



# REgrid Power

By  
American Ratings Corporation  
*Defining Excellence*

August 2006

**Diamond Certified®**

**Ongoing Customer Satisfaction Survey**

August 14, 2006

D. T. McCalmont  
REgrid Power  
1624 Dell Avenue  
Campbell, CA 95008

Dear Mr. McCalmont:

REgrid Power's Ongoing Customer Satisfaction Survey results are included in this report. American Ratings Corporation received 88 customer names and phone numbers. We completed a total of 25 phone surveys between August 8 and August 12, 2006. Up to six re-calls were made on valid phone numbers that have not responded (e.g., no answer, busy signal, answering machine or call back later). The results of this survey, along with the absence of any changes to the company's license, insurance, complaint or any other certification requirement, indicate REgrid Power has maintained its qualification for Diamond Certified® as of the date of this report.

To continue its qualification for Diamond Certified®, REgrid Power must maintain these high quality standards and immediately notify American Ratings Corporation of any changes to any of its other certification requirements, including change of ownership, business structure, name or types of service offered. REgrid Power also agrees to employ customer friendly business practices and, if necessary, participate in the Diamond Certified® mediation process.

We believe the results presented in this report provide a reasonable basis for REgrid Power's continued qualification as Diamond Certified®.

Guy S. Sherman  
Vice President of Ratings

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## **CERTIFICATION STANDARDS AND RATING RESULTS**

### **PROFESSIONAL STATE LICENSE VERIFICATION:**

1. American Ratings Corporation's license certification standard for the Company's trade or profession is compared with the Company's actual licensing status.

*Certification Standard:*

*a. Valid California Contractors State Licensing Board License*

2. American Ratings Corporation contacted appropriate state licensing board(s) and confirmed each license is current and valid.

*License Status Results:*

*a. Current and valid California State Contractors Board License #865730*

3. Verification Date: October 22, 2005

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> license certification standard**

**COMMERCIAL GENERAL LIABILITY AND WORKERS'  
COMPENSATION INSURANCE VERIFICATION:**

1. American Ratings Corporation's insurance certification standard for the Company's trade or profession is compared with the insurance types and coverages represented in the Company's certificates of liability insurance.

*Certification Standard:*

- a. In-force Commercial General Liability Insurance*
- b. In-force Workers' Compensation and Employers' Liability Insurance*

2. The Company's insurance agents were contacted, coverage verified and certificates of insurance were obtained.

*Insurance Status Results:*

- a. Commercial General Liability Insurance – USF Insurance Company  
#LGBGL38332R1*
- b. Workers' Compensation and Employers' Liability Insurance – State  
Compensation Insurance Fund #229-0026275*

3. Verification Date: July 11, 2006

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> insurance certification standard**

## COMPLAINT STATUS REVIEW:

1. American Ratings Corporation utilized industry-specific licensing agencies and the Better Business Bureau in the local market area. These bureaus were contacted and requested to provide the number and nature of complaints received regarding the Company during the most recently available period. Certain complaint and license bureaus supplied detailed information, while others provided a general status condition.

Certification Standard:

- a. *No significant state licensing agency violations or disciplinary actions during the previous three years relative to the company's volume and work product*
  - b. *Satisfactory resolution of all reported complaint issues*
2. American Ratings Corporation may have requested additional details regarding a specific complaint case from the Company. The Company has responded appropriately and provided a specific explanation.

Rating Results:

- a. *No Disciplinary Actions or Notices of Violation during the previous three years*
  - b. *No complaints have been filed with the Better Business Bureau*
3. Review Date: August 14, 2006

