



WILKERSON

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



Laura and Barry Cole

"But knowing our peers in the industry — people who have stores like we hope ours will become some day, knowing they'd done the sale and were happy with Wilkerson — that made all the difference."

Barry Cole
Beré Jewelers
Pensacola, FL

Beré
JEWELERS



"To give you a little history about the business, my partner, Ray, and I opened the store in 1985. Beré is actually a combination of my name, Barry, and my former partner's name, Ray, who passed away June 23, 2005. I bought his wife out and closed down the first location to open the location where we conducted the moving sale. Beré is affiliated with the GIA and AGS and we're also a member of the Continental Buying Group.

We decided to have this sale because we're moving into our new dream, flagship location. The idea was to get rid of some old inventory.

I was talking to a good friend of mine and he'd had a very successful event with Wilkerson, who he recommended. So I did my homework and checked around with other folks in the industry, and Wilkerson was consistently the top name that came up.

Their on-site consultants were fantastic. We had a husband and wife team, Phil and Natalie, and we'd heard great things about them from others. Phil and Natalie had been in the business for many years and understood our perspective. They knew what we were hoping to do with our new location.

They understood how important it was to move old inventory. I had pieces that were ten and fifteen years old and that's cash. The more we raised from this event, the less I had to borrow for the new store.

Initially, I was a little concerned because we'd never done anything like this. But knowing our peers in the industry — people who have stores like we hope ours will become some day, knowing they'd done the sale and were happy with Wilkerson — that made all the difference."

Barry Cole

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.