



# WILKERSON

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



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Jill Morrow  
Morrow Farrar Jewelers  
Camp Hill, PA

Most jewelers use the word "flawless" when they talk about gems. But Jill Morrow, co-owner of Morrow Farrar Jewelers, uses it to talk about her going-out-of-business sale.

After a long run in the jewelry business, Jill and her partner Ross Farrar decided it was time to move on. They knew all about jewelry, but closing a jewelry business was another matter. They turned to Wilkerson and Associates for help. "Wilkerson knows how to promote a sale," Morrow said. "They pull all the pieces together and make them gel. They get the word out at the right time to the right people. I was very impressed with that.

"We were very lucky to have consultants who were so hard working and really wanted to make the sale a success for us," she added. "I had approval on everything. The consultant would send me information. I could make changes. I could say 'yes,' I could say 'no,' whatever. But we fundamentally followed our consultants' recommendations, and I think that was the key to the success of our sale."

"The store had incredible amounts of traffic," co-owner Farrar said. "I've never seen a store filled like this with customers – ever!"

What recommendation would Morrow and Farrar have for jewelers who are considering a business transition? Use Wilkerson for a successful sale. "Their program is so well-integrated and planned. Every aspect of it is professionally done, and it's done to a higher level than most people would expect," she said. "It's done absolutely flawlessly."

"They have the experience. They have the staff. They have the depth of knowledge. They have the sales consultants," Farrar added. "I'm very pleased we chose them and I'm glad they did such an outstanding job."

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.

Visit us at JCK Las Vegas at Booth #B3225.

**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).