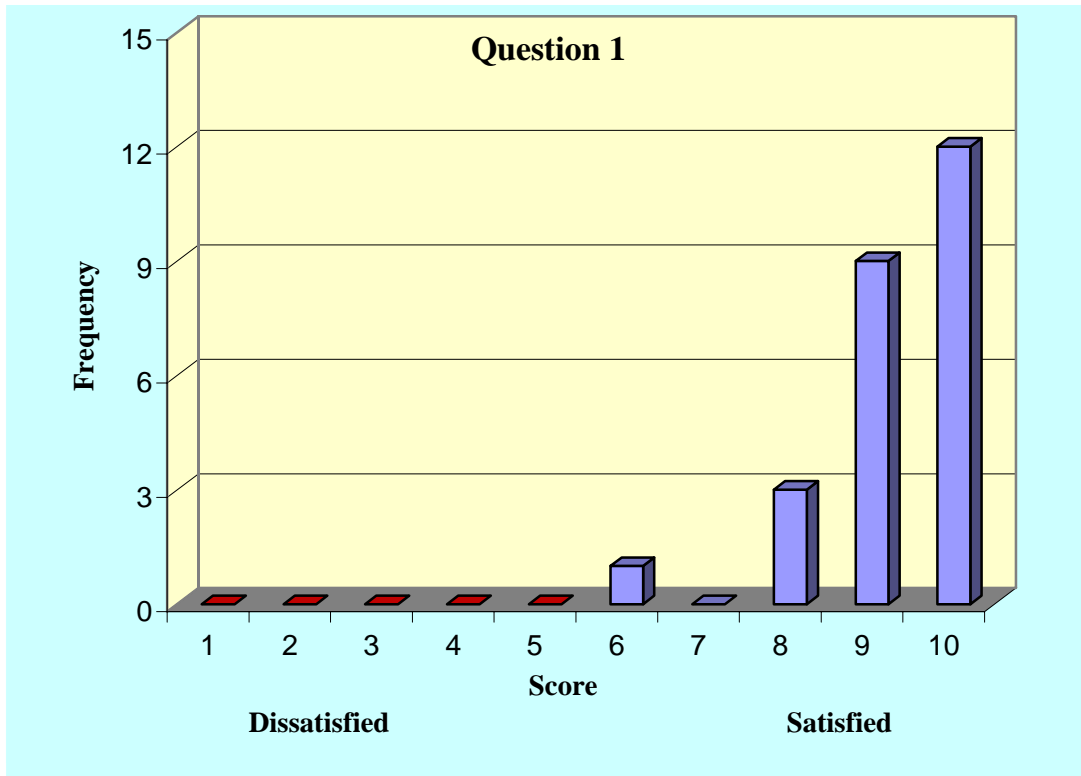
**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> complaint certification standard**

## RESEARCH QUESTIONNAIRE

Good (morning / afternoon / evening) this is \_\_\_\_\_ calling from American Ratings Corporation in reference to REgrid Power. We are conducting a confidential customer satisfaction survey. Do you have one minute to answer four questions?

1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from REgrid Power?
2. If you needed the services of a solar energy systems contractor in the future, would you use REgrid Power again?
3. What did you like best about REgrid Power?
4. What do you think REgrid Power could do to improve?

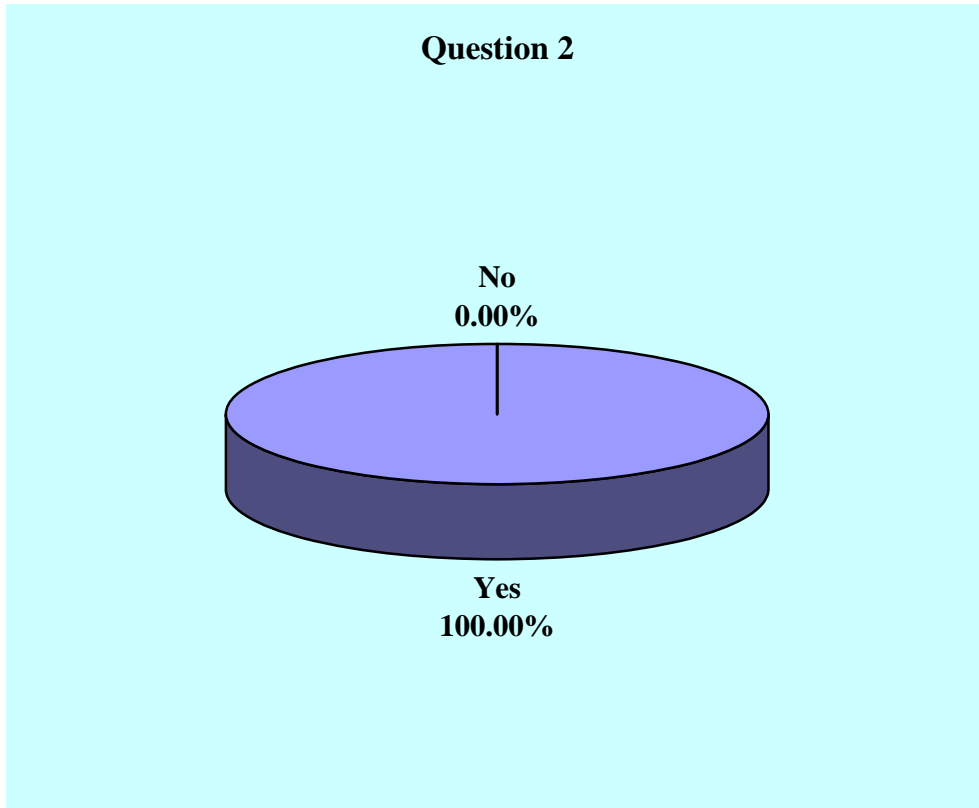
Q1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from REgrid Power?



