



WILKERSON

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



The Richter & Phillips Co.

Trusted Jewelers Since 1896

202 East Sixth St. - Cincinnati, OH 45202 - 513.241.3510
www.richterphillips.com

The Fehr Men

The Richter & Phillips Co. of Cincinnati, Ohio, was on the move. It was a wonderful opportunity for them to grow. Their new location was directly across the street and nearly three and a half times the size of their current space. "It meant we could expand not only our watch lines but our jewelry and our staff," explained third generation owner Rick Fehr.

But before moving, they knew they needed to liquidate a substantial amount of aged stock, as well as thin out their estate jewelry. "It was our first rodeo, and I wanted to do it right," Fehr added.

"I talked to five or six different people before hiring Wilkerson. I was familiar with Wilkerson ads in the trade publications, and when I asked about them, the feedback was very good. They explained ahead of time, that the concentration and timing of the marketing and advertising would be different and why," Rick continued.

Rick was a bit concerned about having outside people on the floor during the process, not to mention two and a half to three times the usual customer traffic. "Our old space was very small," he explained. "But I needn't have worried. Lynn and George did a fantastic job. They had great attitudes and were very easy to work with."

Is he happy with his decision? "Absolutely!" he confirmed. "I was very pleased with the whole process. I can honestly say, we couldn't be happier."

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Rick Fehr
The Richter & Phillips Co.
Cincinnati, OH

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.

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.