



WILKERSON

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



**Gordon Robbins, Gerald "Jerry" Robbins,
Jason Robbins, Eric Robbins**

"You only get one chance when it comes time to close your business, retire, or whatever you're doing. You don't want to mess it up. This is not your field of expertise, and I would suggest you choose Wilkerson."

- Gordon Robbins
Robbins Delaware Diamonds
Newark, Delaware



"My name is Gordon Robbins and I'm one of the owners of Robbins Delaware Diamonds in Newark, Delaware. I got involved in this business when I was thirteen years old as a runner. I worked with Leo and Sylvia, and my father and uncle, and other members of my family. At a certain point, Leo and Sylvia retired, and Jerry and Ron took over the business.

Jerry was a professional actor, and at the same time, he was doing TV ads. They were quirky ads with him and his brother. As a gag, Jerry put a diamond in his beard and the rest was history. He became a Philadelphia legend and our store became a Philadelphia legend.

I knew about three or four years ago when the lease was coming up that I wasn't going to stay on. I did everything I could to try to sell the family business. It was a real uphill battle and I knew it to begin with.

I have known Bobby since I was a little boy. He's such a gentleman and my dad always thought very highly of Bobby. Back then, he had quite a different model. He was still Bobby, and he was still kicking butts, so to speak. But over the years, he has honed his model into a machine that is multifaceted, pardon the pun in our industry.

The fears based around the event were that it would all come true. Once I started to talk to other owners, I realized the kind of numbers we would be doing and the projections we had. The fact was that all this was going to be happening. There would be people lined up, for instance, on a Tuesday morning before we opened, and there were!

How could I possibly handle it with all the staff I would need? How would we write that much business in two months? It's well over a year's worth of business. How would we do it all? The fears were based around that. With the help of Wilkerson, we made it happen, even in a COVID environment.

Our onsite consultants are actually a husband and wife team, Ashley and Greg, and they were unbelievable. Greg is the one who handles all the advertising, marketing, and promotions. Ashley is a wizard at merchandising and training the staff, exciting the staff, all the daily reconciliation, all the ordering and the replenishment of the product.

You only get one chance when it comes time to close your business, retire, or whatever you're doing. You don't want to mess it up. This is not your field of expertise, and I would suggest you choose Wilkerson. It was the only call I made. I've got one week left in the event and I've already surpassed level three. Everything else is gravy. As a matter of fact, everything to do with this event has been gravy. It's been a terrific ending and I can't thank Wilkerson enough."

-Gordon Robbins

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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.**