WILKERSON

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Bob Keefe
Gradone & Keefe Jewelers
Summit, NJ

Bob Keefe's father began taking him to the store on Saturday when he was just twelve. At first, he wasn't thrilled with the idea, but over time he began to love it and it became a part of him. That's why, he explains, closing Gradone and Keefe so many years later, was bittersweet.

"I believe it was the right time and with the help of Wilkerson, it's actually been a pleasant time as well," the owner of Gradone and Keefe offered.

"I actually heard about Wilkerson from the ads they run in JCK," Keefe explains. "I was intrigued. And after I contacted them… once they came here…it was a huge relief. I felt like the weight of the world had been lifted from my shoulders. I finally had some really good, quality help," Keefe continues.

Keefe went on to say that coming to work was actually a pleasure during the process because the store was busy and exciting. "My on-site consultants were Randy and Susan. They were so professional, and you could see a tremendous effort from both of them. They worked every day. They totally exceeded expectations, and they made the environment a lot of fun," he recalls.

Would he recommend Wilkerson to another owner? "In a minute," he replies. "They were unbelievably easy to work with and extremely dedicated."

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.

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