	Score	Frequency	Cumulative Frequency	Percent	Cumulative Percent
Dissatisfied	1	0	0	0.00%	0.00%
	2	0	0	0.00%	0.00%
	3	0	0	0.00%	0.00%
	4	0	0	0.00%	0.00%
	5	0	0	0.00%	0.00%
	6	1	1	4.00%	4.00%
Satisfied	7	0	1	0.00%	4.00%
	8	3	4	12.00%	16.00%
	9	9	13	36.00%	52.00%
	10	12	25	48.00%	100.00%
Total		25			

Statistical results for 25 observations:  
 Mean: 9.24      Standard Deviation: 0.97  
 Percent of responses 6-10: 100.00%

Q2. If you needed the services of a solar energy systems contractor in the future, would you use REgrid Power again?



Value	Frequency	Percent
Yes	25	100.00%
No	0	0.00%
Total	25	100.00%

### Q3. What did you like best about REgrid Power?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
1	10	Y	I liked the professionalism.
2	10	Y	They were neat, honest, and they came on time. They also showed us how to complete the paperwork.
3	10	Y	I like Mr. McClamont's knowledge. The work he did was very professional.
4	10	Y	They were professional, and they got the job done to my satisfaction.
5	10	Y	I can't say enough good things about them. They were efficient, honest, and thorough. It was excellent service.
6	10	Y	They were knowledgeable and professional. They were efficient, and everything went smoothly. It was a great experience. I have recommended them to friends.
7	10	Y	I liked the quality of the product, the personnel in the office, and the service.
8	10	Y	They were very responsive, responsible, professional and on time.
9	10	Y	They had good product and service. They were very competent, and it was a pleasure dealing with them.
10	10	Y	They did what they said they were going to do when they said they were going to do it.
11	10	Y	They gave us a thorough and well-written report which was very easy to understand.
12	10	Y	They were very knowledgeable, cost-efficient, and their proposal was excellent. They also finished the job on time, and the quality of the service was great.
13	9	Y	They were very responsive to my questions and provided efficient information to help me make my decision as to whether or not I should have the job done.
14	9	Y	The personable service, availability and Aaron the salesperson
15	9	Y	What we liked best was that they told us when they were going to do the job and finished it when they said they would. Also the work they did was excellent.
16	9	Y	I liked their professionalism. They were here within two days and finished the job when they said they would.
17	9	Y	They were very responsive and professional when we requested a quote from them. After some research, we found out that the SunPower product was very good, so we decided to have them install the system.

### Q3. What did you like best about REgrid Power?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
18	9	Y	I really like that we are saving energy with the system we are using. It's very important for us. The individual we dealt with was very responsive to our questions.
19	9	Y	We enjoyed talking to the salesman and working with the company.
20	9	Y	I liked that I didn't have to worry about a thing. They got me everything that was needed. They were reliable and respectful.
21	9	Y	I liked their responsiveness.
22	8	Y	I liked their complete service from beginning to end.
23	8	Y	They were on time, fast, and clean.
24	8	Y	The proposal which spelled out the costs and benefits of the system was easy to understand.
25	6	Y	They've installed our unit, and it seems to be working well.

