

Sometimes the ending is just the beginning...

Wilkerson and Associates Helps an Incredible Entrepreneur Transition His Business!

Back in 1980, the Hunt brothers of Texas, one of the world's richest families, had accumulated an enormous stockpile of silver in an attempt to fight inflationary rises. Once the brothers cornered the market on this precious commodity and the unrest in Iran sent

interest rates soaring to 21 percent,

a man by the name of Steve Roberson and his father-in-law wanted in on the business.

In those days, sellers of gold and silver would set up shop in hotels, where Roberson would visit and buy. This business model was quite lucrative until the

government imposed a requirement of \$60,000 deposits per silver contract, making everybody a seller. In reaction, Roberson opened American Gold and Silver Exchange in North Little Rock, Arkansas, in a quest to wait out the down market conditions.

When things didn't change, Roberson began to educate himself in the rare gold coin business. He met someone at one of the shows who was selling real leaves dipped in gold, sold as necklaces. Immediately he saw the potential and began buying them, hiring a designer to create ads and began what can best be described as a "selling frenzy."

Roberson then became a wholesaler and obtained exclusive rights to sell these gold leaves in the state of Arkansas. As a forceful entrepreneur, Roberson evolved into the gold chain business – selling way below competitors and cornering the market, so to speak.

As time went by, Roberson's success required a new business model. He engaged Wilkerson and Associates to create a "transitional event" which constituted closing his store in order to evolve into a much larger venue.

The success of the sale created the opportunity for Steve Roberson to open another store and incorporate the same energy, enthusiasm and entrepreneurial behavior that made him so formidable throughout his career. Today, Roberson's approach in business is still the same: grow your business, but always be prepared with a contingency plan because you never know when you might need to change course.

From "going out of business" sales to "retirement" events to transitioning a new generation to take over the business to "moving" sales, Wilkerson and Associates creates the most compelling programs with clear goals in mind...to give the business owner the peace of mind that comes with a successful conversion of products to cash...because sometimes, the ending is just the beginning!

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