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– Paul Carter Johnson, Paul Carter Jewels

PAUL CARTER JEWELS

Paul Carter Johnson started in the jewelry industry in high school, learning the ropes from a retail jewelry veteran. When an opportunity arose to purchase his own store in an exclusive Houston shopping complex, Paul Carter Jewels was born.

The complex, however, was also home to a number of larger jewelers. “We couldn’t compete for bridal,” Johnson explains, so “we introduced sophisticated fashion jewelry to the top two percent of Houston’s households.” It was a strategy that worked for twelve years. Then, with a lease coming up for renewal, a 65th birthday looming and no succession plan in

place for someone to take over the business, it seemed like the perfect time to make a bigger decision.

He approached Wilkerson about a going out of business sale. In his mind, Wilkerson was a key element for success in any going out of business sale. “They’re straightforward, honest people. I needed the experience they bring to the table. They make sure you don’t panic and go to the next level of discounts. They help maximize your margins. When it’s your store and you realize this is the end – that the money you make has to last the rest of your life, you need to fall back on their history and experience. I haven’t been disappointed.”



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Going Out of Business. Retiring. Moving.*

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Call Bobby Wilkerson, Rick Hayes
or Josh Hayes at 800.631.1999.
Or visit us at wilkersons.com.

Wilkerson is a professional jewelry consultant firm, 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 is an expert at running sales and maximizing profit.