

363,000
CUSTOMERS SURVEYED

MONTEREY, SAN BENITO AND SANTA CRUZ COUNTIES · APRIL 2019

Diamond Certified[®] Directory

LOCAL COMPANIES RATED HIGHEST IN QUALITY · PERFORMANCE GUARANTEED



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

Ratings updated daily at www.diamondcertified.org

2019

The Rating Process

American Ratings Corporation conducts accurate customer satisfaction research.



1. APPLY

The company must apply to begin the rating process.



2. SAMPLE

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



3. SURVEY

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



4. SCORE

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

Rigorous standards are enforced.



5. CREDENTIALS

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



6. PRACTICES

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



7. COMMITMENT

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



8. AWARD

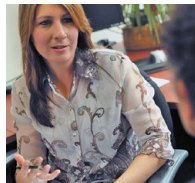
If the company's quality rating, business practices and credentials meet our high standards, it is awarded Diamond Certified.

We require ongoing customer satisfaction and performance.



9. MONITOR

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



10. MEDIATE

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



11. GUARANTEE

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



12. QUALITY

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

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

Individual Research Reports

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

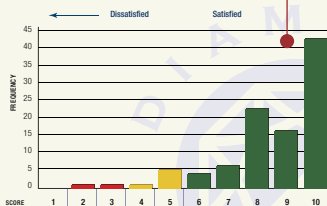
Question 1

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

Diamond Certified® Ongoing Rating and Certification Report

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 Advanced Roofing Services?”



FREQUENCY	0	1	1	1	5	4	6	23	16	43
CUMULATIVE FREQUENCY	0	1	2	3	8	12	18	41	57	100
PERCENT	0.00%	1.00%	1.00%	1.00%	5.00%	4.00%	6.00%	23.00%	16.00%	43.00%
CUMULATIVE PERCENT	0.00%	1.00%	2.00%	3.00%	8.00%	12.00%	18.00%	41.00%	57.00%	100.00%

Statistical results for 100 observation

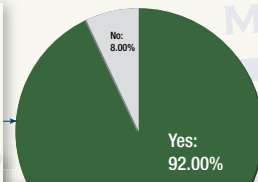
Mean: 8.58
Standard Deviation: 1.74
Percent of responses 6–10: 92.00%

Copyright ©2019 American Ratings Corporation. All rights reserved.

Question 2

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

- Question 2:
“If you needed the services of [Company Name] in the future, would you use Advanced Roofing Services again?”



Certification Report

...did [Company Name] provide that expertise?”

Yes: 94.00%

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.

Compared to Review Sites

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.

Diamond Certified Resource (DCR)	Most Review Sites
<p>Real Customers To start each rating, DCR uses a company's actual customer list. Then DCR only performs its surveys by telephone, which allows it to verify that each customer has actually purchased from the company being rated.</p>	<p>Fake Reviews / Multiple Identities 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.</p>
<p>Random Sample / All Customers DCR receives all customer names and phone numbers or a large, random sample of customers (400) from each rated company. Company owners can't cherry-pick because of such a large base. Thus, dissatisfied and satisfied customers are surveyed in true proportion to their occurrence.</p>	<p>Cherry-Picking 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.</p>
<p>Statistically Reliable / Rigorous DCR research is statistically reliable because a large, random sample of customers is pulled from each company's customer base. Customers are "interrupted" by phone interviews at home, so there's not a self-selection bias. Ongoing research, complaint and credentials ratings ensure Diamond Certified companies continue to perform well.</p>	<p>Inaccurate Star Scores 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.</p>
<p>Performance Guarantee Should a dispute arise about performance on contract, DCR provides mediation and a money-back guarantee per the terms of the Diamond Certified Performance Guarantee (see page 5).</p>	<p>No Guarantees Most sites don't offer a performance guarantee.</p>

American Ratings Corporation

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:

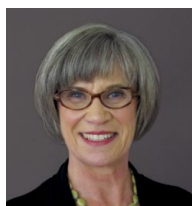
1. You the consumer have the right to know which companies are truly performing at the highest level of quality.
2. The highest quality companies should be rewarded for their ongoing performance through public recognition.
3. Companies should be held accountable for their performance—one customer at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



Chris Bjorklund,
Consumer Advocate



Greg Louie, Founder and
Chief Executive Officer



Joy Lanzaro, Director of
Mediation and Compliance



David Pak, Director of
Ratings and Research

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.

AMERICAN RATINGS CORPORATION
DIAMOND CERTIFIED

PERFORMANCE Guarantee

A dispute may arise from an unmet expectation or a simple misunderstanding. Many disagreements are resolved after the parties work with each other using the contract and industry standards for guidance.

If you have tried unsuccessfully to resolve a disagreement please contact us at info@diamondcertified.org or (800) 738-1138. Our mediator will work with you and the Diamond Certified® company to attempt to reach an agreement that both parties can live with.

If the mediation fails to produce a mutually-agreeable solution due to failure of the Diamond Certified company to honor contractual obligations, uphold industry standards, or participate in good faith, we will refund your purchase price up to \$1,000.

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

Greg Louie, Founder & CEO
American Ratings Corporation



Quality • Satisfaction • Trust

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.

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.

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

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

Find more than 20,000 informative articles at www.diamondcertified.org

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

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

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.

The screenshot displays a webpage for 'San Mateo County - Auto Body'. At the top, there's a navigation bar with 'Home', 'About Us', 'Services', 'Locations', 'Contact Us', and 'FAQ'. The main content area features an article titled 'San Mateo County - Auto Body' by 'Lorelei - California Auto Body & Repair & Dring'. The article includes a list of services: 'Laser Cut - California Auto Body & Repair & Dring', 'Car Auto Body', and 'More'. Below the article, there's a section for 'Diamond Certified Companies are Rated Highest in Quality and Helpful Expertise' with logos for 'Diamond Certified' and 'Highest in Quality and Helpful Expertise'. A photo gallery shows various vehicles and staff members. At the bottom, there's a 'Related Industry Brands' section with logos for '3M', 'A', 'PPG', 'silkevans', 'PRO SPAT', 'STANLEY', 'UNIVERSAL', '6X', and 'POND'. The page also includes a sidebar with 'More Articles' and 'More Photos'.

Diamond Certified Experts

Find expert advice from Diamond Certified company owners in the back of this directory.

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

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

Bylined Articles

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

Videos

Watch useful video tips from each Diamond Certified Expert Contributor.

The screenshot shows the website interface for a Diamond Certified Expert Contributor. At the top, there is a navigation bar with the company name 'Save Energy Company', a navigation menu (RATINGS, ARTICLES, PHOTOS, VIDEO, CAPABILITIES, TIPS, WEBSITE), a phone number (877) 312-1327, and a CONTACT button. Below the navigation, the page title is 'DIAMOND CERTIFIED EXPERT CONTRIBUTOR ADVICE & TIPS FROM JOHN GORMAN'. The main content is divided into three columns: 1. 'EXPERT CONTRIBUTOR PROFILE' featuring a photo of John Gorman and a bio: 'John Gorman is a 30-year veteran of the window industry and owner of Save Energy Company, a Diamond Certified Company since 2002. He can be reached at (907) 708-1918 or at jgorman@savenenergyco.com.' Below this is a section titled 'John Gorman: One Man's Journey' by Matthew Solis, Senior Editor, Diamond Certified Resource, with a short bio and a 'Read more' link. 2. 'EXPERT ARTICLES' featuring an image of a window frame and an article titled 'How to Choose the Right Window Frames' by John Gorman of Save Energy Company. The article text discusses window options and includes a 'Read more' link. 3. 'EXPERT VIDEO TIP' featuring a video player with a play button and a thumbnail for 'Diamond Certified Experts: H... Window Frames'. Below the video is a section titled 'Video: Three Window Frame Options' with a 'Complete Video Transcription:' section. The transcription text discusses window materials and includes a 'Read more' link.

