



WILKERSON

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



Dave Croad

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- Dave Croad
CC Jewelers
Traverse City, Michigan



J E W E L E R S

"My name is Dave, and I own CC Jewelers in Traverse City, Michigan. I actually started CC Jewelers out of a coin business that I purchased back in 1993. Being in the jewelry business for forty-two years, you can't help but hear the Wilkerson name multiple times as you're going to different events and seeing advertising in magazines.

I knew they were a leader and front runner in retirement and GOB sales, so when it was time to make the decision to retire, I started looking at other companies as well. In my research, I knew that Wilkerson was the right choice for me for what I wanted to accomplish.

I spoke with Josh several times prior to making the commitment to start my sale. He really put my mind at ease in our conversations. I felt a strong comfort level in his knowledge and how Wilkerson would approach this sale.

Robert and Megan have been an absolute joy to work with. These guys are the Energizer bunnies on steroids. They have gone to great lengths to make sure this sale is everything it could be. This is a little bit different than a traditional going out of business sale. We wanted to maintain some of our newer goods for the transfer of the business, but they have been able to move a tremendous amount of our aged inventory out for us and still maintain a profit. They've also been able to bring our inventory levels way down to a very comfortable level where I have the money to retire comfortably, and Nikki has enough inventory left to continue the business in a very strong way.

I think every owner has to do their due diligence and select a company that is going to work for them and what they're trying to achieve. I will say Wilkerson has been in this business for a long time. They're extremely thorough, very knowledgeable, and I would very highly recommend them. If I had to do this all over again, knowing what I know now, they would obviously be my very first choice. I'm very happy with what they've allowed me to accomplish in my future financial goals."

- Dave Croad



MEMBER



A M E R I C A N G E M
S O C I E T Y

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.