

Pav & Broome Jewelers builds the jewelry store of their *Dreams...*



John Pav and Melton Broome, owners of Pav and Broome Jewelers, in Gulfport, Mississippi, had big plans. They wanted to serve their customers better than any other jewelry store. They envisioned a store equipped with state-of-the-art, computerized facilities and more than 100 feet of showcase and display space. But for John and Melton, making this dream a reality meant moving to a bigger space. So in March of 2001, the two men bought property along Mississippi's Highway 49. It was just a stone's throw from the downtown Gulfport location they had occupied for more than ten years.



Excited about their new 4,100 square feet of store space, the men knew they were on their way to greatness. However, to really make their vision a reality, John and Melton were going to need a lot more money. And, they still had to deal with the issue of closing their current store. So, they called for help from Wilkerson and Associates, the nation's premier transitional company for retail jewelers.

Wilkerson and Associates evaluated their situation and began working on a comprehensive program for a store closing

sale. Not only was the event a success but John and Melton earned more than \$850,000. This was \$300,000 more than Wilkerson's original projection.

But John and Melton's story isn't as simple as it seems... it took years of hard work for them to get where they are today.

A Story of Success ...

In 1963, John Pav graduated from Jones Junior College in Ellisville, Mississippi. For four years he studied hard to learn all he could about jewelry and the craft of watch making. John was more than ready to show the world what he could do.

Shortly after graduation, John accepted his first job as a watchmaker at Sears Roebuck and Company. For the next three years he worked at honing his craft and by 1973 he was ready for bigger and much better things. It was then that John said good-bye to his friends at Sears and opened his own shop... he called it John Pav's Trade Shop. The shop specialized in watch repair and served most of the jewelry stores along the Mississippi Gulf Coast.

Two Heads are Better than One...

John worked by himself until November 1974 when his brother-in-law, Melton Broome, graduated from Jones Junior College. John immediately recognized Melton's talent and offered to hire him to help grow his business. Melton accepted...the two men were on their way to greatness.

By 1980, John Pav's Tradeshop had grown so much that it was necessary for the men to move the business from its tiny, third floor office to the ground floor of a much larger building. At its new location the business thrived... another jeweler was hired and John and Melton became partners. John Pav's Tradeshop was now known as Pav and Broome Jewelers, Inc.

However, their time at their new location didn't last long. In 1985, Mississippi Power, a regional electric company, bought the building and John and Melton lost their lease. But they didn't let it discourage them. Just a few weeks later, the two men moved their business to a 1,500 square foot downtown Gulfport location where an old jewelry store had recently closed. It was at this new location where Pav

and Broome Jewelers, Inc. became a full-service jewelry store. Too busy with their increased clientele, John and Melton could no longer accept trade work.

By the late 80s their three-man business had grown so much that the need for more help was too great to ignore. Soon John and Melton hired eight more employees including John Pav's son, Matthew, and Melton Broome's son, Vernon. With more than 10 employees and a blossoming clientele John and Melton's 1,500 square foot store was getting a bit crowded. And, by March of 2000 they were ready to move ... the rest, as they say, is history. In October, 2002 with the help of Wilkerson and Associates, Pav and Broome Jewelers moved into their new building. They had come a long way since John Pav's Tradeshop in that tiny office on the third floor.



John Pav comments on their success: "Our accomplishments are a combination of hard work, dedication and an outstanding clientele. And, of course, we can not forget to thank the experts at Wilkerson and Associates without whom, the realization of our dream would not have been possible."

Pav and Broome Jewelers

1912 25th Avenue
Gulfport, MS 39501
(228) 863-3699

CONTACT WILKERSON AND ASSOCIATES
TOLL FREE 1-800-631-1999
WEB SITE www.wilkersons.com
E-MAIL bw@bwsibiz