



Western Roofing System HAS EARNED THE PRESTIGIOUS DIAMOND CERTIFIED AWARD

Independently Rated Highest in Quality



Western Roofing System is a family owned and operated “one-stop roofing contractor” with over 28 years of experience, that can provide beginning to end roof services. They specialize in beautiful energy efficient, highly recyclable stone coated and color finished metal roofs on residential, commercial and industrial structures. They also offer the highest quality tri-lamanents and install CPA/PVC for low slope applications. Services include roof inspection, evaluation, written estimates, regulatory permitting, roof installation and cleanup. Western Roofing System can also install insulation and thermal barriers into their high energy saving systems. Custom exhaust and intake components along with attic fans, solar roofing, seamless gutters, tunnel and conventional skylights are also offered. They work on re-roofing and also new roofing on existing structures.

Green Qualified Metal Roofing is made from recyclable metals and is both beautiful and durable. It is more attractive and offers better longevity, performance and energy savings than conventional roofing. Visit Western Roofing System’s website to see a detailed comparison of common roofing materials and find out why you should go Green, upgrade your home and consider solar panel friendly metal roofing.

Western Roofing System also provides financing and post-installation warranty repair service for most all metal products. They are members of the Western States Roofing Contractors Association, Metal Roof Alliance and Better Business Bureau.

COMPANY PHILOSOPHY

“From our office staff to our sales and installation crews, everyone is dedicated to helping you complete your roofing project in a timely, cost effective way. We strive to provide “customer first service” and money-saving quality, systems and products, that are energy and earth friendly which upgrade your home’s appeal and value. Your home, after all, is your number one investment! That is why you should ‘Re-Roof with the best for less’.”

EXCERPTED SURVEY RESPONSES

“Everything they did was outstanding.”—Marleen M.

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

WESTERN ROOFING SYSTEM

(510) 614-4700
(888) 766-3485

Serving Alameda, San Mateo, Contra Costa, and Parts of Santa Clara and San Joaquin

www.westernroofingsystem.com
westernroofingsystem@westernroofingsystem.com
Troy Miller, President

SERVICES

Lite- Weight Metal Roofing (Steep & Low Slope), CPA/PVC (Low Slope), Insulation, Thermal and Vent Systems, Roof Skylights and Tunnels, Tri-Lamanent Composition Seamless Gutters, Residential & Commercial, Solar Roofing

HOURS

Mon – Fri: 8am – 5pm

CREDIT CARDS

MasterCard, Visa
100% Financing Available (OAC)

CERTIFICATION/TRAINING

Metro Roofing Products – Install Cert
Custom Bilt/Titan Roofing – Instal Cert
GAF Roofing Products – Installation Cert

DIAMOND CERTIFIED RATINGS DASHBOARD™

- Workers Comp Insurance
- Liability Insurance
- State License No. 680441
- Current Complaint File
- Legal & Finance
- Business Practices

CUSTOMER LOYALTY

Based on 153 random customer surveys made since Mar. 2005 asking each customer: “Would you use this company again?”



CUSTOMER SATISFACTION

“Please rate your satisfaction with the quality received.”



RATING STATUS

We declare this company Diamond Certified.
Certification No: 645
Date: Mar. 22, 2005

Jim Stein
Jim Stein

Founder and Chief Executive Officer
American Ratings Corporation



THE RIGOROUS CERTIFICATION PROCESS ASSURES YOUR SATISFACTION

Stringent customer satisfaction research and rating are conducted



1. APPLY

Companies must apply to be certified.



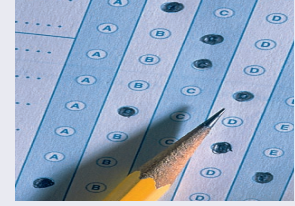
2. SAMPLE

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



3. SURVEY

A confidential telephone survey captures the customer satisfaction score based on quality.



4. TABULATION

The quality score is tabulated. To qualify, a company must score 90 or higher on a 100 scale.

Rigorous standards are enforced



5. CREDENTIALS

The applicant company's credentials are independently rated (license, insurance, complaint status and credit for contractors).



6. PRACTICES

Are the company's business practices "customer friendly"? It must stand behind its performance.



7. AGREEMENT

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



8. AWARD

If quality rating, credential rating, and business practices qualify, the company is awarded Diamond Certified.

Ongoing customer satisfaction and performance is required



9. MONITORING

We monitor credentials and complaints and conduct ongoing customer surveys.



10. MEDIATION

If ever necessary, the company has agreed to participate in Diamond Certified mediation.



11. GUARANTEE

A limited guarantee ensures performance.



12. QUALITY

The company commits to ongoing quality ratings.

American Ratings Corporation—defining excellence

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 totally 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.

Diamond Certified Performance Guarantee

If you use a Diamond Certified® company, are not satisfied and try unsuccessfully to resolve the dispute, contact us within six months of your service. We'll attempt to mediate a solution with the company. If we determine that the company's resolution to correct the problem is unfair, we will refund to you up to the purchase price with a maximum limit of \$1,000. See the details at www.diamondcertified.org/guarantee.html.

American Ratings Corporation
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