



## SPOTLIGHT ON HELDT LUMBER



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Republic Bank of Arizona  
CEO Ralph Tapscott (left)  
with Heldt Lumber owner  
Frank Heldt

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### PRODUCT TRENDS CREATE OPPORTUNITIES

You may not think the lumber industry would be one of those industries that's experienced a lot of change over the years, right? But then, you would be wrong. No one knows that better than Frank Heldt, President of Heldt Lumber in Phoenix.

"Some of the core products have stayed the same," said Heldt. "A two-by-four is still a two-by-four, but many of the products we sell have changed since my father started the business 64 years ago. How the products are manufactured is different, how we take products to market has changed, even the customers we service are different."

Keeping pace with the innovations in the market as well as changing customer needs has been a key component of Heldt Lumber's longstanding success in Phoenix. But that's just part of the story.

### A FAMILY ATMOSPHERE

At the heart of Heldt Lumber's success is just that. It's a sincere appreciation for every customer who walks through the door, and for every employee who shares their knowledge and expertise to assist those customers.

"Our employees are like family," said Heldt. "Many worked for my father and now work for me. In fact, the last three employees who retired worked at Heldt Lumber over 100 years combined." That says a lot about a company. Not only does it point to a vast amount of knowledge and expertise within the company, but it also shows a high degree of loyalty for the business.

"They take care of us, and we take care of them," said Heldt about this staff. "I feel very fortunate to have been able to maintain a family business for as long as we have."

### LOCAL BUSINESS PREFERS LOCAL BANKING

A local company, Heldt Lumber appreciates the value of working with a locally owned bank like Republic Bank of Arizona. "When you're a small business, it's hard to feel valued sometimes," Heldt said. "When we banked at a larger corporate bank, we sometimes felt like just a number. Banking at Republic Bank of Arizona, we have a sense that they understand who we are, what we do, and how we do it. I most appreciate the fact that it's a local bank and they make us feel very valued."

"I'm actually a customer of Heldt Lumber and I really appreciate the level of knowledge and expertise Frank's team demonstrates," said Ralph Tapscott, RBAZ CEO. "Heldt Lumber is a top-notch company that's dedicated to serving the local community, and is a perfect fit for Republic Bank of Arizona. We certainly look forward to serving their banking needs now, and for years to come."