Human Interest

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

Verbatim Text of Video

Read text versions of the Diamond Certified Expert Video tips.

Dear Savvy Consumer



American Ratings Corporation
Defining Excellence

504 Redwood Blvd., Suite 310, Novato, CA 94947
Telephone (415) 884-2700
Facsimile (415) 884-2784
www.diamondcertified.org

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,

Handwritten signature of Greg Louie in blue ink.

Greg Louie
Founder and CEO
greglouie@diamondcertified.org

Handwritten signature of Chris Bjorklund in blue ink.

Chris Bjorklund
Consumer Advocate
chrisbjorklund@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.

How to Use This Directory

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

WINDOWS

SAVE ENERGY COMPANY

(415) 367-3149

Serving San Francisco, Marin and Sonoma Counties



Business Name and Contact Information

Fact Boxes
Summarizes essential information about the company

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

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

WEBSITE
www.SaveEnergyCo.com

EMAIL
JGorman@SaveEnergyCo.com

MANAGER
John Gorman & Pat Gorman, Owners

SERVICES
Window Replacement
Sliding and French Door Replacement
Entry Doors

HOURS
Mon – Thu: 8:30am – 4:30pm
Fri: 8:30am – 4pm

CREDIT CARDS
Discover, MasterCard, Visa
Financing Available

CERTIFICATION/TRAINING
Installation/Masters Residential/Light Commercial Window and Door Installer (AWMA)
Lead Safety for Renovation, Repair & Painting Refresher

DIAMOND CERTIFIED COMPANY REPORT
www.dccert.org/51

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 to offer free one-year checkups after window installation upon request," says Mr. Gorman. Save Energy Company's website features an information pack called "How to Maximize Your Construction Investment" that provides information on how to choose a window and door contractor. "It's crucial to understand this information before hiring any window replacement company," says Mr. Gorman.

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

COMPANY PHILOSOPHY

"We strive to make the replacement window purchasing process easy and hassle-free. Our products come with lifetime warranty and professional installation workmanship guarantee. We ensure our clients receive products that meet the highest standards. Ultimately, we help our customers select the right window and doors to complement their home."

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

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.

DIAMOND CERTIFIED RATINGS DASHBOARD based on 462 random customer surveys

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

Diamond Certified Dashboard
Each company's rating results are presented



Customer Satisfaction
Demonstrates level of quality experienced

Customer Loyalty
Researches customers' intent to return

Required Credentials
Verified in writing

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

91

Find a Diamond Certified Company

13 Auto Body

15 Auto Repair

17 Auto Smog

19 Contractor – Commercial

**20 Contractor – Remodeling
& Additions**

22 Garage Storage & Organizing

23 Landscape Contractor

25 Landscape Maintenance

26 Mover

27 Paving – Asphalt & Stamping

28 Plumbing

31 Real Estate – Roof Inspections

32 Real Estate Sales – Agent

33 Roofing

37 Sewer Line Contractor

38 Solar

39 Swimming Pool Contractor

40 Tax Preparation

41 Termite Control

42 Tree Services

Kraft's Body Shop, Inc. provides a variety of collision and body repair services for all types of vehicles at its Santa Cruz facility. The company uses state-of-the-art tools and repair equipment, and it offers a lifetime warranty on workmanship for as long as customers own their vehicles.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

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

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

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

"The service was great. I've used them numerous times and have been happy with them each time."—Jennifer C.

KRAFT'S BODY SHOP, INC.

(831) 476-3232

6100 Soquel Avenue
Santa Cruz, CA 95062



WEBSITE

www.kraftsbodyshop.com

EMAIL

info@kraftsbodyshop.com

MANAGER

Todd and Dan Kraft, Owners

SERVICES

Collision Repairs

HOURS

Mon – Fri: 7:30am – 5:30pm
Estimates by Appointment

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

Lifetime Warranty on Workmanship for as Long as Customers Own Their Vehicles

BRANDS

PPG Envirobase

CERTIFICATION/TRAINING

Assured Performance Collision Care Provider, I-CAR Certified Gold Class Shop, VeriFacts VQ Medallion Shop, Factory Trained: Toyota, Lexus, Scion, Factory Certified: Honda

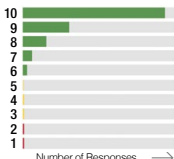
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1291



DIAMOND CERTIFIED RATINGS DASHBOARD based on **325** random customer surveys since February 2008

CUSTOMER SATISFACTION



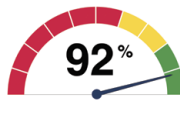
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 68671
- ✓ Current Complaint File
- ✓ Business Practices

SCOTT'S BODY SHOP

(831) 704-6924

140 Center Street
Santa Cruz, CA 95060

Serving Santa Cruz County



WEBSITE

www.scotts-bodyshop.com

EMAIL

info@scottsbodyshopsc.com

MANAGER

Robert D. Scott, President
Rodney D. Scott, Vice President

SERVICES

Full-Service Collision Repair
Paint Matching
Alignment
Wheels & Tires
Suspension

HOURS

Mon – Fri: 8am – 5pm

GUARANTEES

Workmanship Guaranteed for as Long
as Customers Own Their Cars

CERTIFICATION/TRAINING

ASE Certified
I-CAR Certified
Monterey Bay Green Business
City of Santa Cruz Clean Ocean Business

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2079

Scott's Body Shop provides a complete range of collision repair services for all types of vehicles at its Santa Cruz facility. The family-owned and operated company has the equipment and training to handle everything from frame alignment and paint work to glass replacement and electrical repairs, and it guarantees its work for as long as customers own their vehicles.

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

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

COMPANY PHILOSOPHY

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

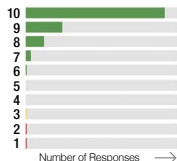
EXCERPTED SURVEY RESPONSES

"They are professional and quick, they pay attention to detail, and they have great service."
—George S.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **200** random customer surveys since December 2013

CUSTOMER SATISFACTION



CUSTOMER LOYALTY



HELPFUL EXPERTISE®



COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 275230
- ✓ Current Complaint File
- ✓ Business Practices

Ernie's Service Center is a Felton-based auto repair shop that provides a wide range of general vehicle services, including wheel alignments, air conditioning/heating systems, brakes, alternators, clutches, diesel repair, electrical systems, engine repair and replacement, fuel systems, suspension, tires, and transmission repair. It's also certified to perform smog checks and work on hybrid vehicles.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

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

"They are very personable, nice and knowledgeable."—Donna B.

