price.”

EXCERPTED SURVEY RESPONSES
“They were very customer-oriented and attentive. They had great integrity. They also did the job like they were supposed to.”
—Paul A.
Drain Doctor, Inc. provides a complete array of plumbing services and repairs for residential and commercial clients throughout the Greater Bay Area. The company has the in-house capabilities to handle specialty plumbing work such as trenchless sewer line replacements and tankless water heater installations, and it also offers 24/7 emergency services for its customers’ convenience.

General Manager John Lim says much of Drain Doctor’s success is due to its ability to handle large volumes of work without compromising its attentive approach to customer care. “We’re one of the largest plumbing companies in the Bay Area, but we’re still privately owned and operated, so taking care of our customers and community has always been very important to us.”

Drain Doctor prioritizes fast, reliable service in every aspect of its operations, which Mr. Lim says is crucial for ensuring high levels of customer satisfaction. “We try to get to every job within 45 minutes of the initial call, regardless of its size or if it was scheduled. Our clients know we’ll be available to help them whenever they have a plumbing problem, and they really appreciate that.”

**COMPANY PHILOSOPHY**

“We combine superior service, expert knowledge and high-quality materials to provide effective solutions for all our customers’ plumbing needs. Our goal is to deliver products and services that exceed their expectations and reinforce our position as a leader in quality indoor comfort.”

**EXCERPTED SURVEY RESPONSES**

“They had a very up-to-date method of handling our sewer problems. It was a very modern technique. It saved us money.”—Brian C.

“They’re knowledgeable, they give good advice and they have the right equipment.”—Jim Y.
SplashWorks specializes in high-end kitchen and bathroom products for clients who are building new homes, remodeling kitchens and bathrooms, or simply updating their living spaces. After working for Saratoga Plumbing Supply for eight years, Eric Nelson bought the company from its original owner in 1995 and renamed it in 2006.

SplashWorks’ 3,500-square-foot San Jose gallery is one of the largest and most complete showrooms in the Bay Area, says Mr. Nelson, and contractors, designers and homeowners are encouraged to visit. It features faucets, sinks, tubs, toilets, mirrors, lighting, doors, cabinet hardware and numerous other products useful for a remodel. The company’s knowledgeable staff can provide product information, design assistance and materials for any project.

SplashWorks cares about the quality of its products, including where and how they’re made. Mr. Nelson says that when manufacturers take shortcuts or use poor-quality materials, it ultimately ends up costing customers down the road, sometimes even canceling out their initial savings.

**COMPANY PHILOSOPHY**

“Our knowledgeable staff does its best to make sure clients get exactly what they need. No matter what a customer’s job involves, we can supply them with everything they’ll need to make their project beautiful and add value to their home.”

**EXCERPTED SURVEY RESPONSES**

“I have a good working rapport with all their sales reps. We’ve been using them for a while, doing 20 custom houses a year, and I have no complaints.”—Todd E.

“They have quality merchandise. A lot of places don’t have the products they have—that’s why we went there.”—Salvador C.
De Martini Orchard has been bringing fresh, local produce to Silicon Valley customers since 1985. The Los Altos-based company offers a wide selection of competitively priced fruits, vegetables and dairy products, and specializes in creating customized fruit baskets and flower arrangements for any occasion. Also available are fresh, free-range, 100 percent vegetarian-fed chickens from Petaluma Poultry.

Owners Craig and Tony Kozy say their everyday farmer’s market offers a warm, personal shopping experience punctuated by old-fashioned charm. The brothers encourage customers to sample the store’s merchandise before they buy, and they implement weekly specials and promotions.

De Martini Orchard proudly maintains long-term relationships with local growers (organic and conventional) and buys only what it sells each day, assuring customers the freshest possible food. The company also supports local schools, churches and charitable organizations as part of its continuing commitment to fostering community spirit. “We’re glad to provide support,” says Craig Kozy, “whether it’s providing valuable job experience for local high school students or donating to an organization.”

COMPANY PHILOSOPHY
“We value the importance of supporting our community and creating a friendly, welcoming atmosphere. We work closely with local growers and hand-pick only the best fruits, vegetables and flowers, so our customers can be confident they’re receiving food of the finest quality and feel good about helping to sustain the local economy.”

EXCERPTED SURVEY RESPONSES
“They have the freshest produce and the most knowledgeable and friendly people.”
—April W.
CM Property Management Inc. specializes in residential property management throughout Santa Clara County. The company manages single-family homes, townhomes, duplexes, condominiums and multi-unit buildings.

CM Property Management’s extensive marketing and established connections with both real estate and relocation professionals enable it to minimize vacancies and secure qualified tenants at higher rents. “We help our customers succeed by leveraging our experience and customizing solutions to meet their unique needs,” says Property Manager Sam LaPlaca.

“Through our knowledge of the local market, legal requirements and effective tenant screening, we eliminate the headaches of managing investment properties for owners,” states Property Manager Andrea Vernerova. “With more than 50 years of combined experience, we are able to maximize our clients’ investment potential while minimizing the risks,” says Property Manager Mark Katz. “Our team understands that service makes the difference.”

COMPANY PHILOSOPHY
“Our goal is to meet and exceed every client’s expectation, and we accomplish that by providing personalized, professional services that extend beyond the ordinary care of the industry. We manage every property with integrity as if it was our own investment, and we treat every client with dignity and respect.”

EXCERPTED SURVEY RESPONSES
“They’re very good. They have done a good job managing the rental that I have. They’ve been good about informing the renter when the building will be doing things like fire alarm testing. They have good communication, especially with making the renter aware of things.”—John M.
Fireside Property Management provides a wide range of residential property management services for clients throughout Santa Clara County. The company has the in-house capabilities to handle every aspect of property management, from marketing and tenant screening to rent collection and maintenance, and it also offers services that are designed to help potential investors find suitable properties, including rental analyses and market rate information.

President Brian Folden says much of Fireside Property Management’s success can be attributed to its highly personalized service, which includes staying in constant communication with each client. “Whether it’s about property issues or current market conditions, I never stop communicating. My job is to help my clients make money on their properties, so I’m always showing them the best ways to accomplish that goal.”

Fireside Property Management charges a set management fee instead of billing for each individual service, which Mr. Folden says maximizes convenience for clients and gives them more options. “Some companies will mark up maintenance or charge leasing fees, but I include all of those things in my initial rate. My clients really appreciate my full-service approach to managing their properties.”

**COMPANY PHILOSOPHY**

“I strive to provide my clients with the best possible service, so I’m constantly improving my practices and implementing new technology to ensure they have great experiences. The way I see it, the easiest way to build my business is with happy clients who are willing to refer me to others, so that remains my focus on every job.”

**EXCERPTED SURVEY RESPONSES**

“I like the online services as I’m able to do everything online, including pay my rent.”—Angela P.
Since entering the real estate profession in 1985, Howard Bloom of Intero Real Estate has sold more than 1,800 homes in Santa Clara and San Mateo Counties. Howard is a Certified Residential Specialist, Certified Probate Specialist, and Seniors Real Estate Specialist who focuses on selling residential properties that range from starter homes to luxury estates and everything in between.

Howard handles every aspect of real estate sales for his clients, including advising and coordinating repairs and improvements to maximize sale potential, scheduling pre-sale inspections, determining market strategies, and skillfully negotiating on his clients’ behalf. His unique satisfaction guarantee allows any client to cancel their listing if they’re ever dissatisfied with the quality of services he provides.

Through more than three decades of selling Silicon Valley homes and condos, Howard can quickly identify what it will take to get superior results. Howard invites potential clients to visit his website, www.HowardBloom.com, to access a variety of real estate reports and resources, customize a free automated home search or request a market evaluation of their property.

COMPANY PHILOSOPHY
“I use my broad real estate experience to ensure each of my clients has a positive, personalized experience when selling or buying a home. I consistently use my skills to guide and advise my clients through all the complexities of a real estate transaction. My goal is to provide extraordinary service that makes my clients happy to refer me to their friends and family. Howard Bloom, Your Realtor For Life.”

EXCERPTED SURVEY RESPONSES
“I liked how Howard was proactive and took care of everything so I didn’t have to. He made the whole process a breeze for me. I highly recommend him.”—Darlene A.
Neal and Donna Schwartz work in partnership with Coldwell Banker and NRT to assist their clients with buying and selling residential properties. The team takes a full-service approach to real estate—it provides property preparation, marketing, coordination, comprehensive follow-up services and more.

Neal and Donna Schwartz have extensive real estate backgrounds and more than 40 years of combined experience. Neal’s negotiating skills and penchant for creative marketing help buyers and sellers get maximum returns on their real estate investments. Donna credits her organizational skills and knowledge of contract details for her team’s ability to ensure timely, smooth transactions. “We’re believers in keeping our clients informed so they understand what’s happening at every step of the buying and selling process,” she says.

