



WILKERSON

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

TORIN BALES
fine jewelry



"At the end of the day, they're going to maximize your sale and give you the most money that you can walk away with, and that's what you've earned and worked for all your life."

Torin Bales
Torin Bales Fine Jewelry
Victoria, TX

TORIN BALES *fine jewelry*



"I'm Torin Bales, owner of Torin Bales Fine Jewelry. I got into business after high school when I went straight to gemology school. My dad had a jewelry store in Corpus Christi, Texas and after years at Black Starr & Frost, I went back and worked for my father and learned a completely different aspect of the business. I took that knowledge and moved to Victoria, Texas and opened my first jewelry store twenty-four years ago.

We've been a member of the American Gem Society for over twenty years. We're also members of the Jewelers Alliance and Texas Jewelers Association.

We thought about retirement for a long time. After a lot of prayers and talking with my wife, we decided this was the right time to retire.

We were very excited to call Wilkerson & Associates when we made the decision to retire. My father has always had a relationship with Wilkerson. He has run two retirement sales and both were extremely successful. His first retirement sale, he went 2.5 million dollars over their goal and the second retirement sale, he went a million dollars over their goal.

When Rick first came to me and told me the amount of advertising we were going to be spending during the sale, it was scary. It's a big number. My first thought was this is a small market. Do we really need to spend that kind of money in advertising? And Rick was quick to tell me if we want to get to our goal and exceed our goal, we really need to spend that much money in advertising. Looking back on it, I would not have changed a thing we did. Halfway through the sale, we already did a year's worth of volume and that just blew me away.

The first thing I think a store owner needs to do is when you hire a consultant to come in, especially one as good as Rick and Vicki, is you just have to let them take charge. They're going to support you with the advertising tools. At the end of the day, they're going to maximize your sale and give you the most money that you can walk away with, and that's what you've earned and worked for all your life."

-Torin Bales

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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.