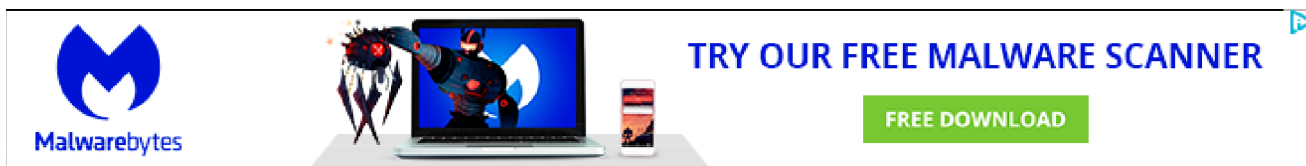


Security Jewelers says hello to new owners



🕒 5:01 pm 📅 November 19, 2018



After a near century of the Seiler family running Security Jewelers, Jack and Jay Seiler have decided it's time to pass on their business to new owners.

"I think it's tough in that situation to sell what's been in your family for so long," said new owner, Andrew Genereau.

But the business is being left in familiar hands. Brothers Andrew and Kyle Genereau, along with Baird Montgomery, have roughly 65 years of experience at Security Jewelers.

"I think when you're in your 60's, you worked 40-50 years, you're ready to retire. So part of it was easy, and part of it was kind of difficult," added Genereau.

"I've personally been here for more than 30 years. Fortunately the staff is all with this, that have been here. There's gotta be 100 years of experience between all of us, if not more," said Baird Montgomery.

Familiarity is a key part of the new owners' views on the future.

"Our customers that we have helped for years, they may not notice a big difference because we have been helping them for so long," said Genereau.

But they say there will be a few changes.

"But I think, what we're going to try moving forward is be able to offer a little bit more value because we're going to form some tighter relationships with certain vendors. We're going to bring in some different products. We're going to emphasize the better products we have," added Genereau.

But the Seilers aren't done just yet. They say they'll continue to work for Security Jewelers through the holiday shopping season.

