



WILKERSON

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



Jacki & Doug Friedrich

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- Jacki Friedrich
Friedrich Jewelers
Vernon, Connecticut

Founder of Friedrich Jewelers,
Gustav H. Friedrich in 1913



FRIEDRICH JEWELERS INCORPORATED ESTABLISHED 1913

"My name is Jacki Friedrich of Friedrich Jewelers in Vernon, Connecticut. I got into the jewelry business because of my husband, Doug, and I started twenty-five years ago," Jacki explains.

Doug adds, "My family has been in the jewelry business for a hundred and eight years. I'm a fourth generation jeweler and grew up in the business, working with my father since I was a young man."

Jacki continues, "I'm a graduate gemologist with GIA. We're also members of AGS and I'm a certified gemologist with AGS."

"What led to us closing our store is retirement. We're looking forward to it and it's time for us to move on to a new chapter in our lives," Doug explains.

Jacki elaborates, "We heard of Wilkerson through the trade magazines and other jewelers who have had success with them. Really, we decided to go with them because they focus only on the jewelry industry. We felt that was the best way to go and it's worked out very well for us."

In regards to the advertising, Marc and Meghan definitely exceeded our expectations. We did not know what to expect. We had a limited advertising budget, which everyone does. They utilized every single dollar to the best advantage and we've seen it work. Regarding the sale of our merchandise, Marc and Meghan have always made that our priority. From the very beginning, they always stressed to show our pieces first. That's exactly what we've done and they've done the same. I've been in the store and have watched it. Our things have moved tremendously. Again, at the end of the sale, we only have a few pieces left of our own with a week and a half to go.

Regarding our financial goals, the sale with Wilkerson has exceeded our expectations. Weeks ago we met all of the goals they had set for us. We're going beyond that now and setting our own goals. It's been super and will set us up very nicely for retirement."

"Jewelers who are contemplating a sale should go with Wilkerson because of their experience," Doug adds.

Jacki concludes, "The best part of our sale has been meeting great people. Marc and Meghan have been wonderful. We're seeing our customers, and realizing how much they're going to miss us and realizing how much we're going to miss them. The money is coming in and we have absolutely no complaints. It's been wonderful."

-Jacki & Doug Friedrich



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.