



Roberts Electric | September 2013

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Diamond-Certified for the 12th Straight Year



We're proud to be a [Diamond Certified](#) Company. What does this mean?

It involves a 12-step certification process that includes surveying a large, random sample of people from our entire customer base.

Companies must score **Highest in Quality** in customer satisfaction and

Hello {FIRST_NAME|Valued Customer},

This year marks our 80th year in business. Many of our customers have been with us for years, and we appreciate your continued loyalty and referrals. There is no greater compliment than trusting us enough to refer a colleague, friend or family member to Roberts Electric.



Emphasis on customer service

We've been sending out thank-you notes after every job, enclosing a customer feedback card with a few questions about our service, responsiveness and the products we use. We want to know where we're succeeding and where we still need to improve.

We'd like to hear from you. As always, thank you for choosing Roberts.

Our best,

Dan

Emeryville's Oaks Card Club: A 40-Year Relationship

This month we're featuring The Oaks Card Club in Emeryville. They've been a loyal Roberts client for more than 40 years, and they're an example of the kind of relationship we build with our clients. **The Oaks Club** is a 24-



pass all credential-based ratings to earn Diamond Certified.

We're proud of our 95% customer loyalty and high customer satisfaction ratings. Diamond Certified conducts ongoing research to ensure all companies maintain their high performances.

[Highlights of our Diamond Certified page](#) include a video of owner Dan Pitcock.

4 Summer Energy-Saving Tips That Will Save You Money

Here in the Bay Area, we know that the warmest months are yet to come. Here are some easy ways to save money on your electricity bill.



- **Running floor and ceiling fans can save energy,** using significantly less electricity than air conditioning.
- If you have an attic, RECO can install **thermostatically**

hour operation with 360 employees, including bar and restaurant waitstaff.



The **Oaks Club** has been remodeled numerous times over the years--three new kitchens, two bar rehabs, ongoing maintenance and updates to generators, air-conditioning, security and lighting systems. **We've built a strong relationship with long-time Building Maintenance Manager Bryan Cadinha,** who always turns to Roberts for the electrical work because he believes that the skill and expertise that we bring to each project transcends bottom-line considerations.



"This building is 100 years old, and the Roberts team have a thorough understanding

of the work that's been done here. Another reason I rely on Roberts is that we're a 24-hour operation, and Dan and his team respond quickly to late-night calls because when systems go down, I'm losing money. **Roberts Electric is trustworthy and stands behind the high quality of their work.**"

Rewiring a Craftsman-Conversion Cottage

This residence was a conversion from a nondescript San Francisco row house to an exquisite craftsman-style jewel. It began when the owners bought some craftsman-style furniture. Later, when they began thinking about remodeling their home, they decided that what they really wanted was a house that matched their furniture.

We worked closely with the contractors, architects and owners on this project to meet exacting standards to turn this project into an exquisite showpiece.

thermostatically controlled attic fans to blow hot air out of our home, resulting in significant cooling.

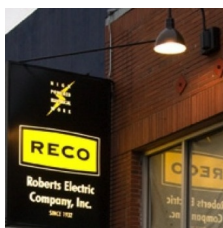
- When leaving home, rather than turning off your air conditioner, **use the energy saver feature**, which will keep your house cool. If you turn off your air conditioner off, it will need to work harder to cool your house down when it comes on again.
- **If you have an air conditioning unit running on the first floor of your home, close all of the doors on the second floor.** The less space your air conditioner needs to cool, the quicker and easier it will do so, saving energy.

Concerned about Mold in Your Bathrooms?

Ask RECO about installing bathroom fans with timer switches that remove moisture.



About Roberts Electric



The stove's hood is mounted on the roof so the owners don't hear the sound of the fan when they cook



All of the rooms now have overhead lighting and new fixtures

Roberts Electric on HGTV!

Roberts electrician Marc Torney and his wife Rosalia were trying to buy their first home, but they couldn't find anything they could afford in Oakland--a common dilemma for a lot of Bay Area would-be homeowners.

Their real estate agent knew the producers of HGTV, who were looking for a couple for the pilot of their Power Broker program, and the Torneys were a perfect fit.



They found a house that was structurally sound with a lot of potential. It got a new coat of paint, and they refinished

When Roberts Electric opened for business in 1895 as Roberts Manufacturing, the company specialized in crafting the prevalent lighting of the times, custom gas light fixtures.

We've come a long way . . .

We changed our name to Roberts Electric Co., but we've remained family owned for 80 years, and we're proud of our strong roots in the community.

Skilled artisans and craftspeople

We hold not only ourselves to high standards but also the people with whom we partner--skilled artisans and craftspeople who place the same premium on quality work and customer service that we do.

Most of all, at Roberts, we never lose sight of the fact that you've invited us into your homes and businesses.

the hardwood floors, but the kitchen and bath needed more extensive efforts--new tile, cabinets, flooring and countertops. **For the kitchen's baking station, a marble slab--Rosalia loves to bake.**

The Power Broker team did a great job with the makeover--and not surprisingly, Marc rewired his new home himself!

[Read more about Marc and Rosalia's HGTV story.](#)

What They're Saying about Roberts Electric

"I'm 93 years old and have been calling Roberts Electric when I need an electrician for years. They arrive on time, are knowledgeable and professional. I never hesitate to refer them to friends."

-- Bill W.

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