



WILKERSON

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



"They helped me organize the store, educated my staff, were on the floor selling and working as hard as I was. You're darn right I'd recommend them!"

David Clay
David Clay Jewelers
San Francisco, CA



David Clay



**DAVID CLAY
JEWELERS**

1872 Union St., San Francisco, CA 94123
Tel: 415.922.4339 Fax: 415.922.3149
www.davidclayjewelers.com

After more than three decades, San Francisco jewelry store owner David Clay decided to close his business. When asked what led to his decision to close Clay explained, "My business model was not yet outdated, but business had changed. The retail buying experience had changed."

His initial response to the idea of closing his store was an emotional one. After 36 years in the business, and 33 as a proprietor – the prospect of something entirely new and unknown was daunting. "There's a lot of fear involved in going out of business," Clark continued. Still, uncertainty didn't stop him from moving forward with due diligence. "Once the fear subsided, I realized I needed a professional, someone who knew how this should be done."

Clay went to a jewelry show specifically to meet with people who were in the business of closing out stores. "I needed someone well-versed in the process. I wasn't sure about the decision until I met Rick (Hayes). He was the most sincere and honest person I talked to. His projections were well ahead of all the others." In fact, Clay confided, he had trouble believing them. "They explained I would be dealing with a very different kind of customer." After that he was very pleased with his decision.

Would he recommend Wilkerson? "They helped me organize the store, educated my staff, were on the floor selling and working as hard as I was. You're darn right I'd recommend 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.