

## **Wilkerson & Associates Launches Blueprint for Liquidation Success**

**Stuttgart, Arkansas February 21, 2008** – Wilkerson and Associates, a leader in the inventory, sale and liquidation of jewelry store businesses, today announced the launch of its new online resource, [www.Wilkersons.com](http://www.Wilkersons.com). Whether downsizing a larger operation, going out of business or retiring, Wilkerson and Associates offers the jewelry industry a number of resources that assist owners in making a successful transition out of the jewelry business.

### **Thirty Years of Experience**

“Wilkerson and Associates offers our clients customized, turn-key plans based on more than 30 years experience in the jewelry industry and over 5,000 sales,” explained Bobby Wilkerson, President and founder of Wilkerson and Associates. “We care about the future well-being of each of our clients and take a very hands-on approach to the services we provide.”

Wilkerson’s approach to liquidating a jewelry business includes an in-house suite of services including advertising, marketing, analytics, merchandising and information technology services.

Most of Wilkerson’s consultants have been store owners and they have been trained in Wilkerson’s unique promotional sales model. Wilkerson consultants live throughout the United States – and the company always takes care to assign a consultant with deep knowledge of a given region and type of market.

### **Free Sales Consultations**

The new site also provides information on Wilkerson’s free custom sales consultations. “These consultations begin our evaluation and analysis of a business’ worth and are an important first step in accurately predicting how effective a sale can be for the owner,” said Wilkerson.

### **Results Speak for Themselves**

During a 60 day sale, Wilkerson clients typically average over 1.2 years of income and average \$1.21 on the cost dollar for their assets – around 50% more than owners could expect by running the sale themselves. Key to Wilkerson’s success is their analysis of a jewelry store owner’s business related assets including inventory, fixtures, location, brand identity, customer list and furniture. Wilkerson’s full service approach enables the Wilkerson team to assist an owner with all aspects of a sale from initial research and planning to even helping store employees locate new employment opportunities.

### **Website Includes Video**

Designed by Little Rock-based Aristotle Inc., the website includes an online video introduction of Wilkerson and Associates. For more information, visitors can contact Wilkerson online at [www.wilkersons.com](http://www.wilkersons.com).