ERNIE'S SERVICE CENTER

(831) 335-5332

6281 Graham Hill Road
Felton, CA 95018



WEBSITE

www.erniesservicecenter.com

EMAIL

erniesservice@gmail.com

MANAGER

Ernie Devonshire, Ryan Devonshire and Josh Devonshire, Owners

SERVICES

Domestic, Japanese, European & Hybrids, Smog Check, Gross Polluter Station, Hybrid Maintenance, Factory Scheduled Services, RV Services & Diagnostics, Digital Imaging Wheel Alignment, Advanced Engine Repair & Performance, Electronic & Electrical Systems, Heating & Air Conditioning, Automatic Transmissions/Transaxles, Manual Drive Train & Axles, Steering & Suspension, Computer Diagnostics, Diesel Repair & Diagnostics

HOURS

Mon – Fri: 7:30am – 6pm

GUARANTEES

2 Years/24,000 Miles Parts & Labor
5 Years/100K Miles Engine & Trans.

CERTIFICATION/TRAINING

NAPA AutoCare Center
STAR Certified Smog Check Station
Brake and Lamp Inspection Station

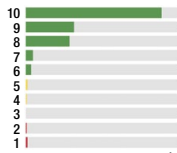
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1511



DIAMOND CERTIFIED RATINGS DASHBOARD based on **275** random customer surveys since February 2009

CUSTOMER SATISFACTION



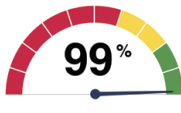
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 228375
- ✓ Current Complaint File
- ✓ Business Practices

T & T AUTO REPAIR

(831) 498-9133

**117 Fairground Road
Monterey, CA 93940**

Serving Monterey County



Thuan Le is owner of T & T Auto Repair.

EMAIL

ttautorepair2018@gmail.com

MANAGER

Thuan Le, Owner

SERVICES

Repair & Maintenance of American Import, BMW & Mercedes-Benz Vehicles

HOURS

Mon – Fri: 8am – 7pm
Sat: 8am – 1pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

2-Year Warranty on Labor

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2108

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

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

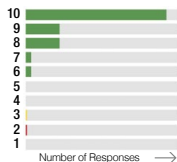
“They’re fast, thorough, and they never do anything that’s not absolutely necessary. They’re great. We recommend them to everybody.”—Matt B.

“They’re consistent and they follow through on the completion of the work.”—Joel C.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **164** random customer surveys since January 2014

CUSTOMER SATISFACTION



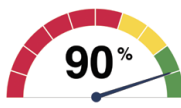
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 254200
- ✓ Current Complaint File
- ✓ Business Practices

Ernie's Service Center is a Felton-based auto repair shop that provides a wide range of general vehicle services, including wheel alignments, air conditioning/heating systems, brakes, alternators, clutches, diesel repair, electrical systems, engine repair and replacement, fuel systems, suspension, tires, and transmission repair. It's also certified to perform smog checks and work on hybrid vehicles.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

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

"They are very personable, nice and knowledgeable."—Donna B.

ERNIE'S SERVICE CENTER

(831) 335-5332

6281 Graham Hill Road
Felton, CA 95018



WEBSITE

www.erniesservicecenter.com

EMAIL

erniesservice@gmail.com

MANAGER

Ernie Devonshire, Ryan Devonshire and Josh Devonshire, Owners

SERVICES

Domestic, Japanese, European & Hybrids, Smog Check, Gross Polluter Station, Hybrid Maintenance, Factory Scheduled Services, RV Services & Diagnostics, Digital Imaging Wheel Alignment, Advanced Engine Repair & Performance, Electronic & Electrical Systems, Heating & Air Conditioning, Automatic Transmissions/Transaxles, Manual Drive Train & Axles, Steering & Suspension, Computer Diagnostics, Diesel Repair & Diagnostics

HOURS

Mon – Fri: 7:30am – 6pm

GUARANTEES

2 Years/24,000 Miles Parts & Labor
5 Years/100K Miles Engine & Trans.

CERTIFICATION/TRAINING

NAPA AutoCare Center
STAR Certified Smog Check Station
Brake and Lamp Inspection Station

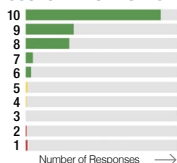
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1511



DIAMOND CERTIFIED RATINGS DASHBOARD based on **275** random customer surveys since February 2009

CUSTOMER SATISFACTION

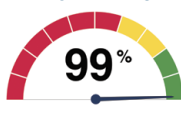


CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 228375
- ✓ Current Complaint File
- ✓ Business Practices

T & T AUTO REPAIR

(831) 498-9133

117 Fairground Road
Monterey, CA 93940

Serving Monterey County



Thuan Le is owner of T & T Auto Repair.

EMAIL

ttauto2008@att.net

MANAGER

Thuan Le, Owner

SERVICES

Repair & Maintenance of:
American Import, BMW &
Mercedes-Benz Vehicles

HOURS

Mon – Fri: 8am – 7pm
Sat: 8am – 4pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

2-Year Warranty on Labor

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2108

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

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

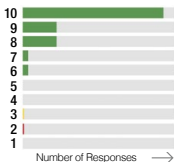
“They’re fast, thorough, and they never do anything that’s not absolutely necessary. They’re great. We recommend them to everybody.”—Matt B.

“They’re consistent and they follow through on the completion of the work.”—Joel C.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **164** random customer surveys since January 2014

CUSTOMER SATISFACTION



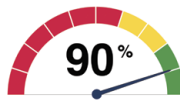
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 254200
- ✓ Current Complaint File
- ✓ Business Practices

Don Hays Builder, Inc. handles all phases of commercial and residential construction for clients throughout Santa Cruz County.

Owner Don Hays has a broad range of experience with new construction, remodeling, additions and repair work to existing homes. Mr. Hays and his team, who have more than 40 years of combined construction experience, can update kitchens and bathrooms, build custom decks, remodel restaurants, add granny units to the backs of houses, and more.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

"They did what they said they were going to do. They showed up on time and cleaned up their mess at the construction site."—Alan K.

**DON HAYS
BUILDER, INC.**

(831) 704-6916

Serving All of Santa Cruz County



WEBSITE

www.donhaysbuilder.com

EMAIL

donhaysbuilder@gmail.com

MANAGER

Don Hays, Owner

SERVICES

- Additions & Remodels
- Decks & Fences
- "Granny" Units
- New Construction
- Residential & Commercial Construction
- Restaurants
- General & Structural Repairs
- Red Tag Removal

HOURS

Mon – Fri: 8am – 5pm
Weekends & After Hours:
By Appointment Only

GUARANTEES

8-Year Warranty on Workmanship

EMPLOYEES

6

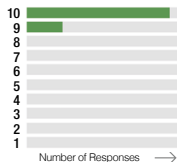
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1567



DIAMOND CERTIFIED RATINGS DASHBOARD based on **20** random customer surveys since September 2009

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 928657
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

DON HAYS BUILDER, INC.

(831) 704-6916

Serving All of Santa Cruz
County



WEBSITE

www.donhaysbuilder.com

EMAIL

donhaysbuilder@gmail.com

MANAGER

Don Hays, Owner

SERVICES

- Additions & Remodels
- Decks & Fences
- "Granny" Units
- New Construction
- Residential & Commercial Construction
- Restaurants
- General & Structural Repairs
- Red Tag Removal

HOURS

Mon – Fri: 8am – 5pm
Weekends & After Hours:
By Appointment Only

GUARANTEES

8-Year Warranty on Workmanship

EMPLOYEES

6

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1567

Don Hays Builder, Inc. handles all phases of commercial and residential construction for clients throughout Santa Cruz County. Owner Don Hays has a broad range of experience with new construction, remodeling, additions and repair work to existing homes. Mr. Hays and his team, who have more than 40 years of combined construction experience, can update kitchens and bathrooms, build custom decks, remodel restaurants, add granny units to the backs of houses, and more.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

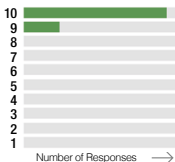
"They did the job within the budget and on time. In fact, they did it faster than I thought they would, and that's rare."—Gene M.

