

# R & A Jewelers

MONROE'S OLDEST JEWELERS

(318) 323-3401

200 DESIARD STREET

MONROE, LOUISIANA 71201

*FAMILY OWNED SINCE 1920*

Mr. John Jones  
Silverman Jewelers Consultants  
900 Pine Hollow Rd  
Mt. Pleasant, SC 29464

Dear John,

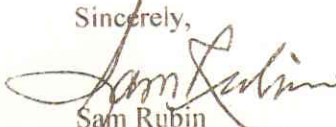
I wanted to express my sincere thanks and appreciation to Silverman Consultants for making my Going Out of Business Sale a huge success. After 84 years in the jewelry business, it wasn't easy to say good-bye to the many loyal customers and friends that had become part of the R&A family. I originally thought I could handle the closing myself but when I experienced some health problems I decided I would need some help. I looked at my various options and decided to hire the experts at Silverman Consultants, and am I glad I did. Hiring Silverman to assist me in the closing of my business may be one of the best business decisions that I ever made.

Not only did you exceed my annual volume during the sale period, you were instrumental in assisting me in acquiring a substantial amount of additional inventory to assure success. I was concerned that the inventory would not be of the quality that my customer was accustomed to, but not only was the quality above my expectations the pricing was right in line. I was able to exceed a 40% margin even though I was offering values to my customers that they were thrilled with.

Your supervisors also played an instrumental role in the success of this sale. They always had my best interests in mind and were concerned that my customers were treated with the integrity and honesty that they grew accustomed to at R&A Jewelers. Since my health issues left the store short staffed, you immediately placed another supervisor in the store to provide adequate sales coverage. Your two supervisors worked as if they were five sales people. I could have never done the amount of business we did without their help. The advertising campaign was highly successful as we did our annual volume in 90 days. The concept supported our image and you were able to stay within budget.

My decision to work with Silverman has allowed me to leave the industry with my head held high. My image has stayed intact, my suppliers were paid in full, and the cash realized from the sale will allow my family and I to enjoy a comfortable retirement. I would be pleased to highly recommend your services to any other company looking to successfully run a sale event.

Sincerely,

  
Sam Rubin  
Owner, R&A Jewelers



*SERVING MONROE & NORTHEAST LOUISIANA FOR 81 YEARS*