

Johnson's Jewelers

"I did a lot of due diligence...
Wilkerson kept coming to
the top of the list."



Kevin Stevenson

Johnson's Jewelers—The decision they thought they'd never have to make

"I knew the name Wilkerson. They've been synonymous with store-closing sales for the 30 years I've been in the jewelry business," says Kevin Stevenson, owner of Johnson's Jewelers in Bellflower, California. "I'd gotten mail from them that I'd filed away, thinking 'I'm never going to have a going out of business sale.'"

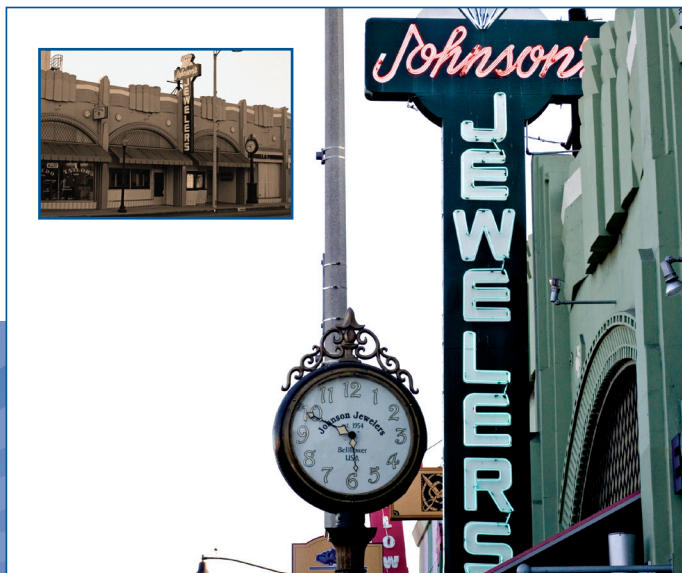
Four generations of Johnsons had been in the jewelry industry, starting with the grandfather of Kevin's wife Janny, a watchmaker in Duluth, Minnesota. Janny's father Reynold had opened the Bellflower location in 1954 at age 24. Fifty-eight years later, it was still thriving.

But as often happens, situations change. Health issues in the family pushed Stevenson to close the iconic downtown store. "Obviously, this was a really important decision," he admits, "so I did a lot of due diligence in selecting the company to help me. The Wilkerson Company kept coming to the top of the list."

Stevenson's store manager was against bringing in an outside firm, insisting the store's staff could handle a closing sale. Stevenson disagreed—and proved to be right. "The reality is we made so much more using a professional. The Wilkerson Company had this magic combination of jewelry skills, sales skills, and marketing and advertising knowledge. We exceeded our goals twofold, doing a year and a half's volume in 60 days."

Wilkerson and Associates is a company solely focused on jewelry store liquidations, 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 and Associates are experts at running sales and maximizing profit.



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.**

Visit us at wilkersons.com.



**Wilkerson and Associates | 222 South Main Street
Stuttgart, AR 72160 | Fax: (800) 949-1333**