



# WILKERSON

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



**Peter Reines**

*"There is really no way one person can cover all the bases, from the marketing to the pricing of the merchandise, to the displaying of the merchandise with the proper identification, to helping with the sale."*

*- Peter Reines  
Reines Jewelers  
Charlottesville, Virginia*



WHERE CHARLOTTESVILLE GETS ENGAGED  
**REINES JEWELERS**

*"My name is Peter Reines and the name of my store is Reines Jewelers, located in Charlottesville, Virginia. I started my company in 1975 and, in the industry, we're associated with the RJO buying group.*

The thing that led me to have this type of sale is I realized the best way to maximize the return on my investment over all the years was to have a liquidation going-out-of-business sale with Wilkerson. After many years of doing the due diligence to figure it out, I came to the decision that Wilkerson was the company to do this with.

Wilkerson exceeded everything that I was very nervous about, to be honest with you. There was no way one person or one company, in my opinion, could run a sale the way we have for the past ten weeks.

The day-to-day information I received from the on-site consultant was incredible. There is just no way a store owner could have done what was provided to me with daily and weekly reports. The projections were spot on and I can't say enough for how well it was handled.

The process for liquidating our inventory was spectacular. Being helped by the consultant to get the old stuff out, to get it into the case, and take the proper markdowns, is invaluable. A big part of the success of the sale, reaching my financial goals, I attribute to that. We have exceeded those goals!

I would recommend Wilkerson and reiterate what I've said. There is really no way one person can cover all the bases, from the marketing to the pricing of the merchandise, to the displaying of the merchandise with the proper identification, to helping with the sale.

I have been in business for a long time, and they have the whole package from soup to nuts to ensure success, unquestionably."

*-Peter Reines*



**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](http://wilkersons.com).