"They did what they said they were going to do. They showed up on time and cleaned up their mess at the construction site."—Alan K.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **20** random customer surveys since September 2009

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 928657
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

MICHAL GERARD CONSTRUCTION

(831) 296-2839

Serving Monterey, Santa Cruz and Santa Clara Counties

Michal Gerard Construction is a full-service construction company that offers residential and light commercial new construction, additions, and remodels in Monterey, Santa Cruz, and Santa Clara Counties. The company takes a ground-up approach to each project and can work successfully with tradesmen, design professionals, and building departments.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

“He just covered everything very well. He did the fireplace insertion. He went up on the roof to take pictures for the HOA in order to tell them what needed to be fixed. He was very helpful.”
–Shelley T.



WEBSITE

www.michalgerardconstruction.com

EMAIL

mike@michalgerardconstruction.com

MANAGER

Michal Gerard, Owner

SERVICES

- New Construction
- Additions
- Kitchen & Bathroom Remodeling
- Decks

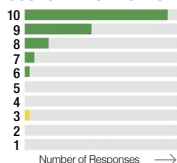
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2086



DIAMOND CERTIFIED RATINGS DASHBOARD based on **53** random customer surveys since November 2013

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Liability Insurance
- ✓ State License No. 517029
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

PREMIERGARAGE

(877) 735-8517

1148 Chess Drive
Foster City, CA 94404



Nick Granato (L), Veny Pirochta and Scott McWhirter are owners of PremierGarage.

WEBSITE

www.bayareagarageflooring.com

EMAIL

bayarea@premiergarage.com

MANAGER

Veny Pirochta, Scott McWhirter, Nick Granato, Justin Granato, Owners

SERVICES

- Garage Cabinets & Storage Systems
- Garage Floor Coatings
- Garage Overhead Racks
- Closet & Home Organizational Systems Installation
- Work Bench Areas
- Wall Beds
- Modular Closets, Home Offices, Mudrooms & Pantries

HOURS

Mon – Fri: 8am – 5pm
Sat & Evenings: By Appointment Only

CREDIT CARDS

Amex, Discover, MasterCard, Visa

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1521

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

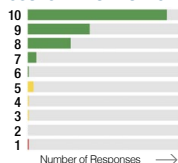
"They are the best. They really know what they're doing, they have a good product and everyone loves my new flooring."—Sandra H.

"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.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **300** random customer surveys since April 2009

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 894280
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

QUILICI GARDENING

(831) 222-0901

Serving Santa Cruz, Monterey
and Santa Clara Counties



Quilici Gardening provides a variety of landscaping services for residential and commercial clients in Santa Cruz, Monterey, and Santa Clara Counties, handling everything from planting, irrigation and soil preparation to lighting, fence and wall installations. The company is also known for its comprehensive maintenance services, which include lawn mowing and edging, plant pruning and trimming, irrigation monitoring and adjusting, and more.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

"I think they do a good job and they are very professional."—Steven C.

WEBSITE

www.quilicigardening.com

EMAIL

randy@quilicigardening.com

MANAGER

Randy Quilici, Owner

SERVICES

Irrigation
Soil Preparation
Lighting
Fences & Walls
Hardscaping
Planting
Design
Monthly Maintenance

HOURS

Mon – Fri: 7am – 5pm

GUARANTEES

6-Month Warranty on Installations

EMPLOYEES

20

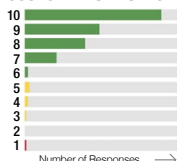
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1861



DIAMOND CERTIFIED RATINGS DASHBOARD based on 225 random customer surveys since May 2012

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 669854
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

JERRY ALLISON LANDSCAPING, INC.

(831) 275-0999

Serving Monterey
and San Benito Counties



Jerry Allison is president of
Jerry Allison Landscaping, Inc.

WEBSITE

www.jaland.com

EMAIL

jerry@jaland.com

MANAGER

Jerry and Cecille Allison, Owners

SERVICES

Landscape Design & Installation
Outdoor Construction
Native Plant Restoration
Landscape Maintenance

HOURS

Mon – Fri: 8am – 5pm

GUARANTEES

1-Year Warranty on Construction
1-Year Warranty on Trees
90-Day Warranty on Most Plants

EMPLOYEES

14

CERTIFICATION/TRAINING

Community College Teaching
Credential (Mr. Allison)

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2037

Jerry Allison Landscaping, Inc. is a full-service landscaping company that creates custom outdoor living spaces for residential clients throughout Monterey and San Benito Counties. In addition to designing, installing and maintaining landscapes, the company utilizes a team of in-house masons, electricians, carpenters and irrigation specialists to build structures such as decks, patios, outdoor kitchens and pergolas.

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

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

COMPANY PHILOSOPHY

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

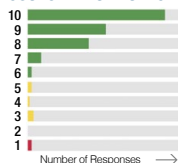
EXCERPTED SURVEY RESPONSES

“The quality of the work is excellent. They did a wonderful job and I was very impressed with the outcome of it. Jerry is very professional.”—Jeremy J.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **162** random customer surveys since June 2013

CUSTOMER SATISFACTION



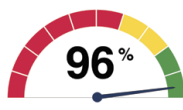
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 362745
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

QUILICI GARDENING

(831) 222-0901

Serving Santa Cruz, Monterey
and Santa Clara Counties



Quilici Gardening provides a variety of landscaping services for residential and commercial clients in Santa Cruz, Monterey, and Santa Clara Counties, handling everything from planting, irrigation and soil preparation to lighting, fence and wall installations. The company is also known for its comprehensive maintenance services, which include lawn mowing and edging, plant pruning and trimming, irrigation monitoring and adjusting, and more.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

"I think they do a good job and they are very professional."—Steven C.

WEBSITE

www.quilicigardening.com

EMAIL

randy@quilicigardening.com

MANAGER

Randy Quilici, Owner

SERVICES

Irrigation
Soil Preparation
Lighting
Fences & Walls
Hardscaping
Planting
Design
Monthly Maintenance

HOURS

Mon – Fri: 7am – 5pm

GUARANTEES

6-Month Warranty on Installations

EMPLOYEES

20

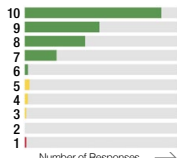
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1861



DIAMOND CERTIFIED RATINGS DASHBOARD based on **225** random customer surveys since May 2012

CUSTOMER SATISFACTION



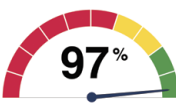
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 669854
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

LUNARDI MOVING SERVICES

(831) 237-0815

Serving California



Three Lunardi Moving Services technicians move a customer's piano.

WEBSITE

www.lunardimoving.com

EMAIL

lunardimoving@yahoo.com

MANAGER

Fabricio Lunardi and José Fernandez, Owners

SERVICES

- Residential & Commercial Moving
- Packing
- Short- & Long-Term Storage
- Piano Moving
- Furniture Disassembly/Reassembly

HOURS

Mon – Sat: 8am – 5pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

EMPLOYEES

14

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2462

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."

