

**News Release**  
**FOR IMMEDIATE RELEASE**

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**NEW Reyff Electric, Inc. Diamond Certified Company Report SUMMARY UPDATE**  
*Celebrates 45th anniversary, new projects completed, new survey responses posted*

Petaluma, CA, July 23, 2025 – Diamond Certified Resource has published a new Company Report Summary Update on [Reyff Electric, Inc.](https://www.reyffelectric.com) This newly researched report for quality-seeking Bay Area consumers adds to Reyff Electric's deep info company report on [diamondcertified.org](https://www.diamondcertified.org), which includes in-depth ratings, researched articles, verified real customer ratings, verbatim survey responses, videos, photos, a capabilities table and more.

Reyff Electric, Inc. has earned Diamond Certified for 15 consecutive years, with 327 verified customers surveyed and a customer loyalty rate of 97%. The company provides various electrical services for residential and commercial clients in Marin, Sonoma, Solano, and Napa Counties.

**Operations Manager Will Phinney, Diamond Certified Expert Contributor**

Will Phinney is a veteran of the electrical industry who has contributed his expertise to help Bay Area residents improve their electrical projects. He is available to provide his unique insights on all types of electrical topics. Reach him directly for interviews at [willp@reyffelectric.com](mailto:willp@reyffelectric.com) or (707) 397-5940.



Will's expert tips and additional information about Reyff Electric, Inc. can be found below.

[Reyff Electric, Inc. Diamond Certified Company Report + New SUMMARY UPDATE](#)

**Reyff Electric, Inc. Diamond Certified Video Reports**

[Company Profile](#)

[Company Story](#)

## [Expert Contributions](#)

### **Operations Manager Will Phinney's Diamond Certified Expert Contributions**

#### [Will Phinney Profile](#)

#### [Will Phinney Expert Tip: Simple \(But Impactful\) Upgrades for Your Electrical System](#)

#### [Will Phinney Expert Tip: 7 Common Electrical Panel Issues](#)

#### [Will Phinney Expert Video: Products to Improve Your Electrical System](#)

“Reyff Electric, Inc. has earned Diamond Certified for over a decade, 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 a tremendous electrical 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 Reyff Electric, Inc.**

[Reyff Electric, Inc.](#) has been providing electrical construction and service for Marin, Sonoma, Solano, and Napa Counties since 1980. The family-owned and operated company was established by Ray Reyff Sr., based on hard work and integrity. These values carried through to his eldest son, Ray Reyff Jr., who now owns and operates all branches.

Ray Reyff Jr. is owner of Reyff Electric, Inc., a Diamond Certified electrical contractor. He can be contacted at [reyffelectricinc@yahoo.com](mailto:reyffelectricinc@yahoo.com) or (707) 397-5940.

#### **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](http://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.

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