



WILKERSON

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



Winnie Marvel

After 126 years, Magnon Jewelers of Tampa, Florida, was closing its doors. The business, which had been family-owned for more than 85 years, hadn't been prospering over the past 8 to 10 years, and owner Winnie Marvel faced a tough choice.

As she told us, "We were not growing and we knew that we had to make some decisions. We could either reinvent ourselves in a much smaller and different way, or we could choose to close and go out with our customers remembering us the way we always were, as the preeminent jewelry business in our area. It was one of the hardest decisions to make, but once we made it we felt a big relief."

Marvel was familiar with Wilkerson. She knew Bobby Wilkerson personally from a focus group she had been involved in and she had visited the Wilkerson operation in Arkansas and was very impressed. "I knew Wilkerson had a plan, a formula, and I felt that they did business with integrity," she explained.

Did Wilkerson meet her expectations? "We had done an earlier sale with them, so I just let go and let it happen and we hit our marks," Marvel added. "It was organized and well done. Everything was spot on."

While the sale was handled differently than typical store sales, Marvel understood the need for something designed specifically for a store closing.

"You run this kind of sale to make money and if you want to raise money, Wilkerson knows how," she concluded. "I'm familiar with other companies that do sales of this type, but nobody does it like Wilkerson."

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Magnon Jewelers
Tampa, FL

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.