



# WILKERSON

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Going Out of Business. Retiring. Moving.*



**"Luckily, I found Wilkerson. I would be nowhere near where I am now if it wasn't for them."**

George Reinas  
Bove Jewelers  
Kennett Square, PA



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**BOVE JEWELERS**  
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Bove Jewelers, of Kennett Square, Pennsylvania, made a tough decision to close their store. They had just finished a multi-million dollar expansion in 2007, and were unprepared for the sudden 2008 downturn in the economy. It was difficult to make ends meet. "Business was off fifty to sixty percent. We kept it going as long as we could, but we didn't have enough business to support the debt," explained owner George Reinas. "My major concern was to pay off my creditors and try to keep my employees' jobs alive...to come out of it as best as possible financially."

George chose Wilkerson for several reasons. He had known Rick Hayes for over two decades and also knew other jewelers who had turned to them with great success. He decided to check out their operation. "They were a true professional company and they really care about their customers," said Reinas. "They said their main goal was to help their customer have a successful event, and have it be successful for them as well — a true partnership. I thought it would be great for me."

"This is an event with stages I had no idea about. They had a professional crew that came in. They made the staff feel comfortable and did all the merchandising. Nearing the end of the event, I have had great results. As far as goals, we are twenty to thirty percent ahead."

George has advice he'd like to share with other jewelers contemplating a sale, whether it's a GOB, retirement, or to clear up debt. "Don't try it on your own," he advises. "This is strictly for professionals. You must know what you're doing."

Finally, Reinas has this to say about his decision to close his store. "Luckily, I found Wilkerson. I would be nowhere near where I am now if it wasn't for them."

Wilkerson is a professional jewelry consultant firm, with industry experts who come along to help with a transition — whether retiring, going out of business, or moving. With more than 50 employees dedicated to a store's success, Wilkerson is an expert at running sales and maximizing profit.

**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).