



WILKERSON

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



LuAnn & Michael Reichow

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- LuAnn Reichow
D. Copperfield Jewelers
Prior Lake, Minnesota

D Copperfield Jewelers

“My name is Michael Reichow and with my wife, LuAnn, we own D. Copperfield Jewelers in Prior Lake, Minnesota. The decision to close our store struck me last summer. We were sitting on the deck and thinking about things. We have eight grandchildren and I’m sixty-nine years old. We decided it was time to stop working, enjoy our grandchildren, and enjoy our life.

We’ve been in the business for forty-five years and if you’ve been in the jewelry business for more than a couple years, you know about Wilkerson. We heard from our sales reps and our trade shows and it just seems like the major place that people go to liquidate their stores. We decided to give it a try and figured they knew what they were doing and we went for it.

We had small fears at the beginning, thinking about closing the store and how we were going to liquidate our inventory. It seemed like a huge chore to accomplish. This didn’t last very long after we started.

LuAnn adds, “Our consultants, Mark and Megan, did a fantastic job with our staff - motivating them, keeping them energized, and keeping them abreast of the things we were doing. They kept it fresh and exciting. They definitely exceeded our expectations. Some of them I didn’t really want to do because it wasn’t my style. However, they proved me wrong immediately because it was so effective. Everything they did and suggested worked beautifully.”

Michael concludes, “If you’re a jeweler and you’re contemplating a sale, Wilkerson is amazing. They come out right away and they decide what would be best for you. They pick out a crew they feel would be best to help you. They know what they’re doing and they’ve been doing this for forty years. It all just clicks and it’s amazing.”

-Michael and LuAnn Reichow



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.