



WILKERSON

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



**John Brennan, Margie Koueiter Brennan,
George Koueiter, JoAnne Koueiter Raffoul,
Paul Koueiter**

“Wilkerson achieved what they wanted to do with advertising and marketing because we gave Sharon and Ken, our consultants, the freedom to do whatever they wanted to do. They kept us in mind and never did anything without asking. Whatever they asked to do ended up being spot on.”

- George Koueiter
George Koueiter Jewelers
Grosse Pointe Woods, Michigan

**GEORGE
KOEITER**
JEWELERS
GROSSE POINTE WOODS

“My name is George Koueiter and I’ve been with George Koueiter Jewelers for forty-five of the sixty-five years it’s been in Grosse Pointe Woods, Michigan.”

“And I’m Paul Koueiter, and I’m George’s brother. I’ve been in the jewelry business for about twenty years now.”

George explains, “We interviewed with Rick Hayes and we talked about a number of different scenarios.”

Paul adds, “We’re in our sixties and we wanted to retire, so we looked at our options as far as selling the business outright, and decided our best option would be to do the liquidation sale with Wilkerson.”

George explains, “Wilkerson achieved what they wanted to do with advertising and marketing because we gave Sharon and Ken, our consultants, the freedom to do whatever they wanted to do. They kept us in mind and never did anything without asking. Whatever they asked to do ended up being spot on. I couldn’t believe the aging inventory that was sold.”

Paul laughingly states, “It’s true. We had a lot of fun with the older products when they sold. It was like, wow, and it was great.”

George adds, “They were beautiful. Everything that was made here and that we bought at one time we thought was gorgeous and it was going to sell. Well, it did and it was great!”

George continues, “Wilkerson stepped up to the plate and they exceeded all of our expectations. I think the people they send on site and the staff in the office work extremely well together. Sharon is on the phone with them quite often and they’re always putting our best interests first.”

Paul concludes, “Trying to do this alone would be quite a daunting task. I don’t think we could have ever done it alone. The advertising and marketing portion of it alone we could have never done on our own.”

-George & Paul Koueiter



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.**