



# Kitchens by Ken Ryan

## HAS EARNED THE PRESTIGIOUS DIAMOND CERTIFIED AWARD

Independently Rated Highest in Quality

**K**itchens by Ken Ryan designs custom kitchens for residential clients throughout Marin and Sonoma Counties. With more than 30 years of experience in the kitchen industry, the company designs kitchens that range from traditional to contemporary and from moderate to extensive. It supplies a comprehensive design package for each project that includes everything from cabinet plans and CAD drawings to appliance specifications and lighting information.

Owner Ken Ryan emphasizes the importance of communication throughout all phases of a renovation. During the kitchen design process, the company works closely with each client to make sure they're getting everything they need and want, and that all options are explored. "I'm involved in all phases of the project, from the design, layout and permit plans to construction and completion," says Mr. Ryan.

Kitchens by Ken Ryan's Novato showroom houses a large selection of the newest varieties of cabinet styles, flooring and counter top materials from several of the industry's top manufacturers. The showroom enables homeowners to see exact samples of different door styles, wood species and colors, as well as all the upgrade options available for any particular design. "It's a great resource for all types of kitchen projects," says Mr. Ryan.

### COMPANY PHILOSOPHY

"We stay completely focused on every project until the client is 100 percent satisfied. Most of our business comes from referrals, so it's important for us to always communicate our commitments to our customers. We make sure they know we'll go above and beyond to ensure their satisfaction. I guarantee my work, so I can feel confident to put my name on it."

### EXCERPTED SURVEY RESPONSES

"We had specific needs, and we wanted to be somewhat creative, and we were able to be satisfied on those levels. We saw a lot of different designs and he was able to adjust the design we chose to fit our wants and needs. We had a very good experience."—Craig S.

For complete rating and research information on this company, go to:  
[www.diamondcertified.org/report/kitchens-by-ken-ryan](http://www.diamondcertified.org/report/kitchens-by-ken-ryan)

## KITCHENS BY KEN RYAN

**(415) 935-0968**

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Novato, CA 94945

Serving Marin County

[www.KitchensbyKenRyan.com](http://www.KitchensbyKenRyan.com)  
[Ken@KitchensbyKenRyan.com](mailto:Ken@KitchensbyKenRyan.com)  
Ken Ryan, Owner

#### SERVICES

Kitchen Designs:  
Renovations  
Cabinetry  
Countertops  
Plumbing  
Flooring

#### HOURS

Tue – Sat: 9am – 6pm

#### DIAMOND CERTIFIED RATINGS DASHBOARD™

Liability Insurance   
Current Complaint File   
Business Practices

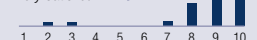
#### CUSTOMER LOYALTY

Based on 78 random customer surveys made since Mar. 2011 asking each customer: "Would you use this company again?"



#### CUSTOMER SATISFACTION

"Please rate your satisfaction with the quality received."  
Very Satisfied →



#### RATING STATUS

We declare this company Diamond Certified.  
Certification No: 1736  
Date: Mar. 15, 2011



*Jim Stein*  
Jim Stein  
Founder and Chief Executive Officer  
American Ratings Corporation

# THE RIGOROUS CERTIFICATION PROCESS ASSURES YOUR SATISFACTION

## American Ratings Corporation conducts stringent customer satisfaction research.



### 1. APPLY

The company must apply to begin the rating process.



### 2. SAMPLE

A random sample of typically 400 past customers is collected from all customer files of the applicant company.



### 3. SURVEY

Only real customers are surveyed in confidential telephone research to determine the company's customer satisfaction score based on quality.



### 4. SCORE

To qualify, the company must score Highest in Quality, with a score of 90 or above on a 100 scale.

## Rigorous standards are enforced.



### 5. CREDENTIALS

We confirm that the company has required insurances and valid State-mandated credentials.



### 6. PRACTICES

The company must perform to contract, have customer-friendly business practices and stand behind its work.



### 7. COMMITMENT

The company agrees to adhere to the Diamond Certified® Customer Satisfaction Principles.



### 8. AWARD

If the company's quality rating, business practices and credentials meet our high standards, it is awarded Diamond Certified.

## We require ongoing customer satisfaction and performance.



### 9. MONITOR

We conduct ongoing surveys to ensure the company is maintaining high customer satisfaction and loyalty.



### 10. MEDIATE

The company agrees to participate in Diamond Certified mediation if necessary.



### 11. GUARANTEE

The Diamond Certified Performance Guarantee provides added assurance of the company's commitment to customer satisfaction.



### 12. QUALITY

Companies that are able to qualify for and maintain their Diamond Certified awards are much more likely to deliver quality to their customers.

## American Ratings Corporation *Defining Excellence*

Our mission is to define excellence and identify for consumers the highest quality local companies. Our team at American Ratings Corporation is the most experienced in the nation in rating and certifying local companies. We are dedicated to ensuring you have confidence in the companies you choose.

**We are totally committed to performing all ratings and ongoing certification work with the highest integrity and accuracy.**

We believe:

1. You the consumer have the right to know which companies are truly performing at the highest level of quality.
2. The highest quality companies should be rewarded for their ongoing performance through public recognition.
3. Companies should be held accountable for their performance—one customer at a time.

### Diamond Certified Performance Guarantee

If you use a Diamond Certified® company, are not satisfied and try unsuccessfully to resolve the dispute, contact us within six months of your service. We'll attempt to mediate a solution with the company. If we determine that the company's resolution to correct the problem is unfair, we will refund to you up to the purchase price with a maximum limit of \$1,000. See the details at [www.diamondcertified.org/guarantee.html](http://www.diamondcertified.org/guarantee.html).

**American Ratings Corporation**  
(800) 738-1138

[www.diamondcertified.org](http://www.diamondcertified.org)  
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