As members of the Silicon Valley, California and National Association of Realtors, Neal and Donna Schwartz stay updated on the latest industry trends and developments. In addition to being a member of the local and national chapters of the Women’s Council of Realtors, Donna is an accredited stager.

**COMPANY PHILOSOPHY**

“We work as a team to offer comprehensive, knowledgeable and dedicated real estate service to our clients. It’s important that they feel confident in our ability to get maximum value for their homes in the shortest time possible.”

**EXCERPTED SURVEY RESPONSES**

“They were very thorough. I had excellent results.”—Jan W.

“They are very knowledgeable and good with follow-through. I’ve sold three properties with them and I’m very happy with everything they did.”—Frank S.
Marc Roos works in partnership with Sereno Group to help clients buy and sell all types of residential properties throughout Santa Clara County and parts of San Mateo County. Mr. Roos has the training and experience to handle every phase of his clients’ real estate transactions (including the relocation process), and he makes himself available 24/7 for their convenience.

Mr. Roos says his caring, attentive approach to real estate has been a crucial aspect of his 25-plus years of success. “I’ve built my reputation on the satisfaction of my clients, and that remains my objective on every job. They know I’m not just doing this for the money—I truly care about helping them achieve their real estate goals.”

Mr. Roos is known for his expert negotiation skills, which he utilizes to get his clients the best possible deals. “I love negotiating on behalf of my clients and reaping the benefits of the Bay Area housing market,” he affirms. “In this industry, some people will make promises without the intention of keeping them, but follow-through is everything to me. I’m detail-minded and goal-oriented, and I’ll do whatever it takes to ensure my clients are successful.”

COMPANY PHILOSOPHY
“My goal is to build a lifelong relationship with each client, so I always put their needs first and focus on meeting their expectations. I don’t hurry them through the process—I take the time to educate them about their options and help them make the right decisions for their situations.”

EXCERPTED SURVEY RESPONSES
“Marc is an amazing Realtor, and we’ve successfully used him three times to buy and sell houses. We’re very happy with all of the results.”—Scott T.
Tori Atwell works in partnership with Alain Pinel Realtors to help clients buy and sell single-family homes, condominiums, and other residential properties throughout the South Bay. Ms. Atwell takes a full-service approach to managing real estate transactions, from handling all necessary paperwork and marketing to staging properties so they’re more attractive to potential buyers.

Ms. Atwell says her ability to act as a real estate advisor for her clients has been an important aspect of her success. “Instead of trying to fit my clients into any available properties, I take the time to go through the pros and cons of each house and determine if it’s right for their needs. I work with my customers as people, not numbers, and they really appreciate that.”

As a student of the real estate market, Ms. Atwell is able to identify and follow certain trends that allow her to anticipate changes and manage clients’ expectations. “I keep track of real estate cycles and seasons, so I know what’s going on every time there’s a shift in the market,” she explains. “I can tell my clients what to expect several months before it happens, which is really beneficial when it comes to buying and selling homes.”

COMPANY PHILOSOPHY

“My job is to advise my customers and help them make the best decisions for their situations, so their needs always come first. I’m motivated by the idea of helping them, not by the size of the commission, so I’m able to focus on providing the best possible services.”

EXCERPTED SURVEY RESPONSES

“I would give her a ‘12.’ She is accessible; you can always get a hold of her. She is always prepared and she knows what she is talking about.” —Jennifer B.
The Dave Keefe Real Estate Team helps clients buy and sell all types of residential Real Estate in Santa Clara, San Mateo, and Santa Cruz Counties. The firm is known for its “Zero Hassle Sale System,” which utilizes a variety of satisfaction guarantees and no-pressure presentation tactics to help homeowners get the best possible deals for their properties.

Broker Associate Dave Keefe says The Dave Keefe Real Estate Team’s ability to customize its approach for each client’s needs has been a crucial element of its success. “People have different needs when it comes to buying and selling homes, so we listen closely to every client and figure out what’s best for their situation. We really care about our clients and always look out for their best interests.”

The Dave Keefe Real Estate Team provides a full marketing program for every home it sells, which Mr. Keefe says is important for ensuring positive results. “Over the years, we’ve learned how to make the biggest impact with potential buyers. Even if a home needs extensive repairs and renovations, we’ll do what it takes to prepare it for market and make sure it’s seen by the right people.”

COMPANY PHILOSOPHY

“We’re committed to helping our clients achieve their goals, so we focus on providing them with diligent, thoughtful and compassionate services that produce extraordinary results. We want them to think of us as their Real Estate firm of choice, and the best way to accomplish that is to make contributions that add value to their lives.”

EXCERPTED SURVEY RESPONSES

“They are very well-connected. They really know the real estate in the area, as well as other Realtors. They know how to get the house the buyer wants.”—Vikky K.
Bowers & Cole Group - Alain Pinel Realtors

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REAL ESTATE SALES – BROKER

Bob and Berta Bower, Kevin and Jeff Cole, and Ed Bangle work in partnership with Alain Pinel Realtors to help residential clients buy and sell homes in Santa Clara County. Bower & Cole Group can assist with pricing, inspections, repairs, staging, marketing, paperwork and more. Its brokers and agents are Certified Residential Specialists and have more than 80 years of real estate industry experience between them.

Because they’re an extension of Alain Pinel Realtors, Bower & Cole Group’s brokers and agents say they’re able to offer the personal attention of a dynamic team and the support and resources of a large, innovative, regional powerhouse. “We act as advocates, advisors, coaches and representatives for our clients,” says Kevin Cole. “Our ultimate goal is to get them top dollar for their properties.”

Once a client buys or sells a home with Bower & Cole Group, they become a part of the “Team.” Each month they receive helpful tips on a variety of topics and invitations to team member parties and events. “It’s our way of giving back to our clients and thanking them for their continued referrals,” says Mrs. Bower.

COMPANY PHILOSOPHY

“The majority of our business comes from referrals, so we make sure to always take care of our customers’ needs and leave them completely satisfied. We do more than just provide great service; we take a real interest in each client and do our best to bring about a fast, effortless, and fruitful transaction. We guide them through every step and try to remove all anxiety from the process.”

EXCERPTED SURVEY RESPONSES

“They were superb. They kept me informed of everything we were doing and never left me behind. It was a difficult period for me with my husband’s death, but they were always helpful.”—Sherry B.
Shelton Roofing Co., Inc. offers a variety of roofing services to residential and commercial clients throughout the San Francisco Peninsula, including new roofing, reroofing and roof/gutter repairs. Family-owned and operated since 1942, the company has expertise working with a variety of roofing styles, including composition, tar and gravel, modified bitumen, tile, wood shingles and shakes, synthetics, and more. It has more than 30 dedicated employees and a fleet of well-equipped trucks to handle projects of all sizes.

In an effort to lessen its environmental impact, Shelton Roofing Co. installs energy-efficient roofs and recycles all the waste it generates during the roofing process. President Paul Lawson says the company prides itself on staying current on the industry’s latest products and installation techniques, and Green roofing is the latest part of that ongoing process.

Shelton Roofing Co.’s foremen and workers are dedicated to upholding strict standards of safety and quality on every job. To supplement its focus on workplace safety, the company carries full damage and liability insurance to protect homeowners from unforeseen problems. It also offers five- and 10-year warranties depending on the type of roofing materials it uses.

**COMPANY PHILOSOPHY**

“Our goal is to give our customers the best experiences and products available in the roofing industry. We aim to uphold our reputation for excellence with every roof we install. Our customers can count on us to do quality work that’s on time, on budget and completed with regard to the safety of everyone involved.”

**EXCERPTED SURVEY RESPONSES**

“They provide high-quality work, they’re very knowledgeable and they cleaned up thoroughly after the job was done.”—Mark B.
Founded in 1996, R E Roofing and Construction, Inc. began as a single-family residential reroofing company dedicated to building quality roofs, providing exceptional service, and being honest, fair, and generous with all the people who build those roofs and provide that service. Twenty-three years later, Paul and Jodie Proctor with sons Yale and Miles have seen their original idea succeed and their business become more diversified. “We hold general contractor and roofing licenses, and over the past 10 years, our construction work has grown to the point where we spend nearly as much time doing construction as we do roofing,” explains Paul Proctor.

Today, for its roofing customers, R E Roofing and Construction provides consulting (including specification writing and bids analyses); energy audits; ventilation and insulation design; photovoltaic solar consulting and design; estimating, inspections, maintenance, change work and repairs (including around-the-clock response to emergencies); reroofing; gutter guards (to keep leaves out); and devices that eliminate the drip noise in downspouts, including a patent-pending, proprietary product called Drop2Mist. For construction customers, the company builds/installs indoor and outdoor living spaces, kitchens and bathrooms, skylights and solar tubes, whole house fans, doors and windows, and fences and gates.

**COMPANY PHILOSOPHY**
“Times change, needs change, solutions change—but one thing never changes, and that’s our dedication to our customers, our employees and everyone else who makes it possible for us to do the things we do.”

