



# WILKERSON

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



## I W Marks Jewelers

"My name is Brad Marks. I'm the owner of I W Marks Jewelers in Houston, Texas. I've been in the business, selling for about thirty-five years. We worked with Wilkerson on a Closing Our Current Showroom and Remodeling Sale."

"I didn't know much about Wilkerson and know there are few different businesses who do this type of work."

The reason why I chose Wilkerson is I have a family friend who I've known for a long time in the jewelry business. He suggested I call Wilkerson. He said, 'They'll take care of you. Call them.' I made the call and off we went."

"My name is Ray Golden, and I'm the General Manager of I W Marks. I've been in the jewelry business for about twenty-four years. I've been a General Manager, Area Manager, and an Area Vice President. I've done some work all over the country from Texas, the East Coast, West Coast, and even Canada."

"My concerns going into this Wilkerson event were first, a complete lack of perspective. I had no idea what to expect or how to facilitate it. I was pretty skeptical that Wilkerson was going to be able to drive the serious amount of projected traffic they predicted during our initial meeting. I was just shocked by the line out the door on day one. It seems like it never stopped over the entire period of the event. It was just a constant stream of customers from within our database that we had done business with, but even more so, brand new customers that really helped to expand our customer base and be the people we can market to moving forward."

Brad states, "This experience has left me feeling like I wish we could do this all year. You do an unbelievable amount of business in a short period of time."

Ray adds, "Our onsite consultants, Greg and Ashley, were amazing with their training every morning and their communication. They always brought energy and motivation to the team. By the time we opened our doors, the team was a bunch of caged animals ready to go. We maintained that energy level during the entire event. They were really amazing and it's fair to say it exceeded any expectations I had. It was a huge success."

Brad continues, "I would recommend Wilkerson to another owner who is contemplating this type of event 100%. Wilkerson has met and exceeded my expectations about marketing and advertising. They're amazing. They're very professional, and they really know what they're doing. They're the consummate professionals and a well-oiled machine. If you call Wilkerson, you are going to have your expectations blown out of the water."

Ray concludes, "Our Wilkerson consultants blew me away with the advertising and marketing effectiveness of this campaign; the amount of traffic they drove to the store from day one until the end. They never let up. It's been an amazing result from the marketing and advertising. I'm very much going to use the techniques Greg and Ashley brought to the table and taught me, and incorporate those into my skill set, and be a better operator and leader going forward."

-Brad Marks & Ray Golden

### Brad and Joanna Marks, owners

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- Brad Marks  
I W Marks Jewelers  
Houston, Texas



MEMBER



AMERICAN GEM  
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**Call Bobby Wilkerson, Rick Hayes or Josh Hayes at 800.631.1999.**

**Or visit us at [wilkersons.com](http://wilkersons.com).**