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# Press Release

## ABOVE AND BEYOND: CUSTOMER SERVICE STORIES OF THE VINYL FENCE COMPANY

Orange County Register, CA, --- A sharp-eyed employee of The Vinyl Fence Company was on a job recently putting in a new maintenance-free fence for an Orange County homeowner when he noticed a problem waiting to happen. Hidden in the grass near the gate area was a sprinkler head sure to get smacked every time the gate was used. The sturdy vinyl gate would be fine – but the same couldn't be said for the sprinkler head.

Instead of shrugging it off as the homeowner's problem, the employee made sure the gate door was installed to swing in the opposite direction.

Another time, The Vinyl Fence Company, known for the superior quality of its vinyl products, was putting in fences and patio covers for a large homeowners' association in Lake Forest. The family at one house had planned a birthday party that fell in the middle of the installation time frame. The family asked if The Vinyl Fence Company could arrange it so the work at their home would be finished in time for the party. The installers – not subcontractors, but employees of the company – juggled their schedules and made it happen.

Excellent customer service to match an excellent product explains why one Laguna Niguel neighborhood has five consecutive homes with beautiful new vinyl fencing and patio covers from The Vinyl Fence Company, a sixth home in the process of installation, and four more in the immediate vicinity whose owners have contacted the company about getting fencing of their own.

"You can have the best material in the world, but it's worthless if you don't have good customer service," said Dan Miller, sales manager. "Certainly our Duramax vinyl is hands-down the best in the industry, but customer service is our strong suit."

Founded in Orange County in 2002 and among the first to pioneer better-quality vinyl landscaping products in Southern California, The Vinyl Fence Company has grown from three people working out of a garage in Aliso Viejo to more than 30 employees in a 10,000-square-foot Santa Ana fabrication facility that includes a 2,000 square-foot showroom.

"About 60 percent of our business is by referral," said Miller. "We work with customers instead of for them – we understand that people don't always know the specific parameters of their needs, but they do know their homes and what they want to see when they pull into their driveways in the evenings."

Not all vinyl is created equal. Some of it is of substandard quality, yellowing under sunlight and becoming brittle after a few seasons in the hot sun. The Vinyl Fence Company uses ultra-high-quality Duramax products for decking, fencing, patio covers, railings, and gates built to last at least 30 years. The material is structurally very strong, super-resistant to UV rays, and while it mimics wood and iron flawlessly, it never needs paint and is impervious to rust, termites, mildew, water rot, and staining. Graffiti wipes off with lacquer thinner. Its hollow interiors allow for all combinations of lighting, misters, sound systems, and more.

Yet for all that, Miller maintains that the company's focus on client needs is the secret to its success. For example, local property managers depend on the company to help them coordinate with dozens of tenants while they upgrade their properties with vinyl fencing and railing that is simultaneously functional, attractive, and compliant with city building codes.

The Vinyl Fence Company is at 2210 South Ritchey Street in Santa Ana. It has one of the finest showrooms for high-quality vinyl landscape enhancements in Southern California. For information, call 1-866-GO VINYL or visit [www.vinylfenceco.com](http://www.vinylfenceco.com).

For Immediate Release