



# WILKERSON

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



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Carole Ridding  
Silverhorn Jewelers  
Santa Barbara, CA



## SILVERHORN



"My name is Carole Ridding, and with my husband, Michael Ridding, we've owned Silverhorn Jewelers in Santa Barbara and Montecito for thirty-three years. We've been thinking of retiring or scaling down at least for some time. Over the last few years, we explored offers from people wanting to purchase our business. We gave those offers considerable attention, but we also talked to Wilkerson. Based on the strategy explained by Rick Hayes at Wilkerson, we came to the realization that it was a much cleaner arrangement and more straightforward. After considerable thought and study, we chose Wilkerson."

Ashley and Greg, Wilkerson consultants, were very dedicated and no one worked harder than those two. This was a good example for everyone else. They were the first ones in and the last ones out.

We did reach the goal. In fact, we exceeded the goal, which is remarkable. As you may know, we went through two natural disasters here. The largest wildfire in California history, followed by a devastating mudslide a few weeks later. This really hit our community hard.

We had to shut down our business for some weeks due to the fires and mudslides. And even when we re-opened, we were concerned because there was mud on the streets and a lot of people had damage to their homes and were heartbroken about what happened to our little area.

However, we rallied and so did our clients. We stayed open longer than we expected in the beginning to make up for that time. Everyone worked harder than ever and we passed our goal. I think this is extraordinary. This speaks well of our company, but it also speaks well of Wilkerson. They ran the remaining part of the sale after these disasters with great dignity. They showed they were flexible and we geared our advertising a little differently and took a different approach for a while with our clients, considering what everyone was going through. It shows they can work in many different situations and this one was extraordinary.

Absolutely, I would suggest that no matter what your plans are, they are a good company to talk with and I highly recommend them to any type of jeweler. They have a real, almost scientific approach, a real strategy. It actually works and they know what they are talking about. My husband even wrote them a personal letter because he was so impressed with the Wilkerson team. You can achieve great financial goals through the sale and Wilkerson should be given serious consideration. If I had an occasion to work with them again, I would jump on it, and I know my husband would, too."

-Carole Ridding



**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).