



# WILKERSON

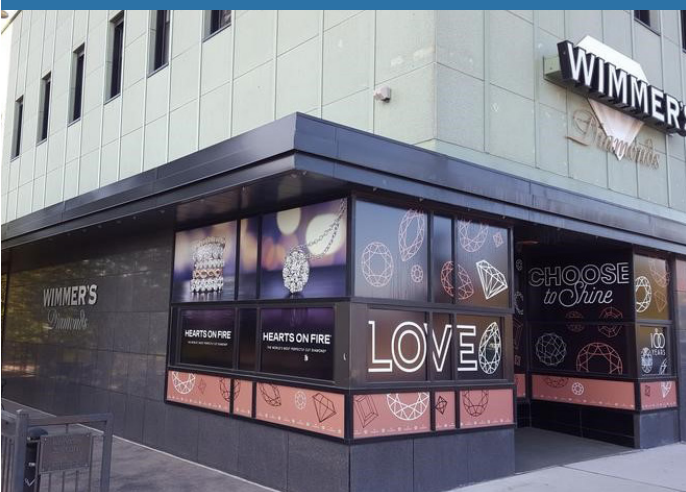
*The Experts in  
Going Out of Business. Retiring. Moving.*



West Acres Location

"I would recommend Wilkerson to anyone in the jewelry business looking to do a liquidation sale, whether it be for moving, retirement, or a store closing sale because they're very simple to work with and they have it all planned out. They're experts in this field and they know what they're doing."

- Aaron Wimmer,  
Wimmer's Diamonds  
Fargo, North Dakota



Downtown Location

  
**WIMMER'S  
DIAMONDS**

"My name is Aaron Wimmer of Wimmer's Diamonds in Fargo, North Dakota. We are a fourth generation family owned and operated business. The business was founded by my great grandfather in 1919 as a jewelry manufacturing company. The jewelry industry associations we're affiliated with are AGS and the buying groups IJO and RJO.

What led us to this type of sale is we're consolidating and moving our two stores under one roof in a new building that is under construction. We contemplated our options and wanted to liquidate some of our inventory to create some cash in order to help with the new building, as well as the buyout from my father to myself.

Wilkerson is a name that is synonymous with the jewelry industry. We've purchased Wilkerson merchandise for many, many years. We knew about the liquidation arm of their business, and in talking with Wilkerson at different buying shows, we decided to team up with them to pull this event off. They had a comprehensive marketing plan for billboards, social media, radio, and TV that was planned out well in advance, and everything was executed flawlessly.

Ed and Susan are very good communicators. Whether it be via phone, email or in person, they're always available. They're very easy to talk to, and they certainly keep you updated on what is going on, on a daily and weekly basis.

We didn't have a lot of aging inventory to get rid of. Our inventory is pretty clean, so with the augment merchandise brought in by Wilkerson, it was a good combination of merchandise to have.

All around, it was a nice experience. The sale was sixty-six days long and we enjoyed it. I would recommend Wilkerson to anyone in the jewelry business looking to do a liquidation sale, whether it be for moving, retirement, or a store closing sale because they're very simple to work with and they have it all planned out. They're experts in this field and they know what they're doing."

-Aaron Wimmer



New Location Rendering

MEMBER



**A M E R I C A N G E M  
S O C I E T Y**

**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).**