

## FOR IMMEDIATE RELEASE

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### **Arborwell Earns Diamond Certified® Scores Highest in Quality in Local Service Company Customer Satisfaction Study**

Arborwell, a Hayward based professional tree management company, has just been awarded the prestigious Diamond Certified symbol after being rated highest in quality in a customer satisfaction rating performed by American Ratings Corporation.

In order to earn Diamond Certified, a local service company must apply to be rated by American Ratings Corporation (ARC) and pass each step of its twelve-step rating and certification process. ARC actually pulls a random sample of past customers from the applicant company's files and surveys typically 100 customers by telephone. Not only do the customers rate the applicant company on a 1 to 10 scale for quality, but also they indicate their willingness to return or refer other consumers to the company. Most companies can't pass the rating because a customer satisfaction survey score of greater than 90 on a 100 scale is required. In addition, ARC verifies liability and workers' compensation insurance, state license status, complaint status, business practices, financial stability and legal judgment status. Additionally, ongoing customer satisfaction surveys are conducted to ensure the Diamond Certified Company is maintaining its high customer satisfaction.

"As part of our on-going quality certification process our entire team at Arborwell is pleased to earn this prestigious award. And, it is especially gratifying because it's based on our customers' perception of our quality," said Peter Sortwell President of Arborwell.

"Personally, I've been focused on rating local service companies for the past 15 years and I'm always impressed at how certain organizations are so focused on satisfying their customers. Arborwell is one of those special companies," said Jim Stein, founder and CEO of American Ratings Corporation.

#### About American Ratings Corporation

American Ratings Corporation's mission is to define excellence and to identify for consumers the highest quality local companies. It rates local service companies in Northern California and awards the Diamond Certified symbol to companies rated highest in quality. It backs these companies for consumers by providing, when necessary, Diamond Certified mediation services and a money-back guarantee. For more information, visit [www.diamondcertified.org](http://www.diamondcertified.org).

Arborwell is a customer driven professional tree management company ; committed to providing flawless execution of Arboricultural services that enhance the beauty, health, safety and value of trees. It values customers, employees and its community while contributing to and saving a healthy sustainable environment through the management of trees.

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