News Release
FOR IMMEDIATE RELEASE

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NEW Alley Cat Diamond Certified Company Report SUMMARY UPDATE

Celebrates 11th anniversary, new projects completed, new survey responses posted



Petaluma, CA, November 2, 2026 – Diamond Certified Resource has published a new Company Report Summary Update on Alley Cat. This newly researched report for quality-seeking Bay Area consumers adds to Alley Cat's deep info company report on diamondcertified.org, which includes in-depth ratings, researched articles, verified real customer ratings, verbatim survey responses, videos, photos, a capabilities table and more.

Alley Cat has earned Diamond Certified for seven consecutive years, with 279 verified customers surveyed and a customer loyalty rate of 95%. The company provides rodent proofing and pest control services for residential and commercial clients in Marin, Contra Costa, Alameda, San Mateo and San Francisco Counties.

Here are some highlights from the new Update:

- Celebrated its 11th anniversary
- Helped a homeowner in Lamorinda address rodent activity in his attic
- Two new Diamond Certified Survey Responses posted

Owner Niv Goldman, Diamond Certified Expert Contributor



Niv Goldman is a veteran of the pest control industry who has contributed his expertise to help Bay Area residents improve their pest control projects. He is available to provide his unique insights on all types of pest control topics. Reach him directly for interviews at niv@alleycatusa.com or (510) 456-0108.

Niv's expert tips and additional information about Alley Cat can be found below.

Alley Cat Diamond Certified Company Report + New SUMMARY UPDATE

Alley Cat Diamond Certified Video Reports
Company Profile
Company Story
5 Useful Answers
Expert Contributions

Owner Niv Goldman's Diamond Certified Expert Contributions
Niv Goldman Expert Profile
Niv Goldman Expert Tip: Identifying and Treating a Rodent Infestation
Niv Goldman Expert Tip: How to Handle a Rodent Infestation in Your Home
Niv Goldman Expert Tip: DIY Rodent Control
Niv Goldman Expert Video: Heeding the Signs of Rodent Infestations
Niv Goldman Expert Video: How to Handle a Rodent Infestation in Your Home
Niv Goldman Expert Video: DIY Rodent Control
Niv Goldman Expert Video: Monthly Rodent Control Caveat

"Alley Cat has earned our highest award, Diamond Certified, and now we've added to our deep research on the company in this new Summary Update," says Greg Louie, founder and CEO of American Ratings Corporation, creator of Diamond Certified Resource. "When you read their survey responses and see photos of their jobs, they really stand out as an exceptional pest control company."

Only companies that score Highest in Quality and Helpful Expertise earn Diamond Certified. What really separates Diamond Certified ratings from the star score averages at review sites is that a large, random sample of each company's customers are surveyed by phone to get the most accurate ratings and verify only *real* customers are responding. By surveying from a company's entire customer base, each company's research results truly represent its customer satisfaction level. Most companies can't pass the rating.

About Alley Cat
Alley Cat specializes in rodent exclusion pest services, which involves rodent cleanup and removal, sanitation and decontamination, and prevention. Over the last decade, the company has used safe, effective, eco-friendly methods to help over 11,000 residential and commercial clients across the Bay Area, including counties such as Marin, Contra Costa, Alameda, San Mateo and San Francisco.

Niv Goldman is owner of Alley Cat, a Diamond Certified pest control company. He can be contacted at niv@alleycatusa.com or (510) 456-0108.

About American Ratings Corporation
American Ratings Corporation (ARC), the creator of Diamond Certified Resource, the source for consumers who love quality local companies, rates local companies by surveying only their verified real customers to produce the country's most accurate ratings of local companies. It also creates deeply researched company reports and consumer guides that give consumers the best companies plus the best advice for choosing a local Auto, Home, Health or Personal service type of company.

Only companies rated Highest in Quality and Helpful Expertise® earn Diamond Certified and are backed by their Performance Guarantee. All their deeply researched reports and guides are available for free at diamondcertified.org. They also produce an annual, full-color, printed Diamond Certified Directory with 840,000 copies published in 9 geographic zones in the Greater San Francisco Bay Area. Each April, these are mailed for free to their 182,000 Diamond Certified Preferred Members and selected homeowners and companies.

Greg Louie is CEO of ARC. He can be contacted at greglouie@diamondcertified.org or (925) 548-3175.