

A Few Words from  
OUR BEST  
SPOKESPEOPLE...

## ***Our Clients***

THE  
*Gordon*  
C O M P A N Y

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CASE STUDIES & TESTIMONIALS

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A message from  
The Gordon Company's President,  
Ira Bergman

***“We could tell you how great our services are, however we would rather have our clients do the talking. What speaks volumes for The Gordon Company are the powerful and candid quotes that come out of the mouths of our clients. Following the success of their sales, they are anxious to provide video testimonials, which you may find on our website [www.gordonco.com](http://www.gordonco.com). Our results do the talking, and we would rather have you read and listen to people who were once in the same position as you.*”**

***We do not just conduct a sale, we take on strategic partners...for life! Please enjoy the case studies that follow or visit our informational website. You will see that no talking is needed on our part.”***



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# THE LONDON JEWELRY COLLECTION

— Central Valley, NY —

The London Jewelry Collection had a position in the Woodbury Common Premium Outlets in New York and chose to close the store after 10 years of operation due to lease considerations. Based on the long-standing reputation of The Gordon Company, the Udell Family chose Gordon to orchestrate the store closing sale event in the late summer/early fall of 2017.

The sale itself was unusual in many respects. Store management had never run a store closing sale and the store itself was located in a major outlet mall. Since this was almost exclusively a tourist destination comprised of mainly Asian and other foreign visitors, promoting the sale event required an entirely “out of the box” strategic plan.

The Gordon Company customizes every sale event. But because the location catered so heavily to tourists with only a negligible local customer base, it required some creative thinking far beyond any other event Gordon Company had done prior to this sale. Half of the store signs were therefore written in Mandarin, and ads were run in specialized media, again with Mandarin text. Even an Asian translator was hired and used at the store to assist in the facilitation of sales. All of this made it challenging to gauge financial projections, yet the strategy devised and the overall results proved to be outstanding.

## The Gordon Company Project Goals:

- Develop an event strategy that would reduce the aged inventory from other London Jeweler stores
- Devise a totally new promotional strategy that would drive traffic to a tourist destination

- Preserve and protect the name and reputation of London Jewelers in their other locations
- Create a return on investment that would monetize unwanted merchandise to the maximum value attainable

*“My upscale jewelry friends lauded the results they had with The Gordon Company, so I knew I would be in good hands. What I didn’t know is how well they would protect my brand name and reputation, and I am very grateful for that.”*

– Mark Udell

## Assignment Results:

- **599 new customers** were created out of the 830 total number of tickets written
- **72% of customers were therefore a direct result** of the marketing and advertising strategy devised by The Gordon Company
- Customer foot traffic during the sale totaled 6,232, **a 328% increase over the previous year** during the same time period
- Of the aged inventory sold from all other stores, nearly \$200,000 of it was over three years old
- Total event sales were **more than double the sales** during the same period in the prior year
- The projected gross margin percentage on the client’s original inventory was **increased by over 25%**

*“The quality and value I received from The Gordon Company far exceeded my expectations. I couldn’t recommend them more highly as a great ‘partner’ in the sale event arena.”*

– Mark Udell

# HAMILTON JEWELERS

— Princeton, New Jersey —

Hamilton Jewelers was founded in Trenton, New Jersey in 1912. Irving Siegel, a former errand boy for a similar store, purchased the firm in 1927 for \$15,750, payable in notes to the former owners. “Mr. Irving,” as he was known, stocked the simplest of items such as silver dresser sets and cigarette lighters to finer goods ranging from diamonds to pocket watches, all in a small storefront on South Broad Street. Together with his wife, Alice, they built a modest business working every day through the depression to establish themselves in the community. Today, Hamilton Jewelers is a prestigious firm run by the Siegel family, which sells the finest in high-quality diamonds and jewelry, and notable Swiss watch brands.

