



**Commercial and Residential Contractor Since 1936**

---

**FEBRUARY 2017 • 510.444.2723**

---

Hello, {FIRST\_NAME|Valued Customer}:

We hope you've noticed our new logo. After more than 80 years, we decided it was time for a refresh. A modern look, with a more contemporary font and a facelift for our rose.

But while our logo has changed, we're still the same construction company that our clients have been relying on for more than 80 years.



You can still count on W.A. Rose for a professionally managed job site, skilled craftsmanship, careful preplanning and our commitment to timelines and budgets. Let us know what you think of our logo. We'd love to hear from you!

Our Best,  
Jocelyn Newell, General Manager

---

## **Transforming a Dated Berkeley Bungalow**

**Our challenge:** This little house had been neglected over the years, and we found dry rot and structural issues. We worked closely with a structural engineer and replaced nearly 85% of the foundation.



Hardwood floors, high-end appliances, granite countertops, insulation and dual-pane windows helped make this a charming, energy-efficient home.



Heidi Abramson, [West End Properties](#), helped select the neutral color palette and modern, LED light fixtures.



**The results:** A clean, bright, inviting home; the addition of 220 sq.ft. makes this home much more livable.

[Read more about this project on our new website.](#)

---

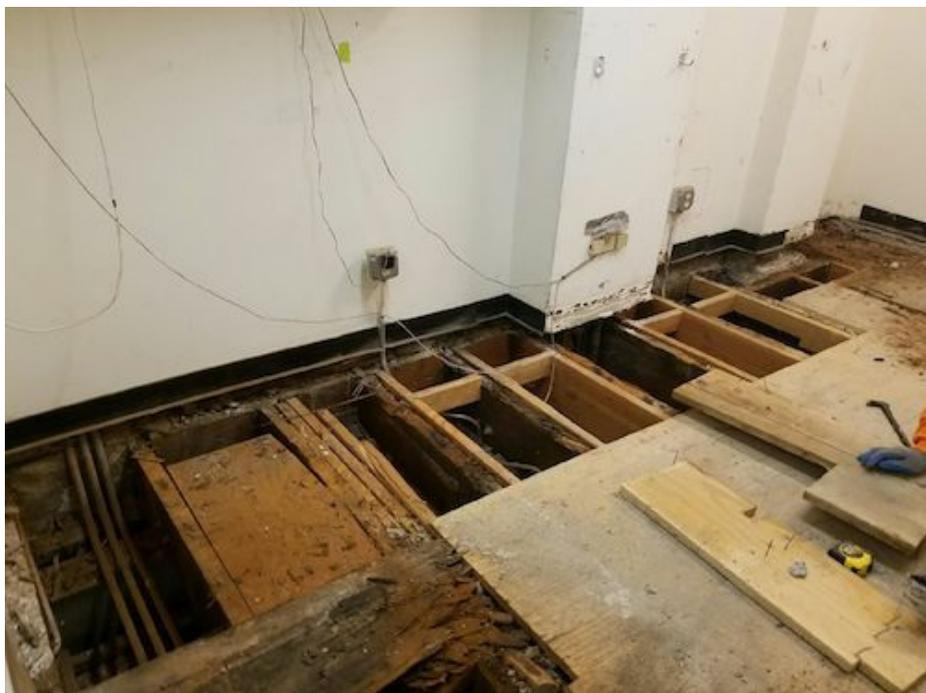
## Structural Upgrade for Oakland's Madrone Hotel

A fire in early 2016 was the catalyst for structural and seismic upgrades for this low-income hotel in downtown Oakland. Working closely with the engineers and client on this project, we demolished and replaced the beams and poured new concrete bases for the foundation's eroded column bases.



**Structural and seismic repairs, new flooring, electrical and ADA enhancements were part of this project**

**Our challenge:** Removing the subfloor, we found dry rot and termite damage, requiring replacement of the contaminated materials.



**Opening up the subfloor revealed dry rot and termite damage**

We also upgraded the bathroom to meet ADA standards and built an ADA ramp in the entranceway.

**The results:** With the structural restoration, the Madrone Hotel can continue its important role of providing a home for low-income residents in the heart of downtown Oakland, close to Chinatown, shopping and transportation.

---

## Why Work with W.A. Rose?

### Reliable Service. On Time, On Budget

A high level of professionalism, ability to maintain schedules and manage costs. Worksites are organized, clean and skillfully run.

### Skilled Craftsmanship. Pride in High-Quality Work

Experienced, trained craftsmen are recognized for skill and attention to detail.



### Responsive Customer Service

Ability to adapt our services and schedules to meet client needs.

### SLBE Oakland Certification

A Small Local Business Enterprise (SLBE) with the City of Oakland, County of Alameda and Port of Oakland, we're committed to reinvesting in our local economy.

---

**Thinking about remodeling your business or home? Call today for a free consultation: 510.444.2723.**

---



510.444.2723 • [info@warose.com](mailto:info@warose.com) • [warose.com](http://warose.com)

482 25th Street, Oakland, CA 94612 • Lic.#: 919984

---

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

---

W.A. Rose Construction  
482 25th Street, Oakland, CA 94612  
Oakland, CA 94612  
US

[Read](#) the VerticalResponse marketing policy.

