News Release
FOR IMMEDIATE RELEASE

Greg Louie, CEO
American Ratings Corporation
Creator of Diamond Certified Resource
(925) 548-3175
greglouie@diamondcertified.org

NEW Keith Roofing Company Earns Diamond Certified®

Based on a large survey of only verified customers, only companies rated Highest in Quality and Helpful Expertise® earn the prestigious Diamond Certified award.

Petaluma, CA, August 17, 2026 – Diamond Certified Resource announces that Keith Roofing Company, a San Jose-based roofing contractor, has earned the prestigious Diamond Certified award by scoring Highest in Quality and Helpful Expertise.



The Diamond Certified Research Team's methodology ensures only a large, random sample of verified customers are surveyed, which produces the most accurate ratings of local companies available. The team conducts a 12-step rating and certification process that identifies companies delivering high quality and Helpful Expertise to their customers. The process includes collection of a large, random sample of customers; confidential telephone and email surveys of real customers; and verifications of state licenses, insurance, and business practices.

The research team produces a final Diamond Certified Research and Ratings Report. Only companies scoring 90 or above on a 100 scale are rated Highest in Quality and Helpful Expertise and earn Diamond Certified. Qualified companies agree to follow the Diamond Certified Customer Satisfaction Principles and participate in mediation if needed, and they're backed by the Diamond Certified Performance Guarantee. Ongoing surveys and monitoring help ensure continued high customer satisfaction by Diamond Certified companies.

"Earning Diamond Certified is a significant achievement because most companies can't qualify," says Greg Louie, founder and CEO of American Ratings Corporation, creator of Diamond Certified Resource. "Keith Roofing Company has demonstrated the quality, Helpful Expertise and customer commitment required to earn the prestigious Diamond Certified."

Every Diamond Certified Research and Ratings Report includes detailed statistical results (such as average satisfaction scores and response distributions), verbatim customer survey responses and visual charts that clearly present the findings. “Our Report shows each customer’s rating on a 1 - 10 scale of the company’s quality, whether they would hire the company again, if the company provided Helpful Expertise and verbatim answers to open-ended survey questions, which adds context to our research-grade report,” says David Pak, Director of Ratings at American Ratings Corporation.

Here are the top survey responses from Keith Roofing Company’s verified real customers:

“My family has been using Keith Roofing Company for many years. They have a reputation for standing behind their work. [They provide] professional service [for a] fair price.”—Dennis C.

“Their communication was excellent, but it was their commitment to customer service that was the most impressive. They showed a resolve that’s rare these days [and made sure] I was fully satisfied with their work.”—David B.

“They knew what they were doing and accomplished it exactly as stated. They also made some day-of adjustments at no extra cost.”—Paul B.

Keith Roofing Company, a newly Diamond Certified company, inspects, repairs, and replaces roofs for residential and commercial clients in Santa Cruz, San Francisco, San Mateo, Santa Clara and Alameda Counties. The family-owned and operated company is qualified to work on all types of roofing systems, from composition shingle and wood shake to tile and slate, and it can also apply silicone and acrylic coatings that help prevent leaks and reflect heat.

A Star Equivalent Score is calculated for each verified customer rating to produce an average star score for Keith Roofing Company of 4.6 from 91 verified customer survey responses.

Read Keith Roofing Company’s Diamond Certified Company Report.

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 American Ratings Corporation. He can be contacted at greglouie@diamondcertified.org or (925) 548-3175.