

City of Perris Helps Avalon Shutters Inc., Become an Industry Leader

When Avalon Shutters Inc., needed to find a new home fast, Perris stepped up with helpful hands and went far beyond any others to accommodate Avalon.

PERRIS, CA, USA, December 29, 2015 /EINPresswire.com/ -- When [Avalon Shutters Inc.](#), needed to find a new home fast, Perris stepped up with helpful hands. Owner Doug Serbin appeared on “PerrisScope” to detail how the city went far beyond any others to accommodate Avalon at a critical time in the manufacturer’s rise to the top of its industry.

The [City of Perris](#) was in just the right place, with just the right deal, at exactly when Avalon Shutters Inc., Owner, Doug Serbin, needed a little help fast.

“They welcomed us with open arms,” Serbin said in an appearance on “PerrisScope,” an [economic development](#) video magazine examining the advantages of owning and growing a business in Perris, Riverside County. Serbin explained Avalon Shutters had grown from a garage-based upstart in the 1980’s to an industry leader in 2008. Serbin and his employees were crafting high-end shutters for Home Depot and window fashions marketing giant Hunter Douglas when the housing bubble burst. Then the lease expired to Avalon’s 196,000 square-foot warehouse in Ontario, and the landlord wouldn’t give any concessions Serbin needed. That’s when he found a place in Perris in 2009.

“When we first moved, we were in a real rush,” Serbin said.

The new landlord and Perris City Hall worked with Serbin so he could set up Avalon’s wood mills while they worked through the inspection and permit process.

“That was great because no-one really gave us that opportunity before,” he said.



Doug Serbin, Owner Avalon Shutters Inc.



Michael Mcdermott, COO Perris Community Economic Development Corporation

Serbin was in for more pleasant surprises.

Perris Redevelopment & Economic Development Manager, Michael McDermott, invited Serbin and his business partner to the city council chambers to meet the Mayor and other city leaders.

“At that meeting, the city presented us with a check to help us with our moving expenses,” he said. “No city ever did that with us before. So, we were very grateful.”



Perris City Hall

But as helpful as City Hall was, Avalon came to find other distinct advantages to being based in Perris.

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Doug Serbin, Owner Avalon Shutters Inc.

Logistically, Perris is a gem. It’s close to major freeways and interstates. Serbin added, even the city streets easily accommodate big rigs hauling in raw materials and trucking out Avalon’s shutters to market.

There’s another selling point to having a Perris address. Serbin can stamp “Made in the USA” on all Avalon products. “Being American made sets us apart,” Serbin said. “We have seen that people, as we go out to do our sales presentations, do care about having a product that is American made.” Avalon Shutters success has made Serbin a believer in Perris as an excellent centrally located city to start and nurture a business.

“I would definitely recommend the City of Perris,” he said. “They welcomed us with open arms. Every single time we’ve had to go down to the city and work with them, they worked with us -- it has just been great.”

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