

## Meet Cory Jacoby of Jacoby Company in Los Angeles

# Cory Jacoby

VoyageLA

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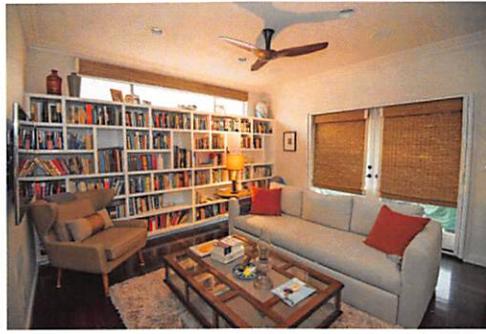
Today  
we'd  
like  
to  
introduce  
you  
to  
Cory  
Jacoby

Cory, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

In 1980 we didn't know the first thing about window treatments. We were simply two young kids who just got married, bought a condo that had window treatments and thought we were on our way... Gary was in the garment business and I was a Pharmaceutical rep. We didn't know a thing about the window covering business... Not a blind from a drapery... Well, not until our dog ate our mini blind. And, that was the start of this great business. Gary, already being downtown for his work, took the mini blind into the factory to be repaired and before he knew it, the guys who owned that dealership at the time "Levelor", took Gary aside and convinced him to take one deck and start selling mini blinds door to door... after all, the valley was on real estate fire and there was money to be made! Babies were coming soon so this was the perfect answer to make a few more bucks. So, off he went in Cory's brand new brown Honda, after working all day downtown, he marched door to door with a measuring tape, a mini blind deck in hand and a price list hoping to sell a blind or two. And now, well, our company is a multi million dollar business that started with hard work, a good work ethic and lots of door knocking. And, we are still married after 35 years with two fabulous kids. That's says it all.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

We had struggles, of course, every business does. Our biggest struggle was making all the connections right away, from product to product. Remember, we didn't buy this business, nor did we have any experience in it,



so what we had to learn came from really hard work. We were lucky to pick up some designers that saw our potential and taught us a thing or two about the business and where to get the best products, which was a blessing. We learned the hard way not to offer products that weren't top quality because it never works out for anyone. A few of these bad quality products hurt us right where it hurts and from that point on, we kept our head above the water and did our homework on not only products, but the companies that were offering them. They needed to stand behind us every step of the way and if they couldn't do that, we walked away. After all, our clients trust that we are bringing them the best products with the best customer service. That is our philosophy today.

**So let's switch gears a bit and go into the Jacoby Company Inc story. Tell us more about the business.**

What sets Jacoby Company, Inc apart from other competitors is we are a small family owned business that not only brings great products to the table, but we bring our interior design knowledge with us. We have been to every trade show, taken so many interior design classes and even become many interior designers resource for the best window covering design decisions. I am the lead designer with a Contractor's license in Window Treatments, and my husband Gary, does all of my installations so that is another thing that sets us apart. How many times do you have someone come into your home to do work, and when it's time to install, you have never met that person before? Or, worse yet, if there is a question along the way, who do you call? We are just a "text" away, or a simple email. Best yet, we answer our cell phones...and remember who you are. Wow, there's a concept. Jacoby Company offers service that is a throw back to the 50's. We actually offer excellent customer service and every client is treated like family. We both care from the moment we walk into your door to deliver the dream you have been asking for. Many competitors are guys with a measuring tape and a price list...just like when we started out. But, that's not enough anymore. Homeowners deserve better and should get more. Anyone can sell a blind but not many can design all the window coverings tailored to the home, which in the end will add value to the home. We have every window covering product to offer, from custom bass wood shutters, (American made and locally crafted), to high end custom drapery, sheers, smart home motorization and any Hunter Douglas products that grabs your eye. What our forte has been and will always be, is making sure we are choosing the right window coverings for the right space. WE want "Wow" every time.

Our motto is, "changing lives one window at a time", and that's the truth. Period.

**Has luck played a meaningful role in your life and business?**

Hmmm. Luck? I am not really sure about that one. What I can say is...here are four things that has made Jacoby Company great....

1. A silly bored dog that ate our blind and caused us to get it fixed. That was a lucky break for sure.
2. Gary came from a self-employed parent so he knew a thing or two about being an entrepreneur.
3. Cory had sales training at a Pharmaceutical Company and was number one in sales through out the country. and lastly.....
4. Two high school sweethearts that wanted the dream.

References: Check out our reviews to see what our clients are raving about. We can't have this many great reviews if we weren't delivering on our promises.

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