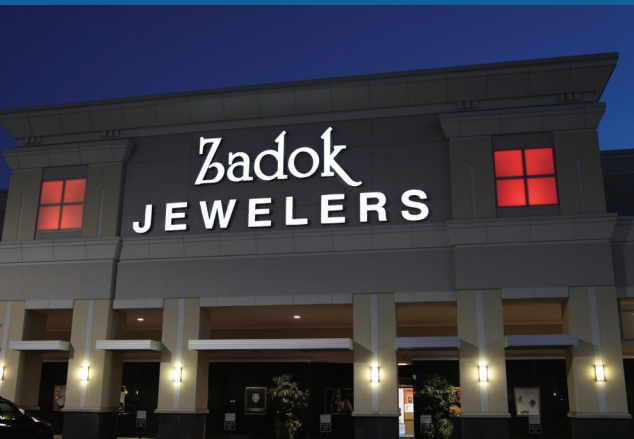




WILKERSON

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



“There was no way we could have done this on our own. You have to bring in a professional like Wilkerson. The type of marketing that Wilkerson was going to do was very different from our core competence and, without Wilkerson, the sale would have never even come close to what it is today.”

- Jonathan Zadok
Zadok Jewelers
Houston, TX



“My name is Jonathan Zadok, and I’m a seventh generation jeweler with Zadok Jewelers in Houston, Texas. We’ve had our store in Houston for forty-five years and we’ve been in the same location for forty-five years. This year, we’re taking a huge step and moving into our new store in just a few weeks.

I heard about Wilkerson through several friends and through their marketing and advertising in the industry. I must say a couple of things. We worked with Rick and Vicki from Wilkerson, who came highly, highly recommended by a few other stores who had worked with them in the past as consultants. We spent a lot of time with Rick before the sale, discussing what we were going to do for marketing and exactly how it would happen. Rick assured us and, frankly, the other stores I’m friends with assured us we would be happy if we followed the program correctly. We did that, and we listened to Rick, and I can tell you our traffic numbers are off the charts. Our sales numbers are off the charts.

The reality of the matter is it brought a lot of very wealthy clients that you would never think would go into a store because they saw a sign twirler. But I had several of them come up to me and say, ‘Do you know why I’m here? I love your sign twirlers and here is my credit card for \$20,000.’

One of the biggest concerns we had is our moving sale happened during the COVID pandemic. The worries ranged from, ‘Will people come because there is a pandemic?’ to ‘What will it be like if people do come? How will we protect them and our staff?’ I will say that I’m very pleasantly surprised that people did come. We took many steps to make sure they felt comfortable, including sanitizer everywhere, we took our employees’ temperatures, and there was a lot of cleaning of jewelry going on.

We felt, frankly, the pandemic had little effect on the sale. In fact, if anything, I sort of question if the pandemic helped the sale because people weren’t doing anything else. There was no way we could have done this on our own. You have to bring in a professional like Wilkerson. The type of marketing that Wilkerson was going to do was very different from our core competence and, without Wilkerson, the sale would have never even come close to what it is today.”

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Call Bobby Wilkerson, Rick Hayes or Josh Hayes at 800.631.1999.
Or visit us at wilkersons.com.