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Roberts Electric | May 2013

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Diamond-Certified for the 12th Straight Year



Hello {FIRST_NAME}|Valued Customer},

Welcome to our inaugural newsletter!

We want to use this forum to showcase the wide range of projects on which we are working as well as to share safety and energy-saving tips and new product information.

Residential, commercial, industrial

Many of our residential customers are surprised when they see our trucks parked outside large industrial and commercial projects. The truth is that we are equally at home troubleshooting a small residential wiring problem or completely rewiring a building such as Sausalito's Casa Madrona, profiled below, that calls for meeting exacting standards to maintain the historical integrity of the building.



Economic recovery means tenant improvement projects

These days, as the economy recovers, we are working on many exciting tenant improvement projects for retail clients, such as Steve Madden, J. Crew and Forever 21, who are happy to be upgrading their spaces to attract new customers.

Industrial projects mean facilities expansion

We are also working with our clients in the industrial sector who are renovating their facilities to better meet the needs of their own clients. We recently worked with Saag's Sausages to hook up new machinery that upgrades their production processes.

80 Years and the same commitment to quality

This is our 80th year in business, and we still bring the same commitment and high standards to every job, whether residential, commercial or industrial. If you're an existing customer, thank you for your continued support. If you're looking for an electrician, give us a call. We look forward to serving you.



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 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.

About Roberts Electric



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

Our best,
Dan

Featured Project: Sausalito's Historic Casa Madrona

We are currently working on a complete retrofit of historic Casa Madrona, perched above Sausalito with dramatic views of the Bay and San Francisco.



Casa Madrona is on the National Register of Historic Places, so maintaining the building's historical integrity is an important part of our job

We're installing recessed lighting, fire-alarm system wiring and datacommunications wiring throughout the facility, which includes the three-story main building, cabins, spa and restaurants with three kitchens.



The Casa Madrona project is a complete retrofit that includes rewiring

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.

Energy-Saving Tip

Anyone who's done any traveling in Europe is familiar with automatic timers and dimmers that turn off lights when they're not in use. That's



because Europeans have always paid high energy prices.

Take a tip from savvy Europeans and consider installing dimmer switches. These devices save 10% of the energy consumption of the lighting they control. Also consider compact and other types of fluorescent lighting.

three kitchens and the spa, plus new phone lines throughout the facility

As with many projects in the Bay Area, Casa Madrona has important historical considerations. Built in 1885, this beautiful hotel has been restored and expanded several times and is now listed on the National Register of Historic Places. We are working closely with the owner, architect and contractor to make sure that we comply with the historical standards.

Once we've completed this project, we'll provide pictures of the newly restored Casa Madrona!

Keeping Your Home and Business Safe: Motion Detectors and Outdoor Lighting

Many home and business owners these days are concerned about safety. We recommend motion detectors and enhanced use of outdoor lighting and timers as significant deterrents to crime and break-ins.

Motion Detectors

We install high-quality, infrared motion detectors that have a high degree of effectiveness and reliability. Pet owners can set sensitivity levels so their household animals do not set off the alarm. Motion detectors can be decorative; features can match outdoor decor and also be low voltage to save energy.



Outdoor Lighting

Outdoor lighting can be both a decorative enhancement and a crime deterrent. Install a timer so that lights go on and off at appropriate times when you will be getting home late or be out of town for an extended period of time.

Call us today to find out more about how motion detectors and outdoor lighting can help keep your home and business safe: **510.834.6161.**

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