#### Q4. What do you think REgrid Power could do to improve?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q4. Response</u>
1	10	Y	It would be great if the system could be automated to perform its own self-analysis so it would inform us when it's not working.
2	10	Y	Nothing
3	10	Y	I really don't have any complaints.
4	10	Y	I'm not sure.
5	10	Y	Personally, I don't think they could do anything to improve except maybe expand their advertising.
6	10	Y	I'm hard-pressed to say.
7	10	Y	Not much
8	10	Y	I can't think of anything.
9	10	Y	Maybe offer to clean the system on a yearly basis.
10	10	Y	It was hard to contact them.
11	10	Y	Offer more services so we can use them more often.
12	10	Y	There was a long delay due to the non-availability of some of the parts.
13	9	Y	I wish the job could have been done a little faster.
14	9	Y	Move closer to our area.
15	9	Y	They should have the salespeople coordinate with the customer to convey what preparation the customer needs to do before the installers come out.
16	9	Y	I really don't see anything they can do to improve.
17	9	Y	I can't think of anything.
18	9	Y	I would like to see them follow up better. They could have given us more feedback on how to read and understand the meter and the data that PG&E sends us.
19	9	Y	I really don't know.
20	9	Y	I don't know.
21	9	Y	They just need to stay the way they are.
22	8	Y	I don't have anything to offer.
23	8	Y	I don't really know.
24	8	Y	There was one issue, but it was resolved. They could have responded quicker.
25	6	Y	They should invest more time in planning for the system. They also need to communicate with the customer on regular basis about the products.

## DIAMOND CERTIFIED® AWARENESS, USAGE & INFLUENCE

Here are the results of five additional Diamond Certified related survey questions asked of each respondent in your ongoing study.

### 5. AWARENESS

Question 5 measures familiarity with Diamond Certified, driven by both your company's usage and our marketing.

*Q5: Are you familiar with Diamond Certified?*

<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>Yes %</u>
11	14	25	44.0%

### 6. YOUR COMPANY USAGE OF DIAMOND CERTIFIED

Question 6 is important because this shows the percentage of your customers who were either informed by your staff that you've earned Diamond Certified or had already found you through the Diamond Certified website, directory or newspaper channels.

*Q6: At the time you chose to do business with REgrid Power did you know that they had earned Diamond Certified?*

<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>Yes %</u>
8	17	25	32.0%

### 7. DIAMOND CERTIFIED SALES POWER

Question 7 shows the rate that customers are influenced to choose your company when they know prior to making their purchase that you've earned Diamond Certified (asked only of the "Yes" respondents to Q6).

*Q7: Did the fact that REgrid Power earned Diamond Certified influence your decision to do business with them?*

<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>Yes %</u>
4	4	8	50.0%

## 8. YOUR CUSTOMERS' FEELINGS ABOUT YOUR ACHIEVEMENT

For those customers who were not familiar with Diamond Certified ("No" to Q5) our research staff read a brief description of it. Therefore, Q8 shows how Diamond Certified affects your entire base of new and long-time customers.

*Q8: Would you say that you feel positive, neutral, or negative about the fact that REgrid Power has earned Diamond Certified?*

<u>Positive</u>	<u>Neutral</u>	<u>Negative</u>	<u>Total</u>	<u>Positive %</u>
21	4	0	25	84.0%

## 9. GETTING AND KEEPING NEW CUSTOMERS

Question 9 indicates whether those surveyed were new or returning customers. Look at your new customer percentage below. Conclusion: You can increase your transaction rate with new PROSPECTS by increasing your staff's usage of Diamond Certified BEFORE a decision is made (Yes on Q6).

*Q9: Have you used REgrid Power before this year?*

<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>No = New %</u>
10	15	25	60.0%

## 10. DIAMOND CERTIFIED INFLUENCE ON NEW CUSTOMERS

This shows the percentage of your new customers (No on Q9) that were influenced to choose your company (Yes on Q7) because of Diamond Certified.

*Diamond Certified influence rate on your new customers.*

<u>New Customers</u>	<u>Influenced</u>	<u>Not Influenced</u>	<u>% of New Influenced</u>
15	4	11	26.7%