**EXCERPTED SURVEY RESPONSES**
“These guys are wonderful. They came highly recommended and they have that neighborhood feel. It was a very good experience.”—Jane R.
Los Gatos Roofing provides residential reroofing and roof repair services for clients in Santa Clara, Santa Cruz, Southern San Mateo, Alameda, and Contra Costa Counties. The company can work on most roof systems and has special expertise in composition shingles, wood shakes and shingles, and concrete and clay tiles. It also installs attic insulation and ventilation systems.

The owners of Los Gatos Roofing have more than 90 years of combined experience in the roofing industry, and they say their expertise guarantees every one of their projects is completed correctly and on-time. Rather than letting one manufacturer dictate what it sells and installs, the company considers each customer’s needs, both aesthetic and budgetary, then identifies construction nuances in the client’s house and neighborhood before settling on the best product.

Los Gatos Roofing’s factory-trained and certified installers follow stringent safety procedures to ensure each job meets the firm’s high standards for excellence. The company also holds the distinction of being named one of the top roofing companies in the United States by Roofing Contractor magazine.

COMPANY PHILOSOPHY
“We treat each customer honestly and fairly, from the first estimate to the completion of the job. We’re committed to growing our business, adapting to industry changes and offering the highest quality craftsmanship available. Our goal is to be an organization that develops excellent roofing technicians and services from the ground up, and we’re dedicated to offering our customers the results of our hard work.”

EXCERPTED SURVEY RESPONSES
“They are professional, courteous and helpful.” —Tony P.
Winter Roofing Inc. installs and repairs all types of roofs for residential, commercial, and industrial clients throughout the Greater Bay Area. The company has the in-house capabilities to handle every step of the roofing process, from the initial estimate to the finishing touches, and it’s also qualified to perform roof inspections, install sun tunnels, and more.

President Javier Martinez credits much of Winter Roofing’s success to its detail-oriented, hands-on business practices. “We’re very meticulous about quality control, so we check each phase of a project before considering it complete and make sure we’re doing everything to the client’s exact specifications,” he says. “By utilizing our wide-ranging skills and years of experience, we’re able to finish every job on time and on budget.”

Winter Roofing provides free estimates and consultation services on every project, which Mr. Martinez says is important for establishing trust with prospective clients. “Roofing projects can be stressful, so we make sure to take care of all the hard work so our customers can relax. They know they can trust us to handle everything, and they really appreciate that.”

COMPANY PHILOSOPHY
“We listen to each client’s roofing needs; their roof isn’t just another job. Our goals are simple: provide high-quality roofing services at fair prices and help our clients make choices that fulfill their specific needs. We believe service is important for ensuring lifelong customers, so we focus on meeting their goals and doing the job perfectly the first time.”

EXCERPTED SURVEY RESPONSES
“They do very good work, they’re friendly and they use quality materials that won’t fall apart.”—Lisa T.
Simon Says Roofing installs, replaces, maintains, and repairs roofs for residential and commercial clients in Santa Clara and San Mateo Counties. The company has the training and equipment to work on all types of roofs, from composition and tile to wood shake and flat roof systems, and it’s also qualified to perform roof inspections; install skylights, sun tunnels, solar fans, gutters and downspouts; provide gutter cleaning; and more.

President Darryl Simon credits much of Simon Says Roofing’s success to its customer-oriented business approach. “Happy customers are worth more to us than any amount of money, so everything we do is geared toward meeting their goals and ensuring their satisfaction,” he says.

“The majority of our clients come from referrals, which is a testament to the way we handle roofing projects.”

Simon Says Roofing’s technicians take a full-service approach to each job, handling everything from preparation to cleanup, and they’re all meticulously trained and background checked before they work in the field. “Everyone who works here is highly experienced and professional, which allows us to ensure quality results on a consistent basis,” says Mr. Simon. “From the first estimate to the finishing touches, we strive toward customer satisfaction.”

**COMPANY PHILOSOPHY**

“Our clients are our number one priority, so we focus on fulfilling their needs and making sure they’re completely satisfied with every aspect of our work. Our goal on every project is to provide superior service and quality workmanship, and our loyal clientele base proves that we consistently achieve that goal.”

**EXCERPTED SURVEY RESPONSES**

“I think they’re very responsive and courteous, and they do a quality job.”—Lucile Y.

### DIAMOND CERTIFIED RATINGS DASHBOARD

<table>
<thead>
<tr>
<th>CUSTOMER SATISFACTION</th>
<th>CUSTOMER LOYALTY</th>
<th>HELPFUL EXPERTISE®</th>
<th>COMPANY CREDENTIALS</th>
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<tr>
<td><strong>Number of Responses</strong></td>
<td><strong>More Satisfied</strong></td>
<td><strong>95%</strong></td>
<td><strong>Workers’ Compensation</strong></td>
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<td>More Satisfied</td>
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<td><strong>Liability Insurance</strong></td>
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<td>8</td>
<td>More Satisfied</td>
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<td><strong>Current Complaint File</strong></td>
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For recent rating status and additional survey responses visit www.diamonddcertified.org
Cosmos Roofing installs a wide variety of roofing systems for residential and commercial clients in Santa Clara and San Mateo Counties. Family-owned and operated since 1975, the company has expertise in installing a wide variety of pitched and flat roofing products, including composition shingle, tar and gravel, modified bitumen, wood shake and shingles, tile, PVC/TPO, metal, and more. With a dedicated staff of journeymen, highly qualified foremen and a fleet of well-equipped vehicles, Cosmos Roofing is qualified to handle all types of roofing projects.

“Our customers are important to us,” says owner Alex Oceguera. “We’re very professional and accommodate their special needs. We’ve developed a great reputation over the years and strive to uphold it on every job. Our business goals of expertly providing every customer with the proper products and exceptional service and quality control have been essential to our 40-plus years of success.”

Cosmos Roofing offers a comprehensive 20-year warranty on all residential roofing installations, labor and materials (transferable if the home is sold). “With proper products and exceptional quality control, we feel our customers deserve to know that we’ll be there for them many years after their roofing installations are complete,” says Mr. Oceguera. “Our mission is 100 percent customer satisfaction.”

**COMPANY PHILOSOPHY**

“Our number one goal is to make our customers happy—if we can do that, everything else will follow. We’re committed to excellence in everything we do, and we work hard to make sure we’re meeting our clients’ needs in any way that we can.”

**EXCERPTED SURVEY RESPONSES**

“They’re absolutely what they say they are. They are honest, straightforward, and they do a good job.”—Elaine S.
All Seasons Roofing & Waterproofing, Inc. has been serving the Greater Bay Area for more than 30 years and is one of the most well-established roofing contractors in Northern California. The company provides commercial, industrial and residential roofing; reroofing and waterproofing; maintenance; gutter and rain collection system inspections; and emergency repair services.

All Seasons Roofing & Waterproofing is a preferred installer in good standing with several major industry manufacturers. The company is dedicated to setting the standard for quality workmanship and continues to advance with the latest innovations in roofing materials, application techniques, and installation technology. “We apply superior service and artisanship to install dependable roof systems that will provide years of performance,” says owner Vlad Gorshteyn.

Mr. Gorshteyn and his team are committed to providing value through extensive technical expertise in roof system design, use of only the highest quality products, and competitive pricing options through cost-effective solutions for every project. All Seasons Roofing & Waterproofing also actively participates in industry organizations that promote professional excellence in roofing practice and business standards.

**COMPANY PHILOSOPHY**

“We believe in partnerships built on trust, integrity and performance. Our approach is simple: Use the knowledge, skills and professional standards of our team to solve problems in a practical, cost-effective way. Our objective is to serve our clients at the highest level they both expect and deserve.”

**EXCERPTED SURVEY RESPONSES**

“They did the job in a professional manner. It looks nice. I’m very happy with it.”—Robert J.
WESTSHORE ROOFING, INC.

(408) 622-0450

Serving Santa Clara, San Mateo and Alameda Counties

WEB SITE
www.westshoreroofing.com

EMAIL
paulwestshore@icloud.com

MANAGER
Paul and Shirine Fowler, Owners

SERVICES
All Types of Roof Installations
Asphalt Composition Shingle Specialist
Metal Roofing
Flat Roof Systems - PVC Single-Ply
Gutter & Downspout Installations
Energy-Efficient Roof System Design

HOURS
Mon – Fri: 7am – 5pm

CERTIFICATION/TRAINING
CertainTeed SELECT ShingleMaster™
GAF Master Elite® Roofing Contractor
IB Roof Systems Installer
IKO Shield Professional
Roofing Contractor
Malarkey Certified Contractor
Owens Corning Preferred Contractor

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COMPANY PHILOSOPHY
“Our commitment to achieving total customer satisfaction on each project is paramount. We approach our customers with honesty and professionalism. Ultimately, we value building a great company that is remembered for serving Bay Area homeowners for years to come.”

