

News Release
FOR IMMEDIATE RELEASE

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NEW Duggan's Serra Mortuary Diamond Certified Company Report SUMMARY UPDATE
Celebrates 62nd anniversary, sponsors Daly City Public Library Associates' 2025 Art & Lit Fest, new survey responses posted

Petaluma, CA, November 10, 2025 – Diamond Certified Resource has published a new Company Report Summary Update on [Duggan's Serra Mortuary](#). This newly researched report for quality-seeking Bay Area consumers adds to Duggan's Serra Mortuary'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.

Duggan's Serra Mortuary has earned Diamond Certified for 22 consecutive years, with 338 verified customers surveyed and a customer loyalty rate of 99%. The company provides traditional and modern funeral services for Bay Area families of all cultures and religious denominations.



[Duggan's Serra Mortuary Diamond Certified Company Report + New SUMMARY UPDATE](#)

Duggan's Serra Mortuary Diamond Certified Video Reports

[Company Profile](#)

[Company Story](#)

“Duggan's Serra Mortuary has earned Diamond Certified for over two decades, and we're proud to add even more deep research about them 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 excellent funeral service provider.”

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 Duggan's Serra Mortuary

[Duggan's Serra Mortuary](#) provides traditional and modern funeral services for Bay Area families of all cultures and religious denominations. In addition to handling burials and cremations, the company offers advanced funeral planning services and helps arrange indoor and outdoor ceremonies. Its Daly City facility features three outdoor reception areas and unlimited parking, and its multi-lingual staff members can perform funeral services in English, Spanish, Mandarin, Cantonese and Tagalog.

Daniel Duggan is president of Duggan's Serra Mortuary, a Diamond Certified funeral service provider. He can be contacted at danmduggan@pacbell.net or (650) 756-4500.

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.