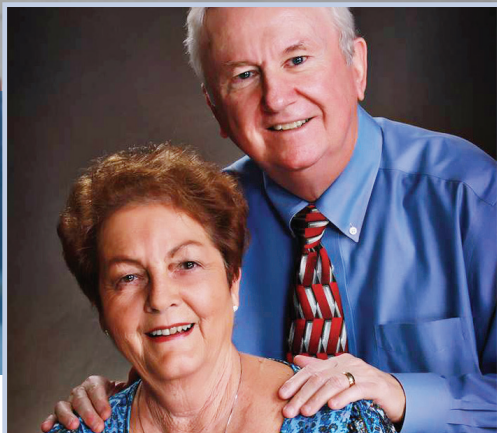




# FORDHAM JEWELERS



**“The people who came in from Wilkerson knew what they were doing. It was like they had been working with me for years.”**

– Charles Fordham, Fordham Jewelers



Charles Fordham is retiring. Calling it quits.  
Going to the Sunshine State.

After almost 30 years, the owner of Fordham Jewelers in Macon, Georgia, decided to close the doors on his business. But he didn't do it without a plan.

“I had a lot of conversations over the past two or three years, when I started thinking about retiring,” Fordham said. “I talked to several other jewelers. The Wilkerson name kept coming up. This is what they do. They don't do anything else. They're the pros at it and we wanted the best, so we went with Wilkerson.”

And it was one of the best decisions Fordham ever made. The staff at Wilkerson fit seamlessly in with Fordham's own

staff, making for a smooth and profitable process. “The sale was extremely organized,” he said. “The people who came in from Wilkerson knew what they were doing. It was like they had been working with me for years. They had a plan, and it worked. We set one goal and we hit that goal, and it looks like we went over it by 25 or 30 percent.

“You're going to get one chance – and one chance only – to do a going-out-of-business sale. So you better get somebody that knows what they're doing,” Fordham added. “I highly recommend Wilkerson. They have a plan – a strategic plan. They know what they're doing – they do it all the time – and it works. If you want to get it done and you want to maximize your cash flow and your profits during a going-out-of-business sale, Wilkerson is the place to go.”



## WILKERSON

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

**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).**

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.