EXCERPTED SURVEY RESPONSES
“Their price was very reasonable and the quality of their workmanship is very reliable, so I was very pleased with their work.”—Chris C.

WESTSHORE Roofing, Inc. has been offering complete residential and commercial roofing services to Bay Area homes and homeowners’ associations since 1992, handling everything from roof installations and repairs to gutter installations and roof inspections. The company provides a wide selection of products, including asphalt fiberglass composition shingles, metal tile/shake, wood shake, IB PVC single-ply (flat roof), clay/concrete tile and slate. Its quality service has earned it national recognition, including the Top 100 Roofing Contractors Award from Roofing Contractor magazine, a 5-star rating from the Santa Clara County Homeowners’ Review and the 2009 Best of Campbell Local Business Award.

Westshore Roofing’s owners agree that combining the amenities of a large-scale roofing company with a family-oriented business approach has been an important part of the company’s success. “It’s very important for us to achieve 100 percent customer satisfaction on every project,” adds President Paul Fowler.

Westshore Roofing focuses on winning patronage through sharing its vast knowledge of roofing information so prospective clients can make their own educated decisions and an appropriate service plan can be customized to meet their individual needs.

Winshore Roofing, Inc. has been offering complete residential and commercial roofing services to Bay Area homes and homeowners’ associations since 1992, handling everything from roof installations and repairs to gutter installations and roof inspections. The company provides a wide selection of products, including asphalt fiberglass composition shingles, metal tile/shake, wood shake, IB PVC single-ply (flat roof), clay/concrete tile and slate. Its quality service has earned it national recognition, including the Top 100 Roofing Contractors Award from Roofing Contractor magazine, a 5-star rating from the Santa Clara County Homeowners’ Review and the 2009 Best of Campbell Local Business Award.

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EXCERPTED SURVEY RESPONSES
“ar price was very reasonable and the quality of their workmanship is very reliable, so I was very pleased with their work.”—Chris C.
Screen Solutions provides and installs retractable screens, shades, and awnings for residential and commercial clients in Santa Clara, San Mateo, Santa Cruz, Monterey, Marin, and Napa Counties. The company has the training and expertise to work with a wide variety of manual and motorized window and door covering products, including those made by industry leaders like Phantom Screens, Lutron and Hunter Douglas.

President Steve Gandy says Screen Solutions’ emphasis on both product knowledge and customer service allows it to provide its customers with high levels of quality in every aspect of its operations. “Our goal is to be at the forefront of industry innovation and maintain a thorough knowledge of the latest products. Additionally, we focus heavily on customer service and provide every client with customized solutions and a pleasant overall experience.”

In addition to installing coverings for standard-sized windows and doors, Screen Solutions specializes in oversized screens and offers products that are designed to provide protection for extra-large doors and movable wall systems. To meet the needs of individual clients, the company carries products from several top manufacturers and offers a wide selection of colors and styles.

COMPANY PHILOSOPHY
“We aim to provide our clients with innovative solutions to common problems. With our expert knowledge, high-quality products and unparalleled service, we’re able to maximize the comfort, functionality and beauty of our customers’ homes.”

EXCERPTED SURVEY RESPONSES
“I like the product. Also, the installer was awesome. I expected the product to be good, but sometimes the installation doesn’t match, but he was A+.”—Gordon S.
mart Plumbers, Inc. is a full-service plumbing firm that serves residential, commercial, and industrial clients in Santa Clara, San Mateo, and San Francisco Counties. The company’s main focus is installing and repairing drains, faucets, toilets, gas and water lines, garbage disposals, and water heaters, but it also handles excavation projects; offers hydro jetting, trenchless pipe work and video line inspection; performs septic tank and leach field inspections and repairs; and installs waste water treatments.

When he decided to enter the plumbing industry, owner Jin Lee conducted exhaustive research on plumbing problems and their solutions, the industry’s code requirements, and the variety of available fixtures. Smart Plumbers’ website, www.smartplumber.com, offers a comprehensive summary of the information Mr. Lee has gathered.

Smart Plumbers is available seven days a week and offers 24-hour emergency service. The company guarantees its drain cleaning services for 90 days, and all installations carry a one-year warranty on parts and labor.

**COMPANY PHILOSOPHY**

“The main reason for our prosperity is simple: We treat our customers right, and we make sure every job is done correctly, safely and up to code. We’re passionate about providing a superior level of customer service; it’s an achievement in which we take immense pride. Our work is designed to serve our customers best in the long run.”

**EXCERPTED SURVEY RESPONSES**

“Straightforward service, no nonsense and reasonable prices...”—Michael M.

“I liked the way they explained the problem and their approach to it. I felt that they were honest and knowledgeable.”—Halina G.
Gladiator Repipe, Inc. provides whole house copper repiping services for residential clients in Santa Clara, Alameda and Santa Cruz Counties. In addition to its pipe replacement and installation capabilities, the company has the training and equipment to perform general plumbing work like sewer line repairs and water heater installations, and its technicians are available 24/7 to handle plumbing-related emergencies.

President James Bailey credits much of Gladiator Repipe’s success to its hands-on approach to customer service. “Whenever customers call our office, they deal directly with one of the owners, so they’re more confident that we’re going to do whatever it takes to meet their needs,” he explains. “Our clients really appreciate our detailed communication, quickness to respond and willingness to go the extra mile to take care of them.”

Gladiator Repipe is known for providing same-day copper repiping, which Mr. Bailey says is important for minimizing inconvenience for its clients. “We have the tools and skills to repipe almost any home in just one day without sacrificing quality. The copper materials we use are designed to last a lifetime, so once our customers’ projects are complete, they don’t have to worry about their pipes again.”

**COMPANY PHILOSOPHY**

“Our goal is to build a long-term reputation as one of the top companies in the industry, and the best way to do that is to provide every customer with exceptional service that leaves them completely satisfied. Ultimately, we want to produce results that consistently meet and exceed our clients’ expectations.”

**EXCERPTED SURVEY RESPONSES**

“They were very responsible and efficient. They got the work done as promised and on time.”—Jeana B.
The Plumbing Guys provides a variety of plumbing services for residential and commercial clients throughout Santa Clara County. In addition to handling everything from routine fixture installations to complete sewer and gas line replacements, the company uses a state-of-the-art video camera system to perform sewer inspections and identify problem areas, which reduces the need for unnecessary repairs.

Owner Aaron Sanchez says The Plumbing Guys’ detail-oriented approach to plumbing work has been a key factor in its success. “Our customers appreciate us because we take the time to look around and determine specifics before throwing out any pricing. Our technicians are well-versed in every aspect of plumbing, so they’re able to talk to our customers and explain what’s going on, which ultimately makes for a better experience.”

The Plumbing Guys utilizes its small size to complete its customers’ jobs as quickly and inexpensively as possible. “As a smaller company, we’re able to offer more personal service and keep a closer eye on quality control,” says Mr. Sanchez. “We’re not here to sell people things they don’t want or need—we focus on fixing problems and doing things the way they’re supposed to be done.”

**COMPANY PHILOSOPHY**

“Our biggest goal on every job is customer satisfaction, so we prioritize taking care of our customers’ needs and ensuring they have great experiences that make them want to keep calling us. We want to take things back to the old days, when people had the same plumbers for life.”

**EXCERPTED SURVEY RESPONSES**

“They are reliable and they respond quickly.” —Rosie C.

“They are very professional and they took the time to explain everything. [They even] took pictures, which really put me at ease.” —Wnette Y.
J & M Windows & Glass, Inc. designs and installs shower enclosures and mirrors for homeowners in Santa Clara, San Mateo, and Santa Cruz Counties. The company focuses on customizing each product by offering a variety of glass styles and finishes, including aluminum and metal. Customers can visit its 2,500-square-foot Campbell showroom to view examples and purchase window and skylight products from top manufacturers such as Milgard, Andersen, Marvin, Cardinal, and Velux America.

Owner Mark Young joined J & M Windows & Glass in 1976, two years after his parents, Jim and Marge Young, founded the company. Mr. Young says he’s proud to continue his family’s tradition of providing quality mirror, glass door and window products for the Santa Clara community. “We have a depth of industry knowledge and experience, and we concentrate on the products we’ve found to be the best.”

J & M Windows & Glass provides plan take-offs, supplies brochures and technical information, and is qualified to service everything it sells. The company also encourages customers to consider installing energy-saving windows, which keep homes warmer and quieter while reducing energy bills. To learn more, Mr. Young invites potential customers to visit www.jandmglass.com.

COMPANY PHILOSOPHY
“We’re committed to providing excellent products and services for every customer, every time. Our company is like an extended family, and we consider ourselves an important part of our community. To earn the respect of our neighbors, customers, suppliers and competition, we promote and practice integrity and solid work ethics.”

