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Jay Helser
President / CEO

Jay Helser was just 16 years old when he first installed drapery for a local, family-owned business. His attention to detail and uncommon maturity quickly propelled his career until, at 22, he became an independent installer working side-by-side with the industry's top designers.

Those years of hands-on experience taught Jay what's really important to clients in the design industry. "Interior designers have a creatively demanding job," Jay says. "But what most people don't realize is that without reliable suppliers, their job can be a logistical nightmare."

That simple but powerful observation is the driving vision of Helser Brothers, Inc., co-founded in 1995 with older/younger brother, Mark. Jay says the Helser business philosophy is straightforward – to be recognized as *the* drapery hardware source that is easy to do business with.

To make that vision a reality, Jay streamlined his business to include transparent pricing strategies (including free shipping) and a six point checks & balance system to ensure clients get exactly what they order, each and every time.

But Jay is most proud of his Extreme Customer Service program, founded on a simple question – *what do we need to do to make our clients happy?* "Whatever we have to do, we'll do," Jay says. "Even if I lose money on a job, it's an investment in our reputation for legendary customer service."

When not wowing the interior design world with his uncompromising commitment to quality, Jay spends enjoys family time with Alicia, his wife of 12 years, and their five children. Currently residing in Arizona, the Helser family enjoys frequent fishing and camping expeditions to Arizona's many beautiful mountains and lakes.

Mark Helser
Vice president / CFO

Mark Helser earned his reputation as a mechanical genius at a young age when he wired his bedroom to include a doorbell. How young? He was just 8 years old.

Later, Mark's mechanical aspirations led him to a career building sand rails (a type of off-road race car) for a Phoenix-based company. Jay Helser, his older brother remembers being amazed at Mark's talent. "It always amazed me seeing a race car sitting where, just a week earlier, there had only been a pile of steel."

So who else would Jay Helser consider as a business partner to manufacture drapery hardware? "Mark and I are perfect partners," says Jay. "We just happen to be brothers."

The two have built their business from the ground up, with Jay focusing on long-term planning and marketing while Mark oversees all aspects of manufacturing. Mark's innovations include building all the machinery needed to manufacture Helser's drapery hardware. While constantly revolutionizing the way wrought iron designs are crafted, Mark invented a new machine, affectionately named "Chubby" because it can do The Twist to wind iron rope.

Founded in 1995, the Helser brothers have grown a two-person company renting a 900-square-foot facility to an industry leader with 27 employees and an 18,000-square-foot building. Their client base has grown from 20 Phoenix-based designers to over 8,000 customers across 48 states and Canada.

Growth is important but what really matters, says Jay, is that every one of his 8,000 customers is happy with Helser Brothers, Inc. "I can move through the world with total confidence in our service. In the end, that makes my job easier."

Shannon M. Dougherty