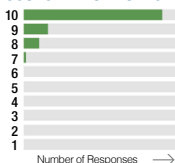
EXCERPTED SURVEY RESPONSES

"I liked their professionalism. They did everything they said they were going to. I had a great experience."—Claudia H.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **82** random customer surveys since September 2017

CUSTOMER SATISFACTION



CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State Lic No. MTR-0190625
- ✓ Current Complaint File
- ✓ Business Practices

Black Diamond Paving Inc. provides a wide range of paving and concrete repair services for commercial and industrial clients, HOA residential communities, retail establishments, schools, and churches throughout California. In addition to offering standard services such as asphalt patch paving, resurfacing, sealcoating and concrete repair, the company performs ADA upgrades and decorative overlays.

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

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

COMPANY PHILOSOPHY

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

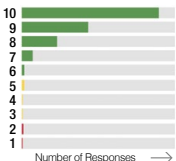
EXCERPTED SURVEY RESPONSES

"They are easy to deal with and the quality of their work is as good as it gets. During the past 12 years I have used several asphalt companies, but they are the best."—Bryan W.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **308** random customer surveys since January 2008

CUSTOMER SATISFACTION



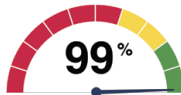
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 717849
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

PAVING – ASPHALT & STAMPING

BLACK DIAMOND PAVING INC.

(510) 770-1150

Serving All of California



BLACK DIAMOND PAVING

WEBSITE

www.blackdiamondpaving.com

EMAIL

info@blackdiamondpaving.com

MANAGER

Jeff Reger, President

SERVICES

- Asphalt Patch Paving
- Overlays
- Sealcoating & Striping
- Concrete Installation & Repair
- ADA Upgrades
- Euro pave (Decorative)

HOURS

Mon – Fri: 7am – 5pm
Emergencies: 24 Hours Daily

EMPLOYEES

45

CERTIFICATION/TRAINING

Certified Woman-Owned Business

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1258

BELLOWS PLUMBING, HEATING & AIR, INC.

(844) 208-7715

Serving Santa Cruz, Marin,
Sonoma and Santa Clara
Counties



WEBSITE

www.BellowsService.com

EMAIL

info@bellowsservice.com

MANAGER

Greg Bellows and Jason Schlunt,
Owners

SERVICES

Clogs & Jetting, Water Heaters,
Pipe Repairs, Drain Repairs,
Water Softeners, A/C, Heating,
Duct Cleaning & Installation

HOURS

24/7

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

1-Year All-Inclusive Warranty
6 Years No Hassle on Water Heaters
10 Years on New Sewer Lines
15 Years on Water/Gas Repipes

EMPLOYEES

100

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1264

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

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

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

COMPANY PHILOSOPHY

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

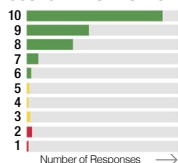
EXCERPTED SURVEY RESPONSES

“They were quick and thorough.”—Patrick G.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **335** random customer surveys since January 2008

CUSTOMER SATISFACTION



CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 483881
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

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

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

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

COMPANY PHILOSOPHY

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

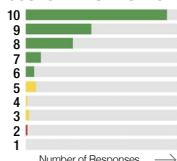
EXCERPTED SURVEY RESPONSES

"They arrived on time, they were reliable and they did a great job. I think the pricing was fair, and overall, it was a very positive experience."—Larry H.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **175** random customer surveys since November 2014

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 484642
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

DUNCAN PLUMBING ENT., INC.

(831) 708-8915

Serving Santa Cruz County



Scott Duncan, Owner

WEBSITE

www.duncanplumbing.us

EMAIL

admin@duncanplumbing.us

MANAGER

Scott Duncan, Owner

SERVICES

- Plumbing
- Boiler & Radiant Heat Repair
- Drain Cleaning & Rooter Service
- Sewer Line Repair & Inspection
- Water Heater Installation & Repair
- Trenchless Sewer Replacement & Lining

HOURS

Sun – Sat: 8am – 9pm
Available by Phone 24/7

CREDIT CARDS

MasterCard Visa

EMPLOYEES

20

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2213

BAEZA PLUMBING SERVICE

(831) 704-6987

Serving Monterey, San Benito, Santa Cruz and Santa Clara Counties



WEBSITE

www.bpsplumbingservice.com

EMAIL

arleen.bps@gmail.com

MANAGER

Eloy Baeza, Owner

SERVICES

Plumbing Maintenance, Installations & Repairs
Water Heater Repairs
Repeating

HOURS

Mon – Fri: 8am – 5pm
Sat: 9am – 4pm
Available 24/7 for Emergencies

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

20-Year Workmanship Warranty on Repeating

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2455

Baeza Plumbing Service provides a wide range of plumbing services for residential clients in Monterey, San Benito, Santa Cruz and Santa Clara Counties. The company has the training and equipment to work on everything from toilet and faucet repairs to comprehensive repiping projects, and its technicians are available 24/7 to handle plumbing emergencies.

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

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

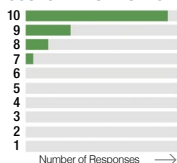
“Their great customer service stands out, plus they were quick and very helpful.”—Fernando B.

“I have recommended them to other people. Eloy is very helpful, kind and thorough. They are also reasonably priced.”—Shelly



DIAMOND CERTIFIED RATINGS DASHBOARD based on **29** random customer surveys since August 2017

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 971425
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

DADDARIO ROOFING COMPANY, INC.

(831) 704-6988
(877) 312-1294
(408) 837-8754

Serving Santa Cruz
 and Santa Clara Counties



WEBSITE

www.daddarioroofing.com

EMAIL

steve@daddarioroofing.com

MANAGER

Steve Daddario, Owner

SERVICES

Residential Reroofing, Including All Types of Composition Shingles; Standard and Lightweight Concrete and Clay Tile; Class A Fire-Treated Cedar Shake Systems; Single-Ply or TPO for Low Slope Roofs; All Types of Roof Repairs With a Warranty; Real Estate Roof Inspections; Seamless Gutter Systems; Installation of Sun Tunnels and Solar Tubes

HOURS

Mon – Fri: 8:30am – 5pm

CREDIT CARDS

Discover, MasterCard, Visa

BRANDS

Boral, Carlisle, CertainTeed, Eagle, GAF, Owens Corning

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1412

Daddario Roofing Company, Inc. offers residential reroofing, roof repairs of all types, and low slope roofing to clients in Santa Cruz and Santa Clara Counties. The company installs a wide variety of roofing products, including composition shingles, concrete and clay tiles, cedar shakes, and single-ply systems for low slope roofs. It also performs comprehensive roof inspections and repairs for real estate agents and their clients.

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

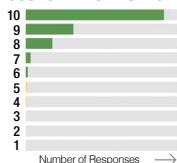
“Steve is the only person I call when I need roof work. He has the best company in Santa Cruz county. He is very responsive and easy to work with.”—Gordon W.

