



# RERA

Redwood Empire Remodelers Association

## Membership Application

Eligibility requirement: If the contractor or professional is required be licensed in the State of California, the licensee must be in good standing and have a valid license. The business or association shall be engaged in the remodeling industry in some capacity, and all contractors and installers shall provide a current liability insurance certificate annually. The applicant shall agree to conduct business activities in accordance with the attached RERA Recommended Code of Business Practices, and to comply with the Redwood Empire Remodelers Association's By-Laws. A copy of the By-Laws will be provided to you in your New Member Packet and can be downloaded from our website at: [www.rera.com](http://www.rera.com)

**Company Name:** \_\_\_\_\_

**Applicant Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Additional Representative(s):** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Website:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Contractor's License #:** \_\_\_\_\_ **License Class:** \_\_\_\_\_

**Business Category** (how you will be listed on the directory & website): \_\_\_\_\_

**Business Specialty:** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Business Description:** \_\_\_\_\_

**How did you hear about RERA:** \_\_\_\_\_

### **New Member Dues: \$225.00**

(\$175.00 annual fee & \$50.00 one-time initiation fee)

**Payment may be made by check or credit card**

Please mail checks to:  
Redwood Empire Remodelers Association  
P. O. Box 6902 Santa Rosa, CA 95406

**Please note: Applications cannot be accepted or processed without accompanying payment and current liability insurance certificate. Insurance certificate requirements apply to contractors and installers.**



# R E R A

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## **Recommended Code of Business Practices (RERA By-Laws Article II, Section 2, Standards)**

Members of the Association shall pledge to observe high standards of honesty, integrity, and responsibility in the conduct of business by:

- a) Promoting only those products and services which are functionally, environmentally, and economically sound and which are consistent with objective standards of health and safety;
- b) Making all advertising and sales promotion factually accurate with respect to product description, performance specification and cost/benefit analysis and by avoiding those practices which tend to mislead or deceive the customer with respect to competitive pricing, savings claims, or the nature and significance of contracts, warranties, finance agreements, completion certificates, lien waivers, or liability and worker's compensation insurance;
- c) Writing all contracts and warranties such that they are fair and mutually beneficial to all parties concerned, such that they are free of ambiguities or omissions which tend to obscure contractual obligations, and such that warranty terms and provisions are free of the capacity to mislead or deceive the customer as to the quality or longevity of the product or service;
- d) Honoring all contractual obligations until and unless they are altered or dissolved by mutual consent of all contractual parties concerned and by fulfilling those obligations in a reasonably prompt manner that is fair to all parties concerned;
- e) Promptly acknowledging and acting on all customer complaints and, in situations where complaints appear unreasonable and persistent, by encouraging the customer to initiate an approved third party dispute settlement mechanism;
- f) Refraining from any act intended to restrain trade or suppress competition and to thereby promote the private enterprise system and its guarantee of equal rights for all.

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Signature of Applicant/Member

Date