EXCERPTED SURVEY RESPONSES
“They were very efficient and right on the ball. Everything was as they said it would be.”—Larry F.
Freedom Solar, Inc. is an NABCEP Certified solar installer that designs, builds, and installs solar power systems for residential and commercial clients throughout the Greater Bay Area counties. In addition to its full-service installation capabilities, the company offers ongoing system monitoring and cleans solar panels.

President Rich Moore says his favorite part of the solar process is seeing how happy clients are when they realize the true benefits of their systems. “This is one of the few businesses that’s truly a win-win for everyone involved. By harnessing a limitless supply of clean, renewable energy, our customers are able to reduce the utility costs of their homes and help the environment at the same time, and that’s a very satisfying feeling.”

Freedom Solar prides itself on using the best equipment available in the solar industry and providing the best possible service before and after the sale. “We really focus on the details, making sure our clients understand the long-term benefits of our systems and the financial stability of the vendors we use,” says Mr. Moore. “And by keeping track of the latest developments in solar technology and storage systems, we will always deliver the best-in-class product.”

COMPANY PHILOSOPHY
“We want our clients to think of us as consultants rather than salespeople. We always put their needs first and educate them about their options so they can get the best return on their investment. We utilize our communication skills and technical expertise to provide them with exactly what they want.”

EXCERPTED SURVEY RESPONSES
“I was very pleased with how straightforward they were on what we could get and the appropriate size for our system. They really personalized it for us.”—Dave W.
Quality First Home Improvement, Inc. is an award-winning contractor that sells and installs an extensive selection of name-brand home beautification products, including roofing, windows, patio covers, solar electric, kitchen and bathroom products, COOLWALL® exterior coating, concrete driveways/walkways/patios, seam-less gutters, vinyl and fiber cement siding, exterior doors, insulation, garage doors, exterior paint, and more.

Quality First has been Diamond Certified for 12 consecutive years and counts more than 26,000 satisfied customers during that period. The company has also been recognized and selected by manufacturing roofing giant GAF as a Master Elite roofing contractor who has won the Triple Excellence Award for the last eight years (only 1 percent of roof installing contractors nationwide have been able to achieve this status), and it received GAF’s prestigious President’s Club Award in 2014, 2015, 2016, and 2017. Quality First has also earned seven consecutive (2011–2017) awards from Ply Gem for “Customer Excellence” and “Top Window and Door Dealer in California,” as well as the “Northern California Dealer of the Year” award from Amerimax, a premier window manufacturer.

Quality First maintains a staff of factory-trained installers and a dedicated solar division to provide Energy Star and environmentally-friendly products for its customers. A new customer service division further emphasizes the company’s commitment to quality service and customer satisfaction. Quality First serves customers throughout Northern California and Northern Nevada.

COMPANY PHILOSOPHY
“Our name says it all: We believe in quality first, and we strive to do every job right the first time at an affordable price.”

EXCERPTED SURVEY RESPONSES
“They do quality work. I am very pleased.”—Bruce M.
Highlight Solar designs and installs energy storage and solar power systems for residential and commercial clients. The company provides a complete range of services that are designed to streamline the solar process for its customers (including monitoring, maintenance and ongoing support), and it works directly with several industry-leading solar panel, energy storage battery, and inverter manufacturers so it can offer the best possible solutions available in the market. “We’re the leading residential and commercial energy storage and solar panel installation company in Santa Clara and San Mateo Counties,” says President Dean Alayleh.

Mr. Alayleh says Highlight Solar’s customer-focused business approach has been a crucial element of its success. “Our customers are our main partners and the backbone of our business, so supporting them is always our number one goal. When we install a solar power system and the client actually sees their meter spinning backward, that’s a very special moment for everyone involved.”

Highlight Solar also installs SunStar solar pool heating systems that allow homeowners to swim comfortably all year-round—a service that Mr. Alayleh says is indicative of the company’s commitment to maximizing convenience for its clients. “Ultimately, everything we do is geared toward optimizing the efficiency of our customers’ energy consumption and reducing their overall carbon footprint, and our solar pool heating systems are just one more way we accomplish that.”

COMPANY PHILOSOPHY

“Our goal is simple: provide every client with clean, renewable energy at a fair market value. By taking the time to listen carefully to their needs, we’re able to tailor a system that perfectly fits their lifestyle and complements their home.”

DIAMOND CERTIFIED RATINGS DASHBOARD based on 94 random customer surveys since October 2014

- **CUSTOMER SATISFACTION**
  - 10 More Satisfied
  - 9 Satisfied
  - 8 Less Satisfied
  - 7 Less Satisfied
  - 6 Less Satisfied
  - 5 Less Satisfied
  - 4 Less Satisfied
  - 3 Less Satisfied
  - 2 Less Satisfied
  - 1 Less Satisfied

- **CUSTOMER LOYALTY**
  - 100% "Would you use this company again?"

- **HELPFUL EXPERTISE®**
  - 100% "Did the company provide Helpful Expertise® if needed?"

- **COMPANY CREDENTIALS**
  - Workers’ Compensation
  - Liability Insurance
  - State License No. 960376
  - Current Complaint File
  - Legal & Finance
  - Business Practices
NRG Clean Power provides a wide range of solar services for residential and commercial clients in the South Bay, the East Bay, and Santa Cruz County. The company works with a team of subcontractors to install and maintain solar systems made by industry leaders like LG, Panasonic and Lennox. It also offers many energy efficiency upgrades like roofing, HVAC products, low-E windows and doors, car chargers, COOLWALL® texture coating, attic fans, Solatubes, pool pumps, artificial turf, and insulation.

District Manager Tom Amitay says much of NRG Clean Power’s success is due to his customer-oriented approach to the solar process. “I want every job to have a personal feel, so I make sure to communicate clearly and quickly respond to any questions my clients have. This isn’t just a business for me—I care about my customers and want to help them save money while simultaneously helping the environment.”

NRG Clean Power backs every solar installation with a lifetime workmanship warranty and offers numerous financing options for the convenience of its clients. “With most financing options, I don’t get paid until the job is complete and the lender approves the work,” explains Mr. Amitay. “That way, I can ensure my clients are completely satisfied before moving on, which they really appreciate.”

COMPANY PHILOSOPHY
“I believe the future is clean, Green energy, and I’m committed to bringing that to my clients in the most efficient ways possible. I was around long before the solar wave, and with my devotion to sustainability and energy efficiency, I’ll be around long after as well.”

EXCERPTED SURVEY RESPONSES
“Tom did a really good job. He has great programs that help with installations, he was responsive to the project and he was easy to work with.”—Clarence W.
Solar System, Inc. (SSI) specializes in designing and installing solar power systems throughout the Bay Area. Every job is personally tailored to satisfy all customer needs and expectations. SSI’s crew has extensive expertise to perform custom installations on any roofing material (metal, clay, tile, composite, shingle, etc.) and ensures premium quality and performance.

Solar System, Inc. is an authorized dealer of renowned manufacturer SunPower and proudly partnered with trusted brands such as LG, Silfab, Jinko, and Sunpreme to give future clients a variety of products to choose from. “We let our clients decide what to do from day one,” says Sales Consultant Thomas Vo. “They know we’ll do whatever it takes to get them the best deals, and if they have any questions, they can contact us directly and we’ll be there to help.”

SSI has recently expanded into general contracting to provide its clients with the option of renovating their current living spaces or creating the homes of their dreams. “We will work with homeowners throughout the entire process to guarantee they’re satisfied with all aspects of our work,” says Mr. Vo. “As with solar, it’s important that we ensure customer satisfaction through the high quality of our work and the attentive service we provide.”

**COMPANY PHILOSOPHY**

“We believe in the power of knowledge and want to give our customers the opportunity to learn about the solar industry. We pride ourselves on integrity, premium quality and the pledge for a cleaner future. Customer satisfaction is our number one priority, and we will continue to find new, innovative ways to accommodate every request.”

**EXCERPTED SURVEY RESPONSES**

“I thought the quality of the work was good. They provided the installation and it turned out great.”—John C.
L

ove Your Floors provides a variety of surface cleaning and restoration services for customers throughout Santa Clara County. In addition to cleaning carpet, upholstery and area rugs, the company handles stone, tile and grout; pressure washing; marble restoration; and concrete polishing. For the convenience of its clients, it offers free deep cleaning services with all regular carpet cleaning jobs as well as what it feels is one of the fastest dry times in the industry.

Owner Albert Lazo owned a national floor care franchise before establishing Love Your Floors. Mr. Lazo says the two most important factors of his company’s success are skill and excellent customer service. “My wife, Maureen, and I have spent our adult lives working in the customer service industry. We understand how important it is to communicate with our clients, get a clear idea of what they’re looking for and contact them after the job is completed to make sure they’re happy with the work.”

COMPANY PHILOSOPHY

“We give our customers good, honest service at a fair price. We don’t want to serve our customers just once—we want to build lasting relationships with them. Our goal is for every customer to be completely satisfied with our work and trust us to provide excellent service. We want our first interaction with them to be the beginning of a great relationship.”

