

# After 52 years, William Scheer retires, ends 111 year legacy.

Wm.  
*Scheer*  
JEWELERS  
FINE JEWELRY SINCE 1900

"We were inviting our customers to say good-bye and wanted to ensure they were treated well."

For over 110 years, William (Bill) Scheer's family was a part of marriage proposals, birthdays, anniversaries and special occasions of all stripes in Rochester, N.Y. In March of 2011, after 52 years in the industry, Bill chose to retire and close the store.

"It's a difficult decision to retire and walk away," Bill said.

William Scheer Jewelers was well known in the Rochester area for exquisite jewelry collections, reasonable prices and exceptional service. A reputation like that takes time to build and care to maintain. Families had trusted Scheer with precious moments but also with heirlooms that needed repaired. Maintaining the integrity of that relationship was important to the very end.

That's why he chose Wilkerson and Associates to help with the retirement sale.

"You become close to many customers over the years. We were inviting them to say goodbye and wanted to ensure they were treated well. Treated the way we would treat them," Bill explained.

Bobby Wilkerson, Rick Hayes and the whole staff at Wilkerson and Associates understood and appreciated that Bill wanted to protect the reputation of the store started by his grandfather Emil J. Scheer in 1900.

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 stores' success, Wilkerson and Associates are experts at running sales and maximizing profit. Their multi-faceted operation includes:

- Advertising Department
- Printing Facilities
- Accounting
- Custom Sales Analysis
- In-Store Consulting
- Appraisal
- Business Brokerage Service
- Jewelry Wholesale Division
- Bench Jewelers and Repairs
- Information Technology Division
- Total Solution - Custom Sale Strategies

Wilkerson and Associates assists you with your sale from beginning to end.

"We think like jewelers, I guess, because many of us have been jewelers," said Bobby Wilkerson. "And that means every customer is special. We know we're helping someone in a difficult time in their life, in transition, and we always try to make that transition as easy as possible and as happy."