## The Gordon Company Assignment & Scope of Work:

Hamilton Jewelers decided to close the Lawrenceville, NJ location to focus their business on the nearby flagship store in Princeton, NJ. The Gordon Company was retained to assist Hamilton management to:

- Help close the Lawrenceville store and transition customers to the Princeton location
- Liquidate more than \$3 million of excess inventory and maximize the recovery value
- Mitigate the potential adverse impact of the sale on the coveted Hamilton brand
- Recommend an incremental pricing strategy to maximize cash flow from the sale
- Design and develop a customized marketing and advertising strategy for the store closing
- Manage, analyze, and control the sale in order to react quickly to possible market changes

- Effectively manage issues related to marketing agreements with designer and Swiss watch brands
- Prepare comparative analytic reports on budget to actual, discounts and margins

## The Gordon Company Accomplishments:

- Provided productive, supplemental merchandise to fit perfectly with the Hamilton brand
- Exceeded original sales projections and surpassed inventory liquidation goals without negatively affecting sales in nearby Hamilton non-sale stores
- Expanded the company’s customer base, and increased the direct mail and email lists

## SPECIAL UPDATE

Due to the success of the sale, many of the Lawrenceville customers now shop at the Princeton store. This includes a number of new customers who had never before shopped at a Hamilton store.

***“Because we did not want to tarnish the reputation of our Princeton store when closing the Lawrenceville location, we chose The Gordon Company to guide us through the process. They knew exactly how to approach the situation and carry out the event without affecting the business of our other store. We could not be happier with the results.”***

– Hank Siegel

# TIVOL

— Kansas City, Missouri —

Located in Kansas City, TIVOL was founded by Charles Tivol in 1910. His fine jewelry skills, business abilities, attention to his customers, and relentless focus on high standards, enabled TIVOL to grow throughout the first-half of the 20th Century. After his military service, Harold Tivol joined the business in 1946. A student of GIA, Harold brought a second generation of technical expertise and business savvy to the business, leading to store expansion and sales growth. TIVOL is currently led by the family's third generation, Cathy Tivol, who joined the business in 1978. Today, the company continues to sell high quality designer diamond jewelry, as well as many notable Swiss watch brands.

## The Gordon Company Assignment and Scope of Work:

The mall development at Briarcliff Village never matured as projected. The Gordon Company was asked to assist TIVOL management to:

- Close the Briarcliff Village store and transition customers to Country Club Plaza
- Liquidate approximately \$3.5 million of excess inventory and maximize recovery value
- Mitigate the potential adverse impact of the inventory liquidation on the TIVOL brand
- Increase awareness of the brand and adapt marketing strategies to support the operation
- Recommend an incremental pricing strategy to maximize cash flow from the sale
- Produce, deliver, and implement new and innovative in-store collateral print material
- Manage, analyze, and control the sale, and react to changes in local market conditions

- Prepare reports that compared actual sales to budget, discounts, and margins
- Deal with contractual marketing agreements with designer and Swiss watch brands

## The Gordon Company Solution and Accomplishments:

- Developed an event plan linked to sales, product sales by department, margin, expense, and cash flow projections
- Designed and implemented a custom marketing and media plan to conduct a sale that was compatible with the company's marketing and public relations programs
- Provided productive supplemental merchandise to drive incremental event sales
- Exceeded original sales projections, surpassing the inventory liquidation goals, without negatively affecting the sales in the TIVOL non-sale stores
- Outperformed the company's net income expectations and surpassed the projected return on excess inventory sold
- Expanded the company's customer base, increasing the direct mail and email lists

***“Closing a store is never easy, but The Gordon Company helped make the process successful and gratifying. They provided a tremendous service and we could not have achieved the same results without their assistance. Our goals were not just met, but exceeded.***

– Cathy Tivol

# BACHENDORF'S

— Dallas, Texas —

Bachendorf's is known as one of America's finest upscale retail jewelers, but when one of their three stores was under-performing to management's expectations, it called for some serious inquiry. Location and changing demographics are often good reasons to close down a store, and this was the case with one of theirs. But the question was how to do it without negatively affecting the other two highly successful stores and without tarnishing the stellar image of the Bachendorf brand. At the same time, management wanted to take full advantage of what a unique sale event could do for the business in disposing of aged and unwanted merchandise that had built up over the years.

*"We never considered having a liquidation sale. I had heard great things about The Gordon Company from other jewelers whom I respect, and after seeing the higher standards they keep in their marketing materials, I decided to go ahead and try it. After my experience with The Gordon Company and the sale they handled for us, I wish I could do this once a year!"*

– Lawrence Bock

## The Gordon Company Challenge and Scope of Work:

- Create a strategic plan to close one of the Bachendorf stores while at the same time maintain their impeccable reputation in the community
- Hit lofty sales goals while significantly reducing aged and under-performing inventory

*"When I first saw the sales projections that The Gordon Company predicted, I did not think we would attain them. In the first week of the sale, we more than doubled our projected sales goals!"*