EXCERPTED SURVEY RESPONSES

“They did an excellent job and the carpets came out very well.”—Doug E.

“The service is personalized to your specifications. They work with you, they’re very respectful and easy to get along with, and they’ll be honest with you about what they can and cannot salvage.”—Judy R.
The Tile & Grout King Inc. installs and restores all types of tile for residential and commercial clients throughout the South Bay and the Peninsula. The company handles every step of the tile installation process, from demolition to the finish stage, and its comprehensive design service allows clients to choose from a variety of high-quality surfaces (including ceramic tile, porcelain, natural stone and glass) to be installed in showers and bathtubs, floors, countertops, fireplaces, exteriors, and more.

Owner Hany Louis says one of The Tile & Grout King’s most unique features is its ability to restore grout—a specialized aspect of tile work that not many tile companies are qualified to perform. “We believe it’s important to stay at the forefront of the tile installation and restoration industry, so we continually train our technicians on the latest techniques and technology. We also install epoxy grout, which most tile setters avoid due to its high level of difficulty.”

The Tile & Grout King offers several cutting-edge tile systems, including an interlocking flooring system called Avaire Floating Tile and revolutionary tile underlayment products from Schluter Systems. “One of the most rewarding parts of this job is seeing our customers’ faces when we exceed their expectations and provide them with options they didn’t expect,” says Mr. Louis.

COMPANY PHILOSOPHY
“Our mission is to create an honest and supportive working environment for our employees, where every employee, individually and collectively, can dedicate themselves to providing our customers with exceptional workmanship, extraordinary service and professional integrity.”

EXCERPTED SURVEY RESPONSES
“They’re very easy to work with and they do quality work.”—Kathleen E.
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.
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.
& M Termite Control provides pest inspections, damage repairs, and treatments for wood-destroying pests and organisms for residential and commercial clients in Santa Clara and portions of San Mateo and Alameda Counties. The company creates inspection reports for everyone from homeowners and property buyers/sellers to real estate agents, and once they’re complete, it can combat termite and wood pest infestations with a variety of fumigation and chemical treatments.

J & M Termite Control was established in 1973 to offer prompt, reliable termite removal services to its community. Owner Jim Darling says he’s been able to maintain his business for so many years because of word-of-mouth referrals from satisfied homeowners and realtors. “Even though we are a smaller company, our clients come back to us because they trust our expertise. Sometimes, larger termite and pest control firms don’t have the desire to cater to the real estate industry.”

J & M Termite Control’s inspectors and chemical applicators are all licensed by the Structural Pest Control Board, which regulates industry practices such as infestation identification, inspection reports, estimates and bids, the use of chemical and mechanical eradication devices, and more.

COMPANY PHILOSOPHY
“We’ve earned a reputation for being a termite company that can be counted on to provide outstanding service, and we aim to keep that reputation by staying committed to our ideals. We take great pride in our work, and we fully understand that we must continue to earn and maintain our customers’ trust with each passing day.”

EXCERPTED SURVEY RESPONSES
“The guy who came out gave me good advice. He explained what he was going to do and we discussed the alternatives that were available.”
—Bernadette C.
Hi Tech Termite Control of the Bay Area, Inc. uses advanced technology and environmentally-friendly, state-approved chemicals to combat termite infestations in Bay Area homes, businesses and industrial properties. The company provides standard fumigation services, but it also employs microwave technology that allows it to eradicate termites without tenting a property or removing its furnishings. Other services include structural damage repairs, escrow inspections and annual maintenance programs.

Owner John Williams took over operations of Hi Tech Termite Control of the Bay Area in 2002. Mr. Williams has always believed that excellent customer service is a must in any business. He has been a part of the pest control industry since 1994. “I realized that termite control was a basic, necessary service,” he explains. “I just knew I had to be a part of it.”

Hi Tech Termite Control of the Bay Area offers a three-year, full-structure warranty that covers damage caused by all species of termites and wood-boring beetles. The warranty also protects against new infestations that may appear during the original warranty period.

COMPANY PHILOSOPHY
“We take an integrated approach to protecting our clients’ homes from termites and other wood pests. Our ability to use both traditional and advanced technology gives us a distinct advantage, which we use to provide the best possible service for our customers.”

EXCERPTED SURVEY RESPONSES
“Everyone seemed to be thorough, knowledgeable and polite. Eleven months later, I thought we might have some reinfestation, so they sent someone out immediately. In a world of decreasing customer service, Hi Tech goes the extra mile and stands out.”–Corine 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 respond quickly to our needs. They are always available. They are quick with their reports and findings. I think they do a great job all the way around. Every time I call them, it is nothing but the best.”—Ms. A.
Proven Termite Solutions provides termite control, protection, and inspection services for residential and commercial clients in Santa Clara, Alameda, and San Mateo Counties. The company offers a wide variety of treatment options that are designed to eradicate both subterranean and drywood termites, including soil injection, tent fumigation, and alternative methods like Orange Oil and “local drill and treat.”

Manager Jim Weed credits much of Proven Termite Solutions’ success to its ability to handle every step of the termite control process in-house, without the need for subcontractors. “Cutting out the middleman allows us to maintain excellent quality control and offer great prices, which our clients really appreciate,” he says. “Plus, our professional inspectors, office personnel and informative website provide excellent resources to educate our clients.”

Proven Termite Solutions emphasizes the importance of ongoing training and education for its technicians so they can stay at the forefront of industry advancements. “We make sure we’re up-to-date on the latest equipment, vehicles and termiticides so our employees can perform at their very best,” says Mr. Weed. “Ultimately, our goal is to deliver the most professional services to our clients and help them safely resolve their termite issues.”

**COMPANY PHILOSOPHY**

“We strive to take the anxiety out of choosing a termite company by providing affordable services and the best guarantee in the business. By taking a personalized approach to working with our clients, we’re able to educate them about their situations and fulfill their needs as quickly and efficiently as possible.”

**EXCERPTED SURVEY RESPONSES**

“They have good customer service. Our salesperson was very thorough and explained everything that they would do.”—Francisco M.
Mightymite Termite Services uses non-repellent soil treatments and other low-toxicity methods and products to eliminate drywood termites, subterranean termites, and wood-boring beetles from homes throughout the Greater Bay Area. The company’s process includes a free inspection to determine the best course of action and treatments that are designed to have minimal impact on both the environment and customers’ daily activities.

Owner Samuel Becker says Mightymite Termite Services sets itself apart by its punctual service, communication skills and highly skilled technicians, all of whom are continuously trained to stay on the cutting edge of the pest control industry. “No two termite jobs are exactly alike, so it’s important for our technicians to be experienced in all sorts of situations. When something unusual comes up in the field, they know exactly how to handle it.”

Mightymite Termite Services’ use of Integrated Pest Management principles allows it to quickly complete jobs without the need for customers to leave their homes for extended periods of time. “In most cases, we can clear a house in two to six hours,” says Mr. Becker. “Our customers really appreciate that they can stay in their homes and don’t have to worry about being exposed to harmful chemicals.”

COMPANY PHILOSOPHY
“We know how inconvenient termite infestations can be for homeowners, so we take our time and make sure to do the job right the first time. Our goal is to educate our customers about their infestations and make the termite removal process as easy as possible for them.”

EXCERPTED SURVEY RESPONSES
“They were professional and they got the job done. They left everything nice and neat.”—Djuna A.
The Tile & Grout King Inc. installs and restores all types of tile for residential and commercial clients throughout the South Bay and the Peninsula. The company handles every step of the tile installation process, from demolition to the finish stage, and its comprehensive design service allows clients to choose from a variety of high-quality surfaces (including ceramic tile, porcelain, natural stone and glass) to be installed in showers and bathtubs, floors, countertops, fireplaces, exteriors, and more.

Owner Hany Louis says one of The Tile & Grout King’s most unique features is its ability to restore grout—a specialized aspect of tile work that not many tile companies are qualified to perform. “We believe it’s important to stay at the forefront of the tile installation and restoration industry, so we continually train our technicians on the latest techniques and technology. We also install epoxy grout, which most tile setters avoid due to its high level of difficulty.”

The Tile & Grout King offers several cutting-edge tile systems, including an interlocking flooring system called Avaire Floating Tile and revolutionary tile underlayment products from Schluter Systems. “One of the most rewarding parts of this job is seeing our customers’ faces when we exceed their expectations and provide them with options they didn’t expect,” says Mr. Louis.

COMPANY PHILOSOPHY
“Our mission is to create an honest and supportive working environment for our employees, where every employee, individually and collectively, can dedicate themselves to providing our customers with exceptional workmanship, extraordinary service and professional integrity.”

