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– Lucy Zimmerman, Roman Jewelers, Flemington, NJ

ROMAN JEWELERS

After 25 years, Roman Jewelers decided to move one of its two locations out of a mall and into a new free-standing building. Owner Lucy Zimmerman made it her job to find the right company to hold the closing sale. “I did a ton of research. I learned everything there was to know about every company out there.” In the end, she chose Wilkerson because of their integrity. “They came to the store. Learned how we did business.” They kept the store’s manager apprised of everything that would happen beforehand, and got her advice.

“They made the whole process so easy.” More importantly, Zimmerman adds, “They know the psychology of the customer who comes to this kind of sale. Everything they did brought people in. I am still in absolute shock at how many people walked through the door.” In less than a month, Roman Jewelers sold nearly all its aged inventory. “I would hire Wilkerson again in a minute,” she says. “Other jewelers shouldn’t consider anyone else.”



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Wilkerson is a company solely focused on jewelry store liquidations, 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.