



# WILKERSON

*The Experts in  
Going Out of Business. Retiring. Moving.*



## Why Choose Wilkerson?

*Learn why Jim Adair of Adair Jewelers in Missoula, Montana chose to previously work with us for a retirement sale and once again for a going out-of-business sale.*



### Q: "Tell us about yourself."

A: "My name is Jim Adair, and I've owned Adair Jewelers in Missoula, Montana for the past forty years. I'm kind of the oddity in that I was a rock guy before I ever got into the jewelry business. As a kid, we used to pick up agates on the river in Eastern Montana. My first job in the jewelry business was working for Wheeler's in Lemmon, South Dakota, cutting agates. I've basically been in the business for close to fifty years."

### Q: "What made you want to sell the store?"

A: Last year, I used Wilkerson and we did a retirement sale. And then a deal kind of fell into my lap to sell the store. This year, we're running a going out-of-business sale and the new owner takes over after the first of the year. I know I'm an oddity because I ran a retirement sale one year and then a GOB sale the next year."

### Q: "What made you select Wilkerson?"

A: "I chose Wilkerson because of the specific recommendations of some of my friends that have been in the industry forever. I've always been a marketing guy, but I knew I was out of my league. When I sat down and talked to the people at Wilkerson and they explained what they were going to do and how they were going to do it, I knew it was going to be a homerun."

### Q: "What were the results?"

A: "What really made it work was the people that I had here, Phil and Natalie, who were great. They walked us through a lot of processes and actually did a lot of the work. They took what is basically a foreign concept and a radically different approach to marketing merchandise than what a normal jeweler does day in and day out. And they made the process workable for all of us here in the store. Most importantly, they set a standard for being professional salespeople and professional jewelers."

"Kind of an interesting question is what was the impact on our aging inventory? Basically, yeah, it's gone. We got rid of all that stuff. I'm an inventory piggy. I have a lot of goods here. The old stuff was moved out and I have structures and formats set up for the new items with other jewelers. It's going to other places. I'm not going to have to scrap a bunch of stuff because the things we wanted to get rid of, we did."

### Q: "Would you recommend Wilkerson?"

A: "I know the other programs out there that other companies use. I know some of the other individuals involved. I can tell you this, you're not going to get better. We hit our goal and a lot of people in the industry said we wouldn't because I ran a retirement sale last year. We hit our goal for this year. All I can say is thank you very much, I appreciate it, and I couldn't be happier. If you have any doubts or questions whatsoever, give me a call."



**Contact us today for a free consultation!**  
Call Bobby Wilkerson, Rick Hayes or Josh Hayes at 800.631.1999.  
Or visit us at [wilkersons.com](http://wilkersons.com).