EXCERPTED SURVEY RESPONSES
“They’re very easy to work with and they do quality work.”—Kathleen E.
ArborWorks, Inc. provides comprehensive tree care services for a variety of Greater Bay Area clients, including residences and estates, corporations and commercial properties, construction sites, golf courses and country clubs, and municipalities and parks. The company offers tree removal and stump grinding, pruning, organic fertilization and soil amending, disease and insect control, cabling and bracing, planting and transplanting, risk assessment, and more.

President Don McIntyre is an ISA Certified Arborist who’s spent more than 45 years preserving trees in urban settings across the United States. He started his own tree care business in Texas in 1972 and expanded to California in 1986. Mr. McIntyre says he and his staff acknowledge their responsibilities as stewards of the environment and demonstrate their commitment by contributing to the preservation of trees for current and future generations.

ArborWorks provides its clients with written proposals designed to enhance the safety and health of their trees, from one-time prunings to ongoing maintenance for multiple properties. The company also offers 24/7 emergency service and tree inspections and consultations.

COMPANY PHILOSOPHY
“Our entire staff is committed to upholding the highest ethical standards and treating every customer with honesty and fairness. We value our clients and work tirelessly to exceed their tree care expectations.”

EXCERPTED SURVEY RESPONSES
“They were just professional. They did an excellent job. They exceeded my expectations. I would definitely recommend and use them again.”—Lori J.

“[I liked] their responsiveness, their flexibility and that they did more than what the job asked for. They went above and beyond.”—S.F.H.A.
West Valley Arborists, Inc. is an urban tree care specialist that serves corporate, commercial and residential clients throughout the Greater Bay Area. Its many tree services include arborist reports, fine pruning and shaping, tree and stump removal, planting, fertilization, cabling and bracing, and consultation. The company also offers 24-hour emergency response for its customers’ convenience.

Owner Simon Tunnicliffe has been involved in the arboriculture industry for more than 28 years, starting in his native England and working with influential companies in France, Germany, and Australia. “I began as a groundsman,” he says, “then worked my way to becoming a specialized climber, foreman, and operations and sales manager.” Simon moved to the United States in 1994 and founded West Valley Arborists in 2005.

West Valley Arborists operates under industry-best standards set forth by the Tree Care Industry Association (TCIA) and International Society of Arboriculture (ISA). The company also specializes in removing overgrown or hazardous trees in difficult locations.

COMPANY PHILOSOPHY
“We believe in giving people the best tree service possible, and we achieve that by staying committed to expertly completing every job, no matter how difficult. Our meticulous attention to detail allows us to exceed our clients’ highest expectations. Ultimately, we want to provide a quality service and give back to the environment through tree conservation and preservation.”

EXCERPTED SURVEY RESPONSES
“I like the staff. The price is competitive. They are decent people who know what they are doing. They’re professional, and they try to be careful and clean up.”—Jamie B.
All About Parking is a corporate services and valet parking company serving the San Francisco Bay Area since 2005. With a keen eye for perfection and a positive attitude, the company provides comprehensive services across a multitude of industries and event types, from Fortune 500 technology company campuses to luxury retirement communities, hotels and more.

According to co-owner Roy Nickolai, All About Parking’s attention to detail and intensive employee training program have been crucial aspects of the company’s success. “We primarily deal with high-end clientele who are very particular about how we handle their business, so we take a detail-oriented approach and anticipate their needs to ensure a smooth process. We also engage the most rigorous valet training in the industry so our attendants are prepared to handle all types of situations.”

All About Parking also offers parking consulting, lot management, electric vehicle valet charging, bicycle fleet management and other client-specific requests. “With our combined 50 years of industry experience, we analyze high-traffic sites, design custom parking plans and evaluate parking flow patterns to reduce traffic jams better than anyone,” explains Mr. Nickolai. “We utilize our expertise to deliver unique solutions that address each client’s needs.”

COMPANY PHILOSOPHY
“We understand that customer satisfaction is paramount to our success, so we strive to exceed our clients’ expectations every step of the way and work hard to ensure the ultimate service experience. As a result, our high standards set the standards in the valet parking industry.”

EXCERPTED SURVEY RESPONSES
“They are professional in every way. They are well-dressed, on time, knowledgeable, courteous, personable, good drivers. They are reliable and the best at what they do.”—Derek R.
All Seasons Roofing & Waterproofing, Inc. has been serving the Greater Bay Area for more than 30 years and is one of the most well-established roofing contractors in Northern California. The company provides commercial, industrial and residential roofing; reroofing and waterproofing; maintenance; gutter and rain collection system inspections; and emergency repair services.

All Seasons Roofing & Waterproofing is a preferred installer in good standing with several major industry manufacturers. The company is dedicated to setting the standard for quality workmanship and continues to advance with the latest innovations in roofing materials, application techniques, and installation technology. “We apply superior service and artisanship to install dependable roof systems that will provide years of performance,” says owner Vlad Gorshteyn.

Mr. Gorshteyn and his team are committed to providing value through extensive technical expertise in roof system design, use of only the highest quality products, and competitive pricing options through cost-effective solutions for every project. All Seasons Roofing & Waterproofing also actively participates in industry organizations that promote professional excellence in roofing practice and business standards.

COMPANY PHILOSOPHY
“We believe in partnerships built on trust, integrity and performance. Our approach is simple: Use the knowledge, skills and professional standards of our team to solve problems in a practical, cost-effective way. Our objective is to serve our clients at the highest level they both expect and deserve.”

EXCERPTED SURVEY RESPONSES
“They did the job in a professional manner. It looks nice. I’m very happy with it.”—Robert J.
PKS Interiors offers a wide selection of window coverings, floor coverings, countertops and cabinets at its Sunnyvale showroom. In addition to choosing from numerous products made by industry leaders like Hunter Douglas and Shaw, customers can design their own window treatments by uploading photos to the company’s website and choosing different colors and materials.

General Manager Peyman Sadigh credits much of PKS Interiors’ success to its straightforward, honest business approach. “Our customers always come first, so we draw upon our industry knowledge and experience to help them with every detail of their projects,” he says. “Also, everyone who works here comes from a design background, so we’re able to coordinate things like color and fabric to ensure high-quality results.”

PKS Interiors offers in-home consultations that allow customers to work with experts who evaluate products that will best suit their needs and budgets. “We really like interacting with our clients and helping them customize their homes as much as possible,” says Mr. Sadigh. “Whether it’s a simple window treatment or a complex design challenge, we have the expertise to put it all together.”

COMPANY PHILOSOPHY
“We take our long-term commitment to our community very seriously, and we’re proud of the products and services we provide for our clients. We want them to know we’ll be here whenever they need us, and we’ll do whatever it takes to help them make the best choices for their homes.”

EXCERPTED SURVEY RESPONSES
“They took the time to listen to what I wanted. They came out to get the measurements for the windows and they were very professional.”
—Seema M.
Magna Shutters designs and installs window coverings for residential and commercial clients throughout Santa Clara County. The company’s Santa Clara facility carries a wide variety of plantation shutters, shades and blinds made by industry-leading manufacturers, and it also offers motorization systems that allow homeowners to control their window treatments from their smartphones or tablets.

Sales & Operations Manager Sandra Vega says Magna Shutters’ ability to customize its products to fit windows and doors of all shapes and sizes has been a crucial aspect of its success. “When Miguel [Vega, owner] started this company, his goal was to create a niche for people who appreciate high-end craftsmanship, and that’s exactly what we’ve done. We’re passionate about creating quality window coverings that beautify our customers’ homes and last a lifetime.”

Magna Shutters prioritizes the comfort of its clients in all aspects of its operations, from constant communication throughout the purchasing process to requiring every Home Improvement Sales and factory-certified installer to pass a comprehensive background check. “Our customers are like extensions of our family, and we work hard to make sure they feel that way,” says Mrs. Vega. “The hands-on, personalized service we provide really sets us apart.”

COMPANY PHILOSOPHY
“We understand that window coverings are a big investment, so we focus on getting every client the best possible product for their budget. By listening closely to their ideas and determining what would be functional for their particular lifestyles, we’re able to match our customers with products that perfectly meet their needs.”

EXEMPLARY SURVEY RESPONSES
“They provide excellent service.”—Tyra L.
A
merican Home Renewal, Inc. has been installing replacement windows, exterior siding, doors and gutters for property owners throughout Northern California for the past 22 years. With products from many of the top manufacturers in the industry, the company strives to address the unique needs and styles of each property.

Owners Marc Stelzer and Chris Spilly founded American Home Renewal determined to help Bay Area residents choose quality, energy-efficient building materials while providing an outstanding customer service experience. Their team is built of construction industry veterans, all factory-trained and InstallationMasters™ certified by the American Architectural Manufacturers Association (AAMA).

American Home Renewal has earned numerous industry accolades. In addition to being the original James Hardie Preferred Remodeler in the Bay Area, the company is Milgard’s only Platinum Certified Replacement Dealer in Northern California and was voted one of the Top 500 Remodelers in the U.S. by Qualified Remodeler magazine for the past 18 years.

American Home Renewal’s Satisfaction First™ policy guarantees its clients don’t pay for services until they’re completely satisfied. “We don’t accept payment until the project is complete,” explains Mr. Stelzer. “That way, our clients can be sure of a positive outcome.”

COMPANY PHILOSOPHY
“We’re committed to exceeding expectations and turning one-time customers into lifelong clients. Our team effort and Satisfaction First™ policy ensure every customer has a pleasant remodeling experience.”

EXCERPTED SURVEY RESPONSES
“I like their follow-up, plus they’re accurate, diligent and very knowledgeable.”—Mr. & Mrs. F.
Able Glass Company provides and installs a variety of products for residential clients in Santa Clara and San Mateo Counties. The company’s main focus is window and patio door replacement, but it also offers custom screens, tub and shower enclosures, table tops, mirrors, skylights, and more. Its Santa Clara showroom carries both retrofit and new construction windows from several well-known manufacturers.

Second-generation owner Eric Holder has been involved with Able Glass Company since he was 12 years old. He eventually bought the business from his father, who founded the company in 1969. Mr. Holder says he’s proud to continue the traditions of his family-run business with each successive job. “Our efforts have also been noticed by the media—the San Jose Mercury News has given us nine consecutive Best Window & Door Installer awards (2010-2018) and inducted us into their Hall of Fame category.”

Able Glass Company also offers free in-home estimates and conducts comprehensive home evaluations to determine what products will best fit clients’ homes.

**COMPANY PHILOSOPHY**

“Our goal is to attain complete customer satisfaction by providing the best possible products and services. We’ve been in business for 50 years, so our customers have the added assurance of knowing we’ll meet our goals every time.”

**EXCERPTED SURVEY RESPONSES**

“I liked everything! The whole crew was pleasant and they cleaned up everything very nicely, which for contractors is saying a lot!”—Cynthia F.

“They were very informative. They did what they said, started and ended without interruptions, and were patient with our questions.”—Mr. & Mrs. B.
Anderson Window & Door Installation provides a wide selection of windows and doors for residential customers in Santa Clara and San Mateo Counties. The company can also install flashing and match stucco texture, and it backs every window and door installation with a lifetime warranty.

Owner John Scalmanini founded Anderson Window & Door Installation in 2000. A licensed general contractor with 30 years of industry experience, Mr. Scalmanini estimates he has managed more than 45,000 window installations throughout his service area.

Anderson Window & Door Installation is a Certified A-Plus Dealer for Milgard Windows, a Circle of Excellence Dealer for Andersen Windows and Patio Doors, and a Certified Marvin Installation Dealer. Mr. Scalmanini supervises every job and says he takes time to make customers aware of all their options. “If they’re able to make informed decisions, each customer will receive the finished project as they imagined it.” To see examples of its products and their applications, potential customers can visit the company’s San Jose showroom.

COMPANY PHILOSOPHY
“We’re committed to providing complete customer satisfaction by delivering quality products at competitive prices. Our professional installers maintain the highest standards of ethics, service and workmanship; they’re a tight-knit team and take pride in a job well done.”

EXCERPTED SURVEY RESPONSES
“They were very honest. They did very clean work. It was just beautiful. It completely took care of the cold that used to come through the windows.”—Lucy G.

“They were very fast and professional.”—Lynette L.

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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.

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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.
Cabinet Maintenance Tips
Maintain your cabinets’ finish with polish rather than a silicone or wax product. Polishes contain detergents that clean dirt, emulsifiers that add body, and mineral oil that acts as a barrier for dirt and moisture. Also, use a ventilating fan when cooking to minimize oil and food deposits on cabinet surfaces.

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

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

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/elyoebaезa

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
**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

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**Assessing a Realtor's Values**

When choosing a real estate agent, look for one whose values align with yours. Rather than try to sell you on the first house they show you, a quality agent will help you find a house that meets your needs. That’s because a quality agent isn’t in it for the quick buck—they’d rather establish long-term client relationships.

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

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**Annual Furnace Inspections**

Annual inspections are crucial to ensure your furnace is operating safely and efficiently. Besides having an active flame inside of it, a furnace emits carbon monoxide and is powered by natural gas. The presence of these elements can pose a potential danger when a furnace isn’t maintained or has an unidentified operational issue.

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

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**Hosing Down New Concrete**

If you feel inclined to hose down newly installed concrete, be sure to do it at night. When concrete is hosed off during the day, the water will evaporate and leave a blotchiness or efflorescence. While this can often be cleaned off with a vinegar/water solution, it’s best to avoid it in the first place.

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

**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](http://www.dccert.org/franciscocortes)

**Cleve Dayton**
Owner, The Painting Pros

**Painting Your Ceiling**
An often-overlooked aspect of painting a room is its “fifth wall”: the ceiling. Typically, it’s best to keep your ceiling color light, as this will make your room appear larger. If you have crown molding, rather than painting your ceiling white, consider doing a half or three-quarters formula of your wall color to add variation.

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

**Jay Furlong**
CEO, Stanford Painting, Inc.

**Assessing a Painter’s Bid**
When reading a painting contractor’s bid, look for a detailed breakdown of the work to be performed and materials to be used. A vague, bare-bones bid not only leaves the contractor’s diligence in question, it also gives leeway for shortcuts to be taken, as the thoroughness and quality of the job are left unspecified.

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

**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](http://www.dccert.org/nickgranato)
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

Avoiding Unnecessary Vehicle Services
While manufacturer-recommended maintenance is crucial, you should avoid any add-on items or services that your vehicle’s manufacturer hasn’t recommended. These can interfere with your car’s operation and end up costing you money, so be sure to choose an honest repair shop that sticks to the basics.

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

Setting Up a Temporary Kitchen
When embarking on a kitchen remodeling project, it’s easy to get caught up in the excitement of planning your new space, but don’t forget to plan ahead for an alternate means of meal preparation. Since your kitchen could be out of commission for several months, you’ll need to set up a temporary kitchen in another room.

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

Identifying Unsafe Circuit Breakers
Unsafe circuit breakers can often be identified by the colors of their handles. For example, Federal Pacific breaker handles typically have red tips, with the amperage number printed in black. Similarly, Zinsco breaker handles come in several different colors, each of which corresponds to a specific amperage level.

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

**Hiring a Property Manager**
Before hiring a property management company, make sure it’s accustomed to managing the type of property you own. Even if a company is well-versed in managing single-family homes or condos, it may not be experienced in managing full apartment buildings or commercial properties, and vice versa.

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

**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](http://www.dccert.org/seanmader)

**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.dccert.org/richmoore](http://www.dccert.org/richmoore)

**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.dccert.org/susannichol](http://www.dccert.org/susannichol)
**Benefits of a Local Funeral Home**

When choosing a funeral home, your best bet is to go local. Few people realize that most mortuaries are owned by national corporations. Besides providing a better overall value, a local, family-owned funeral home will provide a warm, family-oriented atmosphere, which can make a big difference in your overall experience.

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

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**Assessing a Vehicle Scratch**

To tell whether a scratch on your vehicle requires repainting, simply run your fingernail over it. If your nail falls into a groove, the scratch probably needs to be repainted. However, if you don’t feel any change in texture, it likely hasn’t penetrated the paint. In this case, the scratch can probably be buffed out.

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

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**Working With Subcontractors**

Contrary to popular belief, there’s nothing wrong about working with subcontractors. However, you should make sure 1) they’re licensed to do the work they’ve been hired for, 2) they’re independently insured, 3) they’re being paid for their portion of the work, and 4) you hire an honest, responsible primary contractor.

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

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**Staging Your Sale Property**

When presenting a residential sale property, remember that the outside is just as important as the inside. Do some light landscaping, bring in flowers and lay down a fresh layer of mulch. These measures will give your home some “curb appeal” and charm potential buyers from the first moment they see it.

To read full article and more, visit:  
www.dccert.org/marcroos
Replacing Your Car’s Water Pump
No vehicle component lasts forever, and water pumps are no exception. That’s why it’s good to replace your water pump prevenatively rather than wait for it to fail. To minimize the cost, plan to replace your water pump at the same time you replace your timing belt—typically at the 90,000-mile mark.

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

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.dccert.org/joestefani

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

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
**Employees 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

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**Using Chemicals on Your Car**

While acetones, lacquer thinners, and bug and tar removers shouldn’t harm stock manufacturer auto paint, they can damage a car exterior that has been repainted with low-quality paint. If you decide to use a chemical product, test it first by applying a small amount to a hidden area on your car’s exterior.

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

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**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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**Stainless Steel Cleaning Tip**

Most commercial stainless steel cleaning products either contain harsh chemicals or are made with mineral oil. A Greener, more affordable option for cleaning your stainless steel appliances is baby oil. Not only is baby oil environmentally friendly, you probably already have some at home, so you’ll save a little money.

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