



WILKERSON

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



Judy, Julianna and Caitlyn

Julianna's
FINE JEWELRY

"My name is Bil Holehan, and I'm the manager of Julianna's Fine Jewelry in Corte Madera, California. I'm originally from Chicago and have been in the business for approximately fifty years. About six years ago, this company made an offer to me, so I decided to get back into retail. Our store was founded by Julianna Foris and her daughter, Judy White, thirty-six years ago.

We came to the point where Julianna decided she should retire, and I'm going to retire myself, so we decided having a huge sale, liquidating as much of our merchandise as we could, would help us move forward.

When we decided to have a big sale, we decided to have someone do it for us. We researched several companies and several of our friends had done sales with Wilkerson. Our friends were very satisfied with the results they had gotten, so we decided to go with Wilkerson. Our biggest fears going into the sale were obviously if we were going to reach our goals. Also, we were very concerned with the amount of advertising dollars Wilkerson proposed.

Wilkerson resolved those fears by telling us and putting everything down on paper. It seemed to make a lot of sense to us, and as we kept going through the process of the sale, they proved to us they were right.

The sale did reach our goals and solved the problems we were looking to solve. We were especially happy with how much it helped to liquidate our aging inventory, which was one of our main objectives for the sale. Our consultant really did a great job prioritizing selling our merchandise first.

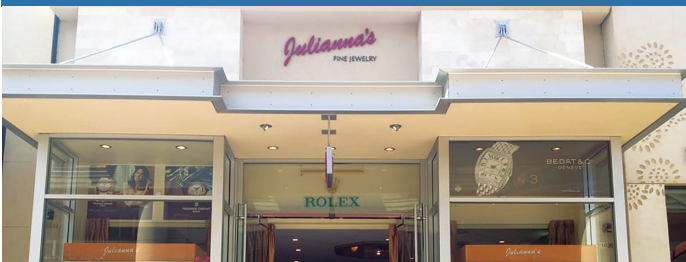
The main reason I would recommend Wilkerson is there were no surprises. They were very professional in their assessment of our store, assessment of what we could expect from the sale, and they were very detailed in their projections. I think the thing that made us the most comfortable was the detailing of the projections and the percentages. They were pretty much right on the money."

-Bil Holehan



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Julianna's Fine Jewelry
Corte Madera, California



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