



Customer Profile A-1 FLY FISHING

For as long as Howard Wamagata's family has owned a business in downtown Oakland, Bay Alarm has protected it.

Howard Wamagata

When his father opened a Japanese grocery store on 8th Street in 1946, the Wamagatas became one of Bay Alarm's first customers. Howard took over the store in the early 1970s after his father retired and eventually converted it to A-1 Fly Fishing. The store's product line obviously differs, but its reliance on Bay Alarm's burglar alarm service remains the same.

"You really don't have to constantly worry about your business. You know you have Bay Alarm to respond to any calls," Wamagata said. "You know they're going to contact you if anything happens."

Wamagata recalls a particular incident when Bay Alarm's presence was invaluable. Back when the store still sold groceries, a driver ran his car off the street and through the store's front window in the middle of the night. The alarm went off and Bay Alarm responded immediately. The Wamagatas were able to secure the building that night.

Like Bay Alarm, Wamagata strives to provide excellent service to his customers. He credits that approach with his success in the fly fishing business for the past 25 years. The 1,200 square-foot store provides fly fishers with a complete selection of equipment, from hooks to rods and reels. Wamagata also offers expert advice on the equipment and on the best fly fishing areas.

"There are no boundaries, as long as there's water and fish," Wamagata said.

The Original A-1 Fish Market

Wamagata doesn't use many gimmicks to bring people to the store. Instead, the store's combination of products, service and advice draws customers from across the Bay Area. A-1 Fly Fishing serves as a true resource to fly fishers, both novice and experienced.

Filling that niche was Wamagata's goal when he first began sharing his passion for fly fishing by selling fishing equipment.

"I like to fish and there was no other fly shop in Oakland, so I opened one up," Wamagata said. "I enjoy the thrill of fishing, and helping others experience it as well."



(800) 610-1000
www.bayalarm.com

LETTERS

from Our Customers



06 September 2005

Bay Alarm Company
15073 Keswick St.
Van Nuys, CA 91405

To Whom It May Concern:

This is a letter of our appreciation to your company, Mr. Nima Hafezi and the installation technicians for the wonderful professional services provided. From the initial meeting, Mr. Hafezi has shown us his utmost care which lead to our full satisfaction with him and your company's services. Therefore, we would like to announce that Mr. Hafezi and your company will be highly recommended to our associates.

We were very happy to be served by Mr. Hafezi who really thought out our business needs. Please keep up the excellent service and wish him and your company much success for years to come.



1598 Van Ness Avenue
San Francisco CA 94109
Telephone 415.474.1750
Fax 415.771.1264

Wednesday, October 26, 2005

Mr. Doug Seto
Bay Alarm
856 Mitten Rd
Burlingame, Ca. 94010

Re: installation of system at 954 Teresita Blvd, San Francisco

Dear Mr. Seto,

This week an alarm system was installed at my home by Mr. David Lau, with the assistance of Mr. Douglas Wu.

I would like to commend you on the service provided. Mr. Lau was very prompt, skilled, informative and helpful. I felt that David and Douglas went out of their way to provide excellent service. They even stayed late to ensure that everything I wanted was completed, and all explanations given.

Thank you for assigning this team to my installation.



December 1, 2005

Mike Gunderson,
Service Manager
Bay Alarm
491 Gianni Street
Santa Clara, CA 95054

Dear Mike,

This is just a note to acknowledge Armando (I've misplaced his card and cannot remember his last name).

In all the years that we've used Bay Alarm, I must say that Armando is the best tech.

He definitely knows what he is doing and does it proficiently. He has wonderful customer service skills and not only did he do an exceptional job for us, he did it with a great attitude.

Please place this letter in his personnel files and also let other managers know that we really appreciate Armando.