



# WILKERSON

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



**Ronald & Deborah Schulman**

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- Deborah Schulman  
B. Alsohn's Jewelers



## b. alsohns jewelers

“My name is Ronald Schulman and along with my wife, Deborah Schulman, we're the owners of B. Alsohn's Jewelers in Palm Desert, California. The store was founded in 1981 and we're GIA alumni, as well as members of American Gem Society and Jewelers of America.

We heard about Wilkerson over the years. I have friends that have used Wilkerson in the past. When we were starting to make the decision to retire, I reached out and received a lot of positive feedback. After checking other companies, we made the decision, in talking with Rick Hayes at Wilkerson, that this would be the right move for us.”

Deborah continues, “As soon as we made the decision that he was going to retire, I could see the stress start to leave. Once our consultant, Neil, came in and explained everything, and we got a good feel for what the working relationship was going to be, it was awesome. I could see results day by day as the sales were going and people were flocking in, almost as if it were the day before Christmas and people forgot. The store has been packed. To watch the stress leave him, and he sleeps better at night and looks forward to going to the store each day. The end is in sight and it's been wonderful. I think we reached our goal that Wilkerson set halfway through the sale. Not having done it, I didn't know what it would be like. It turned out great and it was a lot of fun.”

Ronald adds, “The way Wilkerson performs the business and again, having Neil as our sales consultant, it's a great avenue to help reach your goals. I've already mentioned it to other stores because we're so impressed with the way Wilkerson, and especially Neil, have performed for us in our store. I would send high accolades to anybody who is interested.”

-Ronald and Deborah Schulman

MEMBER



AMERICAN GEM  
SOCIETY®

**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).**