



WILKERSON

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



Aaron & Mary Peñaloza

"If you're thinking about a retirement sale or a going out of business sale, I would really suggest you talk to Wilkerson and make the decision to use them. They are professional. They know what they're doing. They have a plan."

- Mary Peñaloza
C. Aaron Peñaloza Jewelers
San Antonio, Texas



C. AARON PEÑALOZA
JEWELERS

"My name is Aaron Peñaloza, and I run a store called C. Aaron Peñaloza in San Antonio, Texas."

"I'm Mary Peñaloza, and we have been operating our business for over thirty years. We were both approaching seventy and decided that retail is pretty tough and it was time to relax a little bit."

Aaron explains, "I joined the American Gem Society in the early '90s and am a registered jeweler with the American Gem Society. One of the reasons I got in touch with Wilkerson is because they were a presenter at the American Gem Society. When I started thinking about closing my business, Wilkerson was top of mind."

The consultants we got to work with us really started off well ahead of when the sale was going to start. Bill and Alice were fabulous, and they kept their cool in all situations. They helped to counsel us on how to handle those kinds of situations. We exceeded expectations all along the way. In the first six days, we did six months worth of business. In the first three weeks, we did a year's worth of business. The whole time, everything has exceeded our expectations."

We handled COVID by requiring everyone to wear masks in the store. People were really pretty good about waiting their turn, staying calm, and not getting upset with the restrictions. We handled it with tremendous traffic and everybody was safe."

Mary adds, "Our staff was great. They loved having those goals, and they really did enjoy the sale. It was busy every day and we didn't have too many days that were slow. If you're thinking about a retirement sale or a going out of business sale, I would really suggest you talk to Wilkerson and make the decision to use them. They are professional. They know what they're doing. They have a plan. They will listen to you and adapt their plan to what you need. It will be successful and that is what you want, a successful sale."

-Aaron & Mary Peñaloza



MEMBER



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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.