

BORG REDWOOD FENCES – PLEASANTON, CA



“The first time I met with the Borgs, my perception of what a fence company “should” be was completely changed.

Reuben and Julie have built an amazing business based on delivering the highest quality products with unmatched creativity and speed. The professionalism and organization of Borg Redwood Fences stands as a role model for any company.”

JOE LAMPE

Senior Vice President

Bay Area Development Company

When Reuben and Julie Borg established Borg Redwood Fences their goal was much more ambitious than to run a successful company; they wanted to change the image of an entire industry. It started when the Borgs had construction done on their house and noticed a lack of organization, consistency and professionalism from various contractors. Knowing their experience wasn’t unique and believing other homeowners would be willing to pay a little more for quality work and responsive service, Reuben and Julie left their respective Fortune 100 careers to learn the intricacies of construction contracting. In 1998 Borg Redwood Fences was formed, based on the philosophy that infusing professionalism and business sense into the contracting industry would be welcomed.

The Borgs’ insight was correct and in 2004 they were faced with the exciting need to expand their Pleasanton site in order to keep up with the demand for their products, including redwood fencing, decking, trellises, arbors and retaining walls. They teamed with Joe Lampe of Bay Area Development Company and Karyn King of California Bank & Trust to finance the construction of a new building that would provide 20,000 square feet of office, showroom, warehouse and shop space. The new facility also features state of the art solar power generation. Because their power bills are virtually nonexistent, it is estimated that the system will pay for itself in just six years.

The Borgs’ stellar service mentality is ingrained throughout the company’s workforce, which is nearly 140 strong today at its three divisions. They instill in each employee the need for professionalism and keeping one’s word, which engenders a tremendous sense of pride in a job well done. And the Borgs’ sense of pride stems from refocusing their business knowledge in such a way that “just a fence company” has begun to positively turn the perceptions of an industry.