

Fawn Jewelers

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Nancy and Darrell Leger

Fawn Jewelers—Hands-on to the very last

“When we decided it was time to close our doors,” recalls Darrell Leger, owner of Fawn Jewelers, “we interviewed a couple of different companies—and learned that Wilkerson was the best of the best.” Nancy, his wife and co-owner, agrees. “We even called other jewelry stores. Everybody said the same thing. Wilkerson was trustworthy and just a great company to work with.”

For twelve years, the Legers had operated Fawn Jewelers in Martinsville, New Jersey, committed to providing the highest quality customer service. When they decided to close the doors, they chose a “going out of business” specialist that would allow them to maintain that commitment to the very last.

“They didn’t take over the sale and push us aside,” Nancy says. “They knew we knew our customers; we knew our business. They worked *with* us.”



Darrell stayed “hands-on” with things like advertising and signage—even down to the color choice. Wilkerson staff offered advice about what would work and what wouldn’t. “They were just phenomenal. Friendly. Professional. Our sales consultant was fantastic. The marketing... the budget... right on target.” A week before the sale’s end, the couple even received a call from owner Bobby Wilkerson. “He said, ‘Is there anything else you need? Let us know. We can get you whatever you want.’”

But there was nothing more the couple required. “We had no negatives,” Darrell reiterates. “We achieved 160 percent of our goal. We would highly recommend Wilkerson to other jewelers.”

Wilkerson and Associates is a company solely focused on jewelry store liquidations, with industry experts who come along to help with a transition — whether retiring, going out of business or moving.

With more than 50 employees dedicated to a store’s success, Wilkerson and Associates are experts at running sales and maximizing profit.



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Going Out of Business. Retiring. Moving.*

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