“They are reputable, reliable, and they have excellent customer service in their office and with the workers.”—Christi M.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **325** random customer surveys since September 2008

CUSTOMER SATISFACTION



↑ More Satisfied
 ↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 430739
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

**HEIDI HART
CALIFORNIA
DREAMING
REAL ESTATE**

(831) 708-8910

Serving Santa Cruz
and Santa Clara Counties



Heidi Hart, President & CEO

WEBSITE

www.californiadreamingrealestate.com

EMAIL

myagentheidi@gmail.com

MANAGER

Heidi Hart, President & CEO

SERVICES

Residential & Commercial Real Estate Sales & Purchases, Property Management, Short Sales, Home Evaluations, Bank-Owned Properties

HOURS

Mon – Fri: 9am – 9pm

EMPLOYEES

5

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2357

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

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

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

COMPANY PHILOSOPHY

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

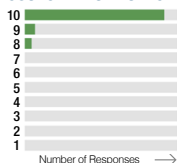
EXCERPTED SURVEY RESPONSES

“She is able to work through complicated situations with persistence and dedication.”—Michelle E.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **46** random customer surveys since March 2016

CUSTOMER SATISFACTION



CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State Lic No. 01703922
- ✓ Current Complaint File
- ✓ Business Practices

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

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

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

COMPANY PHILOSOPHY

"Our reputation stands on exceeding our customers' expectations. We've built our company to provide 100 percent satisfaction with a total commitment to our customers, employees and the community."

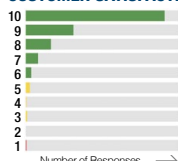
EXCERPTED SURVEY RESPONSES

"Their personal contact was great. We communicated well."—Abel Q.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **347** random customer surveys since December 2007

CUSTOMER SATISFACTION



CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 445118
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

SCUDDER ROOFING COMPANY

(831) 275-0996

Serving Monterey, Santa Cruz and San Benito Counties

Scudder Roofing
"We Stand Under Our Roofs"



Pete Scudder started his roofing career in 1975.

WEBSITE

www.scudderroofing.com

EMAIL

pete@scudderroofing.com

MANAGER

Peter H. Scudder, Owner

SERVICES

Residential & Commercial
Repair & Replacement
Shake, Shingle, Tile & Sheet Metal
Roofing
Solar Roofing
Single-Ply Roofing
Waterproofing

HOURS

Mon – Fri: 8am – 5pm
Sat: 9am – 1pm
or By Appointment

CREDIT CARDS

Amex, Discover, MasterCard, Visa

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1201

WOLFY'S SUNRISE ROOFING

(831) 704-6973

Serving Monterey and San Benito Counties and Surrounding Areas



One of Wolfy's Sunrise Roofing's service trucks on a recent jobsite

WEBSITE

www.wolfyssunriseroofing.com

EMAIL

wolfy52@aol.com

MANAGER

Wolfgang Maerker, President

SERVICES

Commercial & Residential Roofing
Skylights
Waterproofing

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

10 Years on Workmanship
Manufacturers' Warranties on Materials

BRANDS

Eagle Roofing Products, GAF, Midland, Monier, Serpentine, TruSlate, US Tile

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1207

Wolffy's Sunrise Roofing provides a wide range of residential and commercial roofing services for clients in Monterey and San Benito Counties. The company handles everything from installations and replacements to repairs and cleaning, and it has experience with all types of roofing materials, including composition shingle, wood shake, tile and slate. It also offers emergency repairs, installs skylights and seamless gutters, waterproofs existing roofs, and more.

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

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

COMPANY PHILOSOPHY

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

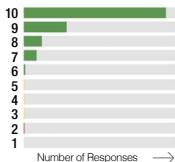
EXCERPTED SURVEY RESPONSES

"Wolfy's does a clean, good job, follows up when asked and never lets me down. They go above and beyond for their customers, which is why we've been using their services for many years."—R.C.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **293** random customer surveys since January 2008

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 812294
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

Ross Roofing & Construction, Inc. provides a variety of residential and commercial roofing services, as well as solar installation, for clients in Monterey, Santa Cruz and San Benito Counties, including new construction roofing, repairs, reroofing, waterproofing and real estate roof inspections. The family-owned and operated company has experience working with all types of high-quality roofing materials, from single-ply Duro-Last membranes to asphalt shingles, metal, wood and two-piece clay tile roofing. It's also Monterey County's only certified Owens Corning Platinum Level Shingle Installer and employs certified Tile Roofing Institute Applicators.

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

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

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

ROSS ROOFING & CONSTRUCTION, INC.

(831) 708-8969

Serving Monterey, Santa Cruz and San Benito Counties



WEBSITE

www.rossroofing1950.com

EMAIL

admin@rossroofing.net

MANAGER

Mike Ross, President
Becki Ross, Corporate Administration

SERVICES

All Asphalt Shingles, Single-Ply, Duro-Last, Hot Asphalt & Gravel Roofing, Slate & Tile, Metal Roofing & Gutters, Wood Shake & Shingles, Two-Piece Clay Tile, Roof Inspections, Reroofing & Repairs, New Construction, Gaco Decks, Below Grade Work, Solar Design & Install, Zero Defect Inspection, All Types of Waterproofing, Residential & Commercial

HOURS

Mon – Fri: 8am – 5pm

CREDIT CARDS

MasterCard Visa

CERTIFICATION/TRAINING

Owens Corning Roofers
Standing Seam Roofing Installer
Duro-Last Dealer

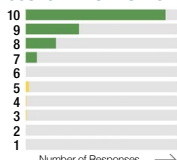
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1314



DIAMOND CERTIFIED RATINGS DASHBOARD based on 301 random customer surveys since March 2008

CUSTOMER SATISFACTION



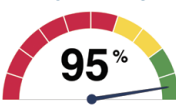
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 836222
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

DADDARIO ROOFING COMPANY, INC.

(831) 704-6988
(877) 312-1294
(408) 837-8754

Serving Santa Cruz
and Santa Clara Counties



WEBSITE

www.daddarioroofing.com

EMAIL

steve@daddarioroofing.com

MANAGER

Steve Daddario, Owner

SERVICES

Residential Reroofing, Including All Types of Composition Shingles; Standard and Lightweight Concrete and Clay Tile; Class A Fire-Treated Cedar Shake Systems; Single-Ply or TPO for Low Slope Roofs; All Types of Roof Repairs With a Warranty; Real Estate Roof Inspections; Seamless Gutter Systems; Installation of Sun Tunnels and Solar Tubes

HOURS

Mon – Fri: 8:30am – 5pm

CREDIT CARDS

Discover, MasterCard, Visa

BRANDS

Boral, Carlisle, CertainTeed, Eagle, GAF, Owens Corning

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1412

Daddario Roofing Company, Inc. offers residential reroofing, roof repairs of all types, and low slope roofing to clients in Santa Cruz and Santa Clara Counties. The company installs a wide variety of roofing products, including composition shingles, concrete and clay tiles, cedar shakes, and single-ply systems for low slope roofs. It also performs comprehensive roof inspections and repairs for real estate agents and their clients.

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

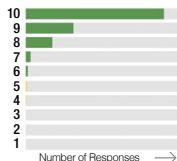
“Steve is the only person I call when I need roof work. He has the best company in Santa Cruz County. He is very responsive and easy to work with.”—Gordon W.

“They are reputable, reliable, and they have excellent customer service in their office and with the workers.”—Christi M.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **325** random customer surveys since September 2008

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 430739
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

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

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

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

COMPANY PHILOSOPHY

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

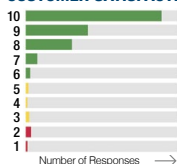
EXCERPTED SURVEY RESPONSES

"They were quick and thorough."—Patrick G.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **335** random customer surveys since January 2008

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 483881
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

BELLOWS PLUMBING, HEATING & AIR, INC.

