



The Vogt Family

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– Trell Vogt-Dikeman, Vogt's Jewelers, Allentown, PA



Deciding to close your business doesn't have to mean you have to go it alone. In fact, it's one of the best times to reach out for professional assistance.

Vogt's Jewelers in Allentown, PA, closed in 2014. The store had been a cornerstone in the community for more than a century, and closing was a difficult decision for owners Barry Vogt and Trell Vogt-Dikeman. But deciding who to call for help with a going-out-of-business sale was not. They called Wilkerson.

"From day one all the way through to the end of the sale, there was no question that we could not have done it on our own," Trell said. "It's busy for everyone, and when you're going 100 miles an

hour, you need somebody who can hold your hand through it and give you that knowledge and guidance you desperately need."

But guiding clients through a sale doesn't slow the experts from Wilkerson. Trell said they hit the ground running every day of the sale. "They are movers and they never quit. As soon as they arrived on site, they kept going and going."

Did all the effort pay off for Vogt's Jewelers? Indeed it did – and in a big way. "(Wilkerson's advertising) was driving people into the store, and sales were tremendous," Barry said. "There was no real letup (in sales) from day one until the end of the sale. It was over double a year's business in 10 weeks!"



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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.