

## **Silverman Consultants**

### **Media Kit: Backgrounder**

An industry leader in sales strategies and promotions for jewelers, Silverman Consultants provides guidance to store owners seeking to turn around a business, sell off unwanted inventory, or liquidate an entire store.

Recognizing that each store has its own identity and market conditions, Silverman uses a personalized approach to help jewelry store owners and chains formulate strategies designed to maximize revenue in times of transition, whether due to retirement, store closing, or when needing a boost in sales. By working closely with each individual store owner, Silverman develops plans for sales and business revitalization that fit the individual situation. Strategic and personalized marketing plans are developed to maximize profits, not just reduce inventory.

With the understanding that many jewelry stores that close are long-held, often family-owned businesses with significant community ties, Silverman always works to ensure that store closing plans do not compromise the dignity or reputation of the owners.

When the goal is to turn around a business to avoid a store closing, Silverman draws on a breadth of experience in a wide range of jewelry operations and works alongside the owners to revitalize the business, ultimately increasing profitability and longevity. As long-time jewelry consultants with strong relationships in the industry, Silverman possesses significant jewelry inventory and has a network of suppliers offering an impressive list of designers to ensure that the right inventory is available for any type of store.

Founded in 1945, Silverman Consultants came into being when Manny, Lou, and Jack Silverman conducted their first sales promotion for a small jeweler in New York City. The event was a marked success and gave new direction to the way in which jewelers began promoting their stores and building their customer bases.

Today, Silverman Consultants remains consistent with its origins. Having specialized in the jewelry and asset disposition business for over 65 years, the company is able to offer a high level of expertise in both the jewelry business and appraisals. Silverman operates out of offices located in Charleston, South Carolina; New York, New York; and Saskatoon, Saskatchewan (operating as Silverman, Chapman and Reese); and is led by three senior managers who possess extensive experience working with jewelry inventory, sales, financial and business management. For more information, call 800-347-1500 or visit [www.silvermanconsultants.com](http://www.silvermanconsultants.com).