– Lawrence Bock

- Generate a sizable increase in new customers who would continue to shop in the remaining two Bachendorf stores
- Provide tailored and productive supplemental merchandise in key areas to drive incremental event sales
- Have an experienced in-store supervisor to assist in all aspects of the sale event

*"The Gordon Company sent us an all-embracing, jewelry savvy consultant who was highly focused on driving sales. The consultant handled every detail of the merchandising and marketing of the sale and blended seamlessly with the store staff. The Gordon Company came in with a plan, executed it well, and over-delivered on our jewelry sales. Amazing!"*

– Lawrence Bock

## The Gordon Company Accomplishments:

- The strategic sales plan moved more aged merchandise than ever anticipated
- **21% of the actual sales went to new customers** who had never purchased at any Bachendorf stores, and these **new customers accounted for a remarkable 34% of total sales dollars**
- The sale was cut short (it lasted only 27 days) due to unforeseen circumstances, but **still exceeded the total original sales goal** projected over a much longer period of time
- Sales of the client's original unwanted merchandise exceeded the goal that was set
- A lower than anticipated average discount on all goods was achieved, still exceeding sales projections and putting more actual dollars in our client's pocket

*"When I considered hiring The Gordon Company to do my sale, I had no idea it would generate so many new customers. Due to this sale, my mailing list has grown significantly, and going forward we will be able to reach a lot of new and viable customers."*

– Lawrence Bock

# ALVIN GOLDFARB JEWELERS

— Seattle, Washington —

Alvin Goldfarb Jeweler is a fine retail store established in 1980 by the Goldfarb family. They started with one free-standing store in Bellevue, WA just across the bridge from Seattle. In 2005 the family opened a second store in Seattle's downtown district to leverage the Alvin Goldfarb brand and extend their market reach. The Goldfarb's specialize in selling branded diamonds and jewelry, prestige-brand Swiss watches, designer jewelry lines, and gift items.

The company's sales declined as a result of the Great Recession, and the decline was disproportionately higher in the Seattle store, where the Alvin Goldfarb name was less established. Sales growth slowly returned to the more well-known Bellevue location, while recovery remained elusive for the newer Seattle store. In effect, management was working twice as hard running two stores without achieving an equivalent return. Two years later, Steven Goldfarb, company president, made the difficult but economically necessary decision to consolidate the two businesses, and devote management's time and company resources to growing the more successful Bellevue business.

*“Quite a few friends in the jewelry business suggested I do the store closing sale internally, but I decided to hire The Gordon Company, and I'm thrilled that I did. I could not have come close to the results they achieved, and the Seattle store closing sale results carried over to our Bellevue store, increasing sales by 10% during the same period.”*

– Steven Goldfarb

## The Gordon Company Assignment and Scope of Work:

- Help to close the downtown Seattle store and liquidate excess, duplicated, and slow-selling fine jewelry, watches, and gold jewelry inventory in both store locations
- Maximize the recovery value of the inventory sold, while protecting the high-quality image and reputation of the Alvin Goldfarb brand in the Bellevue and Seattle markets
- Increase customer base, including both email and mailing lists, and transition the Seattle clientele to the Bellevue location
- Prepare sales projections, volume estimates, cash flow, average discounts, margin rates, expense budgets, and operating profit estimates for the event
- Develop a communications strategy that conformed to selected brand-name advertising conditions and limitations
- Prepare daily sales and staff budgets to control expenses and event costs
- Manage and control the sale to react to changes in local market conditions

## The Gordon Company Solution and Accomplishments:

- The event **increased sales by 628% over the comparable period in the prior year**
- Overall, the event did 185% more than the previous year's volume and **exceeded the event's original sale projections by 158%**
- **Actual gross profit (dollars) exceeded plan by 258%**, and the entire targeted, non-productive inventory was sold at maximum value

# MERRY RICHARDS JEWELERS

— Glenview, IL —

Merry Richards is a fine, family-owned, independent jewelry retailer founded in 1985 on Chicago's historic "Jewelers Row." Over the years the firm expanded from its original Wabash Avenue store into Oak Brook Terrace and Glenview in the Chicago area. Specializing in the high-end, Merry Richards carries a wide selection of custom designer jewelry and watches to cater to their upscale clientele.

Merry and Richard Cheng personally travel to the major diamond cutting centers around the world and meticulously select only the finest cut diamonds for their customers. Their insistence on providing exceptional quality is what has inspired their lifetime commitment to excellence.

