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Phillip Pitts

"Wilkerson has shown us there is a way to do things outside of our norm, and be successful, legitimate, and respected."

- Phillip Pitts
Parris Jewelers
Hattiesburg, Mississippi



"I'm Phillip Pitts and the owner of Parris Jewelers in Hattiesburg, Mississippi. I've been in the jewelry business for thirty-two years. Butch Brown was the owner of Parris Jewelers in the beginning of my time and he gave me a job as a watch maker. He let me start doing some jewelry repair which turned into jewelry design and everything known to man. He pretty much said, 'Okay, here you go. Have at it.' I ran the shop for about twenty years before I bought the store from him.

We decided to have this sale to celebrate with our customers, who are our friends, to tell them how much we appreciate them. We could have done this in the middle of the summer when no one wants a gift or needs a gift, but we decided to do it a little bit early so we could help people out when they needed it most. I wanted our customers to know that we appreciate them.

I chose Wilkerson because I got in touch with Rick at an IJO show, and it was just an instant connection with him. He cared about what was going to happen to Parris Jewelers, not just during the sale, but after the sale. I felt really comfortable doing business with him and everyone at Wilkerson. It was a great experience.

Wilkerson exceeded our expectations of advertising and marketing in multiple ways. The first ideas of advertising were the big yellow signs, which I didn't want to happen, and I was adamant. But you have to trust the system and we agreed to it. Guess what? People notice these yellow signs and they understand them. The letters, the mailings, the emails, the texts. I don't know how many people came into the store because they said they received a text. The whole text idea of advertising blew me away. I saw person after person come in multiple times and say 'I got a text again today and it reminded me I needed to come in.' I've been doing things the same way for thirty-two years but it doesn't mean there isn't a different way to do things, and do it right and do it better. Wilkerson has shown us there is a way to do things outside of our norm, and be successful, legitimate, and respected.

We've exceeded every goal I thought we could even get close to. The most important thing is trustworthiness. I trust them and I don't think they want to do anything but help me. I don't think they're in this for their own personal gain. They're interested in me fulfilling what I need to fulfill to make my company better. Throughout this whole process, I could tell their focus was on what they could do to help me get more money when all was said and done. Because of their willingness to help us, not just enforce what they wanted to do, they worked alongside us to make this a possibility, a reality, and, ultimately, a success in what we did." -Phillip Pitts



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Or visit us at wilkersons.com.**