

News Release
FOR IMMEDIATE RELEASE

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NEW General Roofing Company Diamond Certified Company Report SUMMARY UPDATE

Celebrates 102nd anniversary, new projects completed, new survey responses posted

Petaluma, CA, April 6, 2026 – Diamond Certified Resource has published a new Company Report Summary Update on [General Roofing Company](#). This newly researched report for quality-seeking Bay Area consumers adds to General Roofing Company’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.

General Roofing Company has earned Diamond Certified for 24 consecutive years, with 471 verified customers surveyed and a customer loyalty rate of 95%. The company installs, repairs, and maintains roofs for residential and commercial clients throughout the Bay Area.

Owner Michael Wakerling, Diamond Certified Expert Contributor

Michael Wakerling is a veteran of the roofing industry who has contributed his expertise to help Bay Area residents improve their roofing projects. He is available to provide his unique insights on all types of roofing topics. Reach him directly for interviews at [contact@generalroof.com](#) or (510) 761-5937.



Michael’s expert tips and additional information about General Roofing Company can be found below.

[General Roofing Company Diamond Certified Company Report + New SUMMARY UPDATE](#)

General Roofing Company Diamond Certified Video Reports

[Company Profile](#)

[Company Story](#)

[Expert Contributions](#)

Owner Michael Wakerling's Diamond Certified Expert Contributions

[Michael Wakerling Profile](#)

[Michael Wakerling Expert Tip: Achieving Title 24 Compliance With Your Roof](#)

[Michael Wakerling Expert Tip: Essential Roof Maintenance](#)

[Michael Wakerling Expert Tip: The Benefits of Systematic Roofing](#)

[Michael Wakerling Expert Video: Preventive Roof Maintenance](#)

[Michael Wakerling Expert Video: Title 24 Requirements for Roofs](#)

[Michael Wakerling Expert Video: Importance of Roof Maintenance](#)

[Michael Wakerling Expert Video: Taking a Systematic Approach to Roofing](#)

“General Roofing Company 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 exceptional roofing contractor.”

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 General Roofing Company

[General Roofing Company](#) installs roofing for residential, commercial and industrial clients throughout the Bay Area. The family-owned and operated company (now in its fourth generation of ownership) offers a variety of roofing, maintenance and repair solutions tailored to fit customers’ specific needs. Specialties include composition shingles, wood shingles and shakes, composite shakes and slate, all flat roof systems, tile and slate roofs, skylights, and ventilation systems.

Shane Wakerling is owner of General Roofing Company, a Diamond Certified roofing contractor. He can be contacted at shane@generalroof.com or (510) 761-5937.

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.