



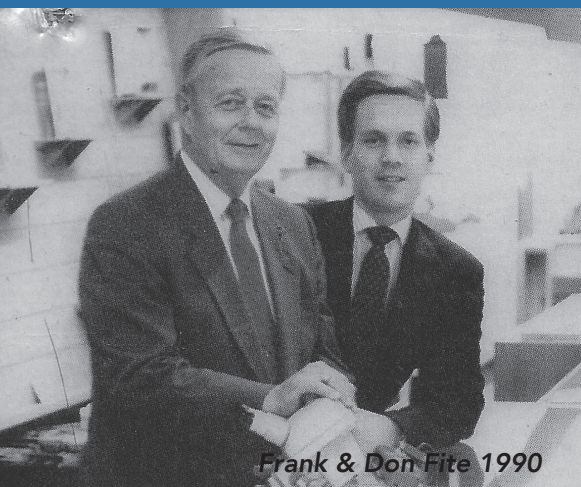
WILKERSON

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



**"When you hire the best,
let them do their job."**

Don & Pat Fite
Busch Jewelers
Abilene, TX



Frank & Don Fite 1990

Busch Jewelers

"I'm Don Fite, and with my wife Pat, we're owners of Busch Jewelers in Abilene, Texas. My dad went to work for Mr. Busch in Dallas in the early 1940s. They made a decision to test out the Abilene market and they liked it, so my mom and dad moved to Abilene in 1944 and established Busch Jewelers.

There were several factors that led us to make this decision. Of course, economic factors would be the main one. The shopping habits of the millennials is part of this. Online shopping as everyone who has a television and a computer knows has increased every year, and I believe will continue to increase.

My own personal opinion about Wilkerson is that they have more or less outpaced their nearest competitors in the last 5 to 10 years by quite a bit.

Once we made the decision to do this, we did not shop around. That was never a thought. We simply contacted Wilkerson and they took it from there.

We were very blessed to have Sharon and Ken. My wife, Pat, met them first and then I met them at a local restaurant and it was instant chemistry, in my opinion. It was like meeting someone we'd known our whole lives. I would tell anyone who is considering doing this to not do it themselves.

We've advertised a variety of ways whether it's television, radio, newspaper, or online and it's always been a struggle to do that because we're not media people. In my opinion, you have to turn this over to people who know what they're doing."

Pat added, "We didn't really question the process because we've never done this before. I told Don, if we're going to do this, we're going to trust them from the get go. I'm so glad we did. It makes a huge difference in the process and that is the biggest takeaway for us. Things we may have questioned now make perfect sense."

-Don & Pat Fite

MEMBER



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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.