(844) 208-7715

Serving Santa Cruz,
Marin, Sonoma and
Santa Clara Counties



WEBSITE

www.BellowsService.com

EMAIL

info@bellowsservice.com

MANAGER

Greg Bellows and Jason Schlunt,
Owners

SERVICES

Clogs & Jetting, Water Heaters,
Pipe Repairs, Drain Repairs,
Water Softeners, A/C, Heating,
Duct Cleaning & Installation

HOURS

24/7

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

1-Year All-Inclusive Warranty
6 Years No Hassle on Water Heaters
10 Years on New Sewer Lines
15 Years on Water/Gas Repipes

EMPLOYEES

80

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1264

SUN METRICS

(877) 312-1348

Serving Northern California



John Bergh, Owner

WEBSITE

www.sunmetrics.com

EMAIL

info@sunmetrics.com

MANAGER

John Bergh, Owner

SERVICES

Design, Installation & Maintenance
of Photovoltaic Solar Systems
Solar Pool Heating
EV Charging
Home Thermostat Automation
Energy Efficiency Improvements

HOURS

Mon – Fri: 8:30am – 5pm

CREDIT CARDS

MasterCard Visa

GUARANTEES

25-Year Warranty on Photovoltaic Panels

CERTIFICATION/TRAINING

SunPower Advanced Certified Dealer

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2165

Sun Metrics designs, installs, and services photovoltaic solar systems for residential and commercial clients throughout Northern California. In addition to specializing in high-efficiency solar products made by industry leaders like SunPower and SMA, the company offers home energy efficiency solutions such as solar pool heating, electric vehicle (EV) charging and thermostat automation.

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

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

COMPANY PHILOSOPHY

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

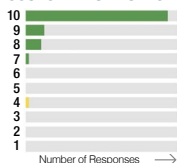
EXCERPTED SURVEY RESPONSES

"They're fantastic. They're great to work with and John really knows what he is doing."—Mark F.



DIAMOND CERTIFIED RATINGS DASHBOARD based on 59 random customer surveys since June 2014

CUSTOMER SATISFACTION



↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 990449
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

Royal Pools of Santa Clara, Inc. builds custom, in-ground swimming pools and spas throughout the Greater Bay Area. Family-owned and operated since 1969, the company specializes in crafting pools from gunite, a mixture of cement and sand that has become a popular method of custom pool construction in much of the United States.

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

COMPANY PHILOSOPHY

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

EXCERPTED SURVEY RESPONSES

"I liked the personalized service. They were quick and efficient."—Steve S.

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

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

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

"Everybody was wonderful."—Margaret R.

"I liked everything."—Tom S.

SWIMMING POOL CONTRACTOR

ROYAL POOLS OF SANTA CLARA, INC.

(831) 708-8967
(408) 372-6977

2258 Camden Avenue
San Jose, CA 95124

Serving the Greater Bay Area



Tony Adams, President

WEBSITE

www.royalpools.com

EMAIL

freequote@royalpools.com

MANAGER

Tony Adams, President

SERVICES

New Gunite Built-in Pool and Spa Construction

HOURS

Mon – Fri: 8am – 5pm
Sat: 10am – 4pm
Other Hours: By Appointment

GUARANTEES

Lifetime Warranty on Structures

EMPLOYEES

18

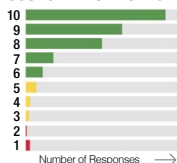
DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/929



DIAMOND CERTIFIED RATINGS DASHBOARD based on **359** random customer surveys since July 2006

CUSTOMER SATISFACTION



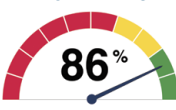
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 278052
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

SILICON VALLEY TAX COACH

(408) 341-9924

2021 The Alameda, Ste 280
San Jose, CA 95126

SILICON VALLEY

TAX COACH

WEBSITE

www.svtaxcoach.com

EMAIL

russell@svtaxcoach.com

MANAGER

Russell Barnett, EA, CTC, CEO

SERVICES

Proactive Tax Planning
Tax Return Preparation - Individual,
Trust & Business Returns
Choice of Business Entity Consultation

HOURS

Mon – Fri: 9:30am – 4:30pm
Closed on Weekends
During Tax Season (Feb 1 – Apr 15):
Mon – Fri: 10am – 5pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

Warranties for Amended Returns,
Correspondence, and Penalties
and Interest Due to Preparer Error

CERTIFICATION/TRAINING

Enrolled Agent (EA)
Certified Tax Coach (CTC)

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1348

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

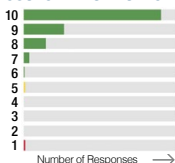
“He is efficient and very good at communicating with me. He just does a great job.”—Caroline L.

“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 M.



DIAMOND CERTIFIED RATINGS DASHBOARD based on 265 random customer surveys since June 2008

CUSTOMER SATISFACTION



↑
More Satisfied
↓
Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ License No. 80478
- ✓ Current Complaint File
- ✓ Business Practices

Pacific Coast Termite is a family-owned and operated business that uses orange oil to rid homes of destructive, unwanted pests. The company serves residential and commercial clients throughout Northern California, and it also has offices in Southern California. In addition to handling infestation removal, it offers preventive pest control treatments to help defend against future invasions.

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

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

COMPANY PHILOSOPHY

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

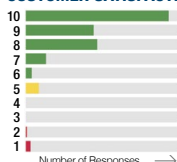
EXCERPTED SURVEY RESPONSES

"They are prompt and courteous. They have good explanations and they walk you through everything. They are very thorough."—Kim L.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **365** random customer surveys since February 2010

CUSTOMER SATISFACTION



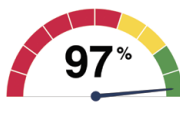
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 5139
- ✓ Current Complaint File
- ✓ Business Practices

TERMITE CONTROL

PACIFIC COAST TERMITE

(877) 616-9421

Serving Northern California



WEBSITE

www.pacificcoastermite.com

EMAIL

Danny@pacificcoastermite.com

MANAGER

Joseph Grande, Manager
Danny Wilson, Manager

SERVICES

Free Inspections & Estimates
(Restrictions Apply: \$350 Fee for Inspection if Home is For Sale or in Escrow)
Termite, Pest & Rodent Control
Pest Control Insulation

HOURS

Mon – Sat: 8am – 5pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

GUARANTEES

2-Year Standard Warranty Against Reinfestation
Extended Warranties Available

EMPLOYEES

100+

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1624

LA SELVA TREE SERVICE

A DIVISION OF COPACETIK, INC.

(831) 296-3279

Serving Carmel Valley
to Napa County



WEBSITE

www.laselvatreecare.com

EMAIL

info@laselvatreecare.com

MANAGER

Frisco Ragsac, Co-Owner
Crystal Lee, Co-Owner

SERVICES

- Tree Removal
- Tree Pruning & Shaping
- Tree Cabling & Bracing
- Brush & Branch Chipping
- Weed Clearing
- Poison Oak Removal
- Stump Grinding
- Firewood
- Landscape Maintenance
- 24-Hour Emergency Service

HOURS

Mon – Fri: 7am – 6pm

CREDIT CARDS

Amex, Discover, MasterCard, Visa

EMPLOYEES

10

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/1833

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

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

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

COMPANY PHILOSOPHY

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

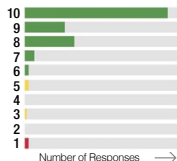
EXCERPTED SURVEY RESPONSES

“They are a first-class operation. They bring the right manpower and tools, and they get the job done when they say.”—S. P.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **134** random customer surveys since February 2012

CUSTOMER SATISFACTION



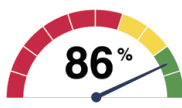
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



“Would you use this company again?”