***"The Gordon Company came to us highly recommended, but I didn't realize just how professional they would be. There is a stigma in doing a major sale event, but not with The Gordon Company. They were superb in every way."***

– Merry Cheng

## The Gordon Company Assignment:

Faced with a declining market in the Glenview area, the family decided to conduct a strategic store closing event. The goal was to close the Glenview store over the holiday selling season and to liquidate the vast majority of aged and under-performing merchandise from both stores. But it would have to be done without affecting the fine name and reputation of their flagship Oakbrook store and without the use of their Oakbrook mailing list. The Gordon Company goals were very specific:

- Monetize the client's unwanted inventory with the greatest return on investment possible

- Protect the family's coveted brand name and reputation in the greater Chicago area
- Assist management with a successful sale event that would meet the firm's strategic objectives
- Provide a supervisory team that would work seamlessly and with synergy in concert with the company's long-term staff
- Create a dynamic marketing and advertising campaign that would draw customers from the greater Chicago area

***"The Gordon Company marketing plan was very different than what we would have ever conceived on our own. Their direct mail program was outstanding and the billboard truck was innovative and highly successful in drawing customers to the store."***

– Richard Cheng

## The Accomplishments:

- **Total projected sales** as well as projected gross margins on the client's goods were **exceeded**
- Actual **owned inventory sales** during the event were **127% of the projected amount**
- Sales for the 60-day period were nearly **3.3 times greater** than for the same holiday period the previous year
- **Over 40% of the customers** who purchased were new to the company

***"Initially we were skeptical about reaching the lofty goals that The Gordon Company had set, but we were pleasantly surprised. It was equally amazing how they predicted weekly sales numbers with such uncanny accuracy. Thank you Gordon Company!"***

– Merry Cheng

# GLEIM THE JEWELER

— Palo Alto, California —

Founded during the Great Depression, Gleim the Jeweler was opened in 1931, in Palo Alto, CA. Three generations later, the prestigious jewelry company still operates as a family business under the leadership of Georgie Gleim, who is also a past president of the American Gem Society (AGS) and received their coveted Robert M. Shipley Award.

Today, the company continues to operate as an AGS jeweler, selling fine diamonds, diamond jewelry and distinguished Swiss watch brands as well as estate jewelry. Additionally, Gleim The Jeweler offers gemological technical services through the company's accredited AGS gem laboratory.

Georgie Gleim made the difficult decision to close the founder's original store located on University Avenue in Palo Alto, CA because of declining downtown traffic due to changing demographics and asked The Gordon Company to assist them with the store closing.

***“The Gordon Company started with a sales plan that was many times higher than our store had ever done before. When the closing sale was over, we had nearly doubled that significant goal.”***

– Georgie Gleim

## The Gordon Company Assignment and Scope of Work:

- Assist the company's management team to close the downtown University Street store
- Liquidate excess, duplicated, and slow-moving fine jewelry and watches from the company's three stores

- Maximize the recovery value of the merchandise sold during the sale
- Minimize the impact of the store closing and liquidation sale on the brand image and values of Gleim The Jeweler
- Provide a sales management and supervisory team to oversee the project
- Design and develop a one-of-a-kind marketing and advertising strategy
- Establish a pricing strategy to optimize the return on investment of sold inventory
- Develop reports for projected sales, volume estimates, average discounts, margin rates, expenses, and income
- Design, produce, and deliver in-store communications collateral, print, and where appropriate, other creative materials for local use in the Stanford and Palo Alto markets

## The Gordon Company Solution and Accomplishments:

- ***Exceeded original sales projections by 200%***
- Surpassed net sales for the event by ***170% of the volume of the store's entire previous year***
- Expanded the customer base for the flagship store while continuing to target the high-end consumer with the quality and service known by Gleim in the community

***“We made the right decision in choosing The Gordon Company to manage our store closing for us. I definitely would use them again.”***

– Georgie Gleim

# VAN COTT JEWELERS

— Johnson City, NY —

The Levine legacy began when Herb Levine's father and Bill Levine's grandfather, Rubine Levine, came to the Triple Cities to begin his own jewelry career. Prompted by opportunity and the will to establish a family business, Rubine's honesty and fair dealing led the way for his son and grandson to follow in his footsteps.

In 1969 Herb Levine, formerly from Endicott, NY, purchased Van Cott Jewelers from Kