



**American Ratings Corporation**  
*Defining Excellence*

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August 25, 2005

David Coburn  
Woodenbridge  
483 Reynolds Circle  
San Jose, CA 95112

Dear Mr. Coburn:

Enclosed is your latest Ongoing Research Report. Many owners of Diamond Certified® companies share their Report with staff members to provide a formal “voice of the customer” component to their team meetings.

You’ll notice a new section of this Report called “Diamond Certified Awareness, Usage & Influence.” In this section, responses collected from additional survey questions that were asked of your customers are presented. What’s interesting about the results is the direct connection between your team’s usage of Diamond Certified and your customers’ acknowledgement that Diamond Certified influenced their purchase and/or positive feeling about your company. As this section of the study shows, your team’s Diamond Certified usage influences sales and superglues loyalty.

Congratulations on continuing to qualify for Diamond Certified.

Sincerely,

A handwritten signature in cursive script that reads "Gary Ma".

Gary Ma  
Operations Manager



Prepared For:

Woodenbridge

By  
American Ratings Corporation  
*Defining Excellence*

August 2005



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**Diamond Certified®**

**Ongoing Customer Satisfaction Survey**

August 25, 2005

David Coburn  
Woodenbridge  
483 Reynolds Circle  
San Jose, CA 95112

Dear Mr. Coburn:

Woodenbridge's Ongoing Customer Satisfaction Survey results are included in this report. American Ratings Corporation received 20 customer names and phone numbers. We completed a total of 9 phone surveys between August 9 and August 15, 2005. Up to six re-calls were made on valid phone numbers that have not responded (e.g., no answer, busy signal, answering machine or call back later). The results of this survey, along with the absence of any changes to the company's license, insurance, complaint or any other certification requirement, indicate Woodenbridge has maintained its qualification for Diamond Certified® as of the date of this report.

To continue its qualification for Diamond Certified®, Woodenbridge must maintain these high quality standards and immediately notify American Ratings Corporation of any changes to any of its other certification requirements, including change of ownership, business structure, name or types of service offered. Woodenbridge also agrees to employ customer friendly business practices and, if necessary, participate in the Diamond Certified® mediation process.

We believe the results presented in this report provide a reasonable basis for Woodenbridge's continued qualification as Diamond Certified®.

Gary Ma  
Operations Manager

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## CERTIFICATION STANDARDS AND RATING RESULTS

### PROFESSIONAL STATE LICENSE VERIFICATION:

1. American Ratings Corporation's license certification standard for the Company's trade or profession is compared with the Company's actual licensing status.

*Certification Standard:*

*a. Valid California Contractors State Licensing Board License*

2. American Ratings Corporation contacted appropriate state licensing board(s) and confirmed each license is current and valid.

*License Status Results:*

*a. Current and valid California State Contractors Board License -  
#820067*

3. Verification Date: August 24, 2005

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> license certification standard**

## COMMERCIAL GENERAL LIABILITY AND WORKERS' COMPENSATION INSURANCE VERIFICATION:

1. American Ratings Corporation's insurance certification standard for the Company's trade or profession is compared with the insurance types and coverages represented in the Company's certificates of liability insurance.

### *Certification Standard:*

- a. *In-force Commercial General Liability Insurance*
- b. *In-force Workers' Compensation and Employers' Liability Insurance*

2. The Company's insurance agents were contacted, coverage verified and certificates of insurance were obtained.

### *Insurance Status Results:*

- a. *Commercial General Liability Insurance – NIC Insurance Company #PS500375*
- b. *Workers' Compensation and Employers' Liability Insurance – Preferred Employers Insurance Company #WKN1248581*

3. Verification Date: August 23, 2005

**Result: Meets the DIAMOND CERTIFIED<sup>®</sup> insurance certification standard**

## COMPLAINT STATUS REVIEW:

1. American Ratings Corporation utilized industry-specific licensing agencies and the Better Business Bureau in the local market area. These bureaus were contacted and requested to provide the number and nature of complaints received regarding the Company during the most recently available period. Certain complaint and license bureaus supplied detailed information, while others provided a general status condition.

Certification Standard:

- a. *No significant state licensing agency violations or disciplinary actions during the previous three years relative to the company's volume and work product*
  - b. *Satisfactory resolution of all reported complaint issues*
2. American Ratings Corporation may have requested additional details regarding a specific complaint case from the Company. The Company has responded appropriately and provided a specific explanation.

Rating Results:

- a. *No Disciplinary Actions or Notices of Violation during the previous three years*
  - b. *No complaints have been filed with the Better Business Bureau*
3. Review Date: August 25, 2005

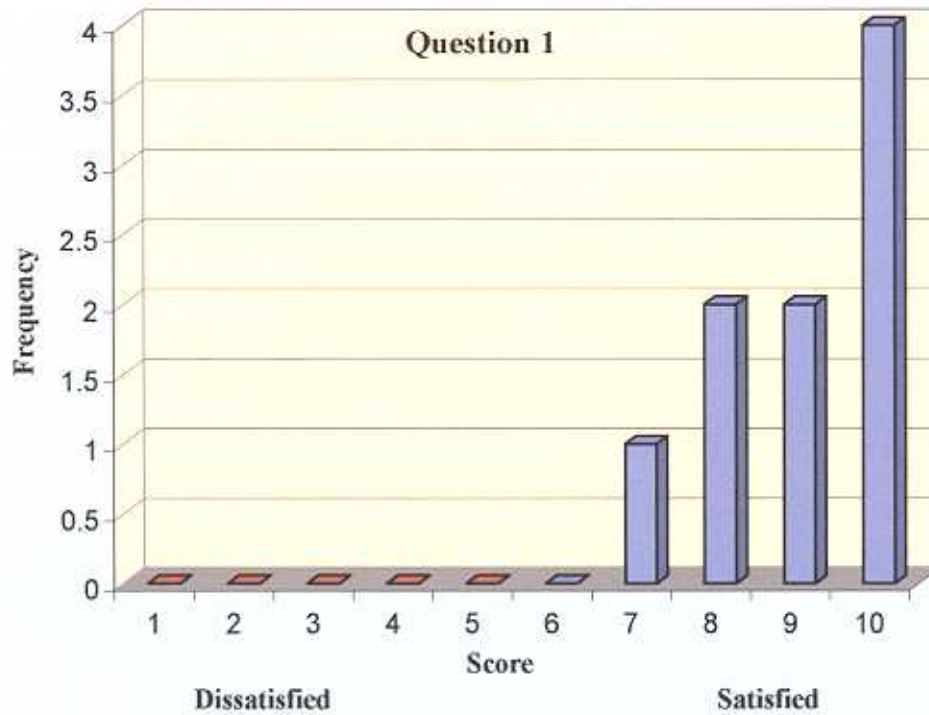
**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> complaint certification standard**

## RESEARCH QUESTIONNAIRE

Good (morning / afternoon / evening) this is \_\_\_\_\_ calling from American Ratings Corporation in reference to Woodenbridge. We are conducting a confidential customer satisfaction survey. Do you have one minute to answer four questions?

1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from Woodenbridge?
2. If you needed the services of a cabinet contractor in the future, would you use Woodenbridge again?
3. What did you like best about Woodenbridge?
4. What do you think Woodenbridge could do to improve?

Q1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from Woodenbridge?



|              | Score | Frequency | Cumulative Frequency | Percent | Cumulative Percent |
|--------------|-------|-----------|----------------------|---------|--------------------|
| Dissatisfied | 1     | 0         | 0                    | 0.00%   | 0.00%              |
|              | 2     | 0         | 0                    | 0.00%   | 0.00%              |
|              | 3     | 0         | 0                    | 0.00%   | 0.00%              |
|              | 4     | 0         | 0                    | 0.00%   | 0.00%              |
|              | 5     | 0         | 0                    | 0.00%   | 0.00%              |
|              | 6     | 0         | 0                    | 0.00%   | 0.00%              |
| Satisfied    | 7     | 1         | 1                    | 11.11%  | 11.11%             |
|              | 8     | 2         | 3                    | 22.22%  | 33.33%             |
|              | 9     | 2         | 5                    | 22.22%  | 55.56%             |
|              | 10    | 4         | 9                    | 44.44%  | 100.00%            |
| Total        |       | 9         |                      |         |                    |

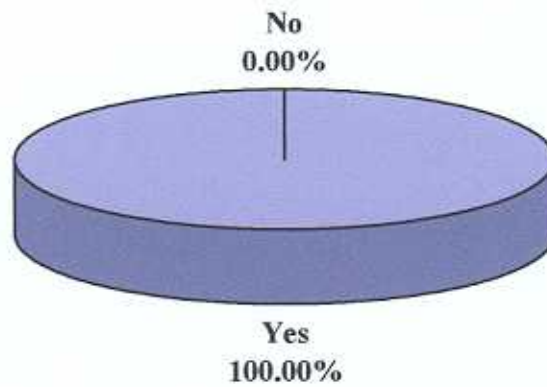
Statistical results for 9 observations:

Mean: 9.00 Standard Deviation: 1.12

Percent of responses 6-10: 100.00%

Q2. If you needed the services of a cabinet contractor in the future, would you use Woodenbridge again?

**Question 2**



| Value | Frequency | Percent |
|-------|-----------|---------|
| Yes   | 9         | 100.00% |
| No    | 0         | 0.00%   |
| Total | 9         | 100.00% |

### Q3. What did you like best about Woodenbridge?

| <u>Count</u> | <u>Q1.</u> | <u>Q2.</u> | <u>Q3. Response</u>  |
|--------------|------------|------------|--|
| 1            | 10         | Y          | They are very punctual, and they do what they say they are going to do. They are also very professional, and I have used them for my kitchen and bathroom. |
| 2            | 10         | Y          | I liked that they stored my cabinets for almost three months before they installed them.   |
| 3            | 10         | Y          | Customer service   |
| 4            | 10         | Y          | The customer service and response time   |
| 5            | 9          | Y          | His work was clean and mechanically accurate. He really knows carpentry.   |
| 6            | 9          | Y          | They seem very honest and responsive. Their craftsmanship was also incredible.   |
| 7            | 8          | Y          | Customer service   |
| 8            | 8          | Y          | Their service  |
| 9            | 7          | Y          | David responded well when there were issues.   |

**Q4. What do you think Woodenbridge could do to improve?**

| <u>Count</u> | <u>Q1.</u> | <u>Q2.</u> | <u>Q4. Response</u>   |
|--------------|------------|------------|---|
| 1            | 10         | Y          | Nothing   |
| 2            | 10         | Y          | Nothing   |
| 3            | 10         | Y          | They may need to hire more people to serve their growing business.  |
| 4            | 10         | Y          | No suggestions  |
| 5            | 9          | Y          | The customer service is a little burdened.  |
| 6            | 9          | Y          | They could have better communication and follow up on e-mails and phone calls.  |
| 7            | 8          | Y          | There were some minor dents in the cabinet.   |
| 8            | 8          | Y          | Inspect the job better when they finish.  |
| 9            | 7          | Y          | Focus on the quality control of the product. One time there weren't any holes for the hardware, and another time there wasn't any finish. |

## DIAMOND CERTIFIED<sup>®</sup> AWARENESS, USAGE & INFLUENCE

Here are the results of five additional Diamond Certified related survey questions asked of each respondent in your ongoing study.

### 5. AWARENESS

Question 5 measures familiarity with Diamond Certified, driven by both your company's usage and our marketing.

*Q5: Are you familiar with Diamond Certified?*

| <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>Yes %</u> |
|------------|-----------|--------------|--------------|
| 5          | 4         | 9            | 55.6%        |

### 6. YOUR COMPANY USAGE OF DIAMOND CERTIFIED

Question 6 is important because this shows the percentage of your customers who were either informed by your staff that you've earned Diamond Certified or had already found you through the Diamond Certified website, directory or newspaper channels.

*Q6: At the time you chose to do business with Woodenbridge did you know that they had earned Diamond Certified?*

| <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>Yes %</u> |
|------------|-----------|--------------|--------------|
| 2          | 7         | 9            | 22.2%        |

### 7. DIAMOND CERTIFIED SALES POWER

Question 7 shows the rate that customers are influenced to choose your company when they know prior to making their purchase that you've earned Diamond Certified (asked only of the "Yes" respondents to Q6).

*Q7: Did the fact that Woodenbridge earned Diamond Certified influence your decision to do business with them?*

| <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>Yes %</u> |
|------------|-----------|--------------|--------------|
| 1          | 1         | 2            | 50.0%        |

## 8. YOUR CUSTOMERS' FEELINGS ABOUT YOUR ACHIEVEMENT

For those customers who were not familiar with Diamond Certified ("No" to Q5) our research staff read a brief description of it. Therefore, Q8 shows how Diamond Certified affects your entire base of new and long-time customers.

*Q8: Would you say that you feel positive, neutral, or negative about the fact that Woodenbridge has earned Diamond Certified?*

| <u>Positive</u> | <u>Neutral</u> | <u>Negative</u> | <u>Total</u> | <u>Positive %</u> |
|-----------------|----------------|-----------------|--------------|-------------------|
| 8               | 1              | 0               | 9            | 88.9%             |

## 9. GETTING AND KEEPING NEW CUSTOMERS

Question 9 indicates whether those surveyed were new or returning customers. Look at your new customer percentage below. Conclusion: You can increase your transaction rate with new PROSPECTS by increasing your staff's usage of Diamond Certified BEFORE a decision is made (Yes on Q6).

*Q9: Have you used Woodenbridge before this year?*

| <u>Yes</u> | <u>No</u> | <u>Total</u> | <u>No = New %</u> |
|------------|-----------|--------------|-------------------|
| 2          | 7         | 9            | 77.8%             |

## 10. DIAMOND CERTIFIED INFLUENCE ON NEW CUSTOMERS

This shows the percentage of your new customers (No on Q9) that were influenced to choose your company (Yes on Q7) because of Diamond Certified.

*Diamond Certified influence rate on your new customers.*

| <u>New Customers</u> | <u>Influenced</u> | <u>Not Influenced</u> | <u>% of New Influenced</u> |
|----------------------|-------------------|-----------------------|----------------------------|
| 7                    | 1                 | 6                     | 14.3%                      |