



# WILKERSON

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



Lyle Husar & Craig Husar

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Craig Husar  
Lyle Husar Designs  
Brookfield, WI



“I’m Craig Husar, President of Lyle Husar Designs in Brookfield, Wisconsin. I also serve as Milwaukee’s only Chief Romance Officer. My family has been affiliated with the jewelry business for fifty years so we’ve had time to be involved with quite a few organizations. We’ve been longtime members of the American Gem Society (AGS) and the Retail Jewelers Organization (RJO).

Wilkerson is a legend. There is no one else in this industry who does what Wilkerson does, in my opinion. I traveled quite a bit in my career early on and I made a lot of friends in the jewelry business. I reached out and spoke to everyone I knew who had conducted a moving or anniversary sale. Guess whose name kept coming up over and over again? It was Bobby Wilkerson.

Initially, when I reached out to Wilkerson, my biggest concern was who would be the consultant to run and manage an event for us. I like to have control of the business. It’s not easy to give up control to someone you’ve never met before. I spoke at length with Rick Hayes on the phone numerous times and even went to visit him at his office. He assured me that Rick and Vicki would be the best fit for us. Within minutes, they felt like partners in our business. The staff loved them. I immediately felt at ease. I knew this was going to go well. Everything they brought to the table elevated this event higher than anything I had experienced before.

I knew going into this we were going to have to up our game with advertising. What I didn’t expect was that Rick was going to push me into some areas that I’ve never been pushed before. We had more reaction to



our unexpected advertising methods compared to our expected. It just goes to show you that you have to listen. If it had been up to me running it myself, I probably would have used the same methods I’ve always used and I would have gotten the same results I’ve always been disappointed with. It just worked so well the way it was done. It was a science the way it evolved throughout the course of the event. During the final weeks, it was very focused on clearing out the aged inventory.

The numbers more than exceeded my expectations for reduced inventory. I’m thrilled. Now that I’ve seen what it takes to run an event of this magnitude, there is no way that I could do this on my own. The only way is to hire the professionals and to bring in Wilkerson. I would recommend them to anyone.

Many times in my life, I’ve been told I’m too close to the business and you need the outside perspective to really understand what it’s going to take to get to the next level. Getting to that next level when you’re running a major event like an anniversary sale, retirement sale or a going out of business sale, you need the best. I would not hesitate for a moment to recommend Wilkerson for any of those needs you may have.”

-Craig Husar



The Husar Family



**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](http://wilkersons.com).

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