HELPFUL EXPERTISE®



“Did the company provide Helpful Expertise® if needed?”

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 962022
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

Community Tree Service, Inc. provides a wide range of tree services for residential and commercial clients in Santa Cruz, San Benito, Monterey, and Santa Clara Counties. Locally owned and operated by Adolfo Garcia, the company utilizes its dual licenses for tree service and building moving/demolition to handle every phase of tree work, from trimming, shaping and pruning healthy trees to completely removing hazardous trees and stumps. CTS, Inc. also rents dumpsters to customers with garbage, debris or rubbish removal needs.

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

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

COMPANY PHILOSOPHY

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

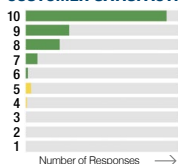
EXCERPTED SURVEY RESPONSES

"They were timely, thorough, and they communicated well."—Alan C.



DIAMOND CERTIFIED RATINGS DASHBOARD based on **225** random customer surveys since June 2013

CUSTOMER SATISFACTION



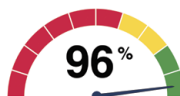
↑ More Satisfied
↓ Less Satisfied

CUSTOMER LOYALTY



"Would you use this company again?"

HELPFUL EXPERTISE®



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

COMPANY CREDENTIALS

- ✓ Workers' Compensation
- ✓ Liability Insurance
- ✓ State License No. 801657
- ✓ Current Complaint File
- ✓ Legal & Finance
- ✓ Business Practices

COMMUNITY TREE SERVICE, INC.

(831) 704-6945

Serving Santa Cruz, San Benito, Monterey and Santa Clara Counties



Community Tree Service

WEBSITE

www.communitytreeservice.net

EMAIL

communitytreeservice320@gmail.com

MANAGER

Adolfo Garcia, President

SERVICES

- General Tree Care Services
- Tree Shaping & Clearing
- Hazardous Tree & Stump Removals
- Stump Grinding
- Dumpster Rentals

HOURS

Mon – Fri: 7:30am – 5pm

CREDIT CARDS

Discover, MasterCard, Visa

EMPLOYEES

122

CERTIFICATION/TRAINING

- Certified Small Business
- Minority-Owned Business
- Timber Operator

DIAMOND CERTIFIED COMPANY REPORT

www.dccert.org/2017

Diamond Certified Expert Contributors


HELPFUL EXPERTISE® FROM OWNERS OF TOP RATED COMPANIES



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.


DIAMOND CERTIFIED EXPERT CONTRIBUTOR: ADVICE & TIPS FROM JOHN GORMAN

EXPERT CONTRIBUTOR PROFILE



John Gorman is a Diamond Certified Expert Contributor and the Owner of Save Energy Company, a Diamond Certified qualified.


EXPERT ARTICLES



How to Choose the Right Window Frame
By JOHN GORMAN of Save Energy Company

112 SHARES

EXPERT VIDEO TIP



How to choose window frames
with JOHN GORMAN of Save Energy Company

68 SHARES

Three Window Frame Options
Complete Video Transcription:
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.
Vinyl windows came in to replace old aluminum windows that were put in houses... Read more



John Gorman
Owner, Save Energy Company

How to Choose the Right Window Frame

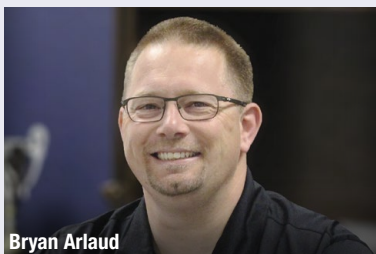
Ultimately, the type of window frame you install in your home depends on three things: your aesthetic preferences, your budget and your county's building code. One of the most popular frame options is vinyl—it offers maximum energy efficiency, reduced condensation and minimal maintenance.

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

See More Online

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

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



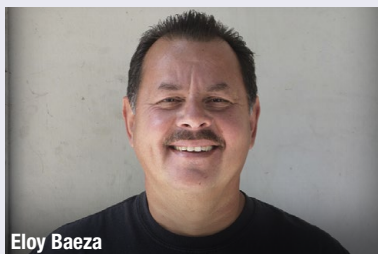
Bryan Arlaud

CEO, Certified Heating and Air Conditioning

Air Ducts and Indoor Air Quality

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

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



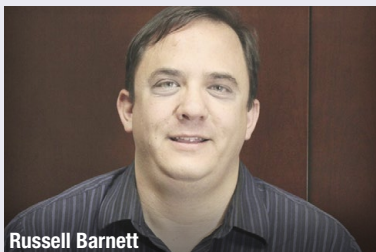
Eloy Baeza

Owner, Baeza Plumbing Service

Action Plan for a Major Water Leak

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

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



Russell Barnett

CEO, Silicon Valley Tax Coach

Tip for Taxpayers

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

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



Mike Cobb

Director of Engineering, DriveSavers, Inc.

Advice for Data Recovery

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

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

Diamond Certified Expert Contributors



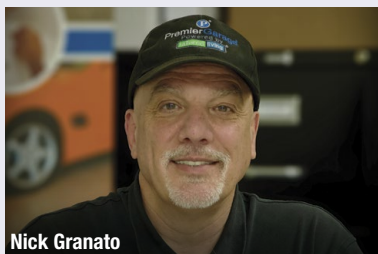
Francisco Cortes

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



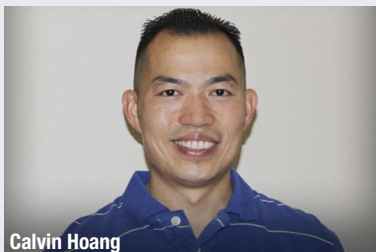
Nick Granato

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



Calvin Hoang

Owner, C H Hardwood Floors

Solid Hardwood Flooring Advantage

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

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



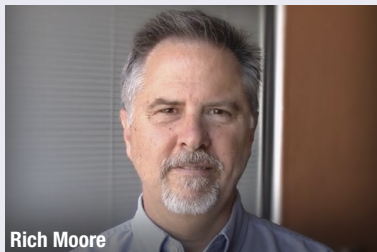
Sean Mader

Co-Owner, Atticare

One Reason to Inspect Your Attic

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

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



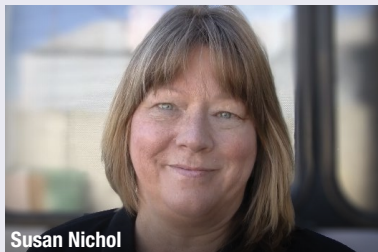
Rich Moore

President, Freedom Solar, Inc.

Solar Panel Maintenance

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

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



Susan Nichol

CEO, Cold Craft, Inc.

Improving Indoor Air Quality

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

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



Mike Ross

President, Ross Roofing & Construction, Inc.

Roof Repair Tip

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

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



Joe Stefani

Estimator, Shelton Roofing Co., Inc.

Annual Roof Maintenance

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

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

Diamond Certified Expert Contributors



Hung Tu

President, An Ky Construction Inc.

Relocating During a Remodel

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

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



Miguel Vega

Owner, Magna Shutters

Benefits of Honeycomb Blinds

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

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



Bob Vinal

President, Bay Area Health Insurance Marketing, Inc.

Employee Health Benefits

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

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



Chris Young

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

Adjusting Sliding Door Alignment

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

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