

Holden & Gobell

Estate Jewelers

970 Farmington Avenue - West Hartford, CT 06107
(860) 233-0761

To Silverman Consultants, Inc.
900 Pine Hollow Rd.
Mt. Pleasant, SC.

To anyone interested in success,

After 22 years in retail I wanted to do something different with the second half of my career. My business was successful and my family and I were living a nice life but it was time to move on. Because this was not a distress situation but rather an elective choice, I took my time and looked into every way to maximize the sale or liquidation of the business. Part of my final decision was to run a store closing sale. I chose to have Silverman Consultants assist me in this venture. This was the single best decision I ever made in over two decades of business. We hit a HOME RUN! Our gross sales exceeded our goal by 50%! I could not have done this without the expertise of Silverman in the following areas;

Town & State regulatory issues

Filling in the weak areas of my inventory, I would have missed so many sales on my own.

Merchandising and store layout for the sale

Advertising strategy

To many others to list!

The Silverman supervisor was experienced and full of energy. I needed both of these traits very much to be as successful as we were. I grew to respect and admire my supervisor throughout the sale and we became true friends and keep in touch.

To sum it up. I know what your thinking about as you ponder your sale, I went around and around on the same issues. Can I do this alone without help? What will they really bring to the bottom line when it is over and all the dust settles? If I am going to hire a consultant, which one?

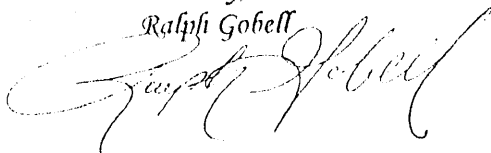
The answers. The costs of an excellent consultant are buried in exponentially higher profits! I shopped and researched consultants for over 2 years! I asked all the hard questions and dug and dug for the answers. I chose the best, SILVERMAN CONSULTANTS!

As I stated at the beginning "the single best decision I ever made"!

Now it's your turn, chose wisely!

Sincerely,

Ralph Gobell



PS If credentials interest you how does currently retired at 45 years old sound?