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By Sharon Durmaskin Photos by Truckenmiller Photography

## A Wichita Family Tradition

Jason Jabara is the CEO of Jabara's Carpet Outlet, Inc. He's the third generation to work in the 50-year old business, which sells flooring and home improvement materials. Jason says part of his company's success is catering to everyone, not just one segment of the population. "We hope to provide flooring for everyone and our store reflects that," says Jabara. "Everyone should be able to feel like a King or a Queen of their own castle and we want to be able to provide products and services that reflects the needs of all of our customers." Jabara says that includes adhering to the company motto of Service, Selection, Savings. "Our mission," says Jabara, "is to bring superior customer service and product knowledge to our customers, while incorporating the best value, the biggest selection, and the finest quality of flooring and home improvement materials."

Jabara says a shortage of quality labor across the country has helped to bring on the advent of DIY. "Because of that, you see the industry creating more products that are more DIY friendly," he says. "The advent of vinyl plank flooring is just one example. It's a huge segment of the flooring industry and it doesn't seem to be slowing down." That's only one reason why Jabara says they align themselves "with only the most trusted brand names in the flooring industry. We offer carpet, hardwood floors, laminate floors, luxury vinyl tile, waterproof floors as well as area rugs, blending



the latest in design trends and technology to offer you many ideas for custom living spaces you will love to come home to."

One of the incentives Jabara's Carpet Outlet offers is their RE-ALTOR® Flooring Program. "While other companies may also offer similar programs," Jabara says, "the types of materials are somewhat limited and the time frame is usually pretty long. Part of our program involves over 1,000 in-stock items, free measurements, free design help and in-home consultations."

When Jason isn't working, he spends time with his family. He's been married to his high school sweetheart, Cheryl, for 18 years and they have two daughters, Madelyn and Allison. "Madelyn will be starting high school this year and Allison will be starting middle school. If we aren't at volleyball, dance or ice-skating practices and competitions, we love to travel." Jabara also loves to go fishing and camping. And he adds, "I like to garden, and if it's a good garden I like to can: salsa, preserves, pickles, you name it."

While he says he hasn't been in the business long enough to know how he'd like to be remembered, he does have a wonderful definition of success. "I think being able to provide for my family is successful," he says. "I think being able to provide jobs and benefits for almost 50 employees who then in turn are providing for their families is successful. I think providing quality products and services at fair prices for 50 years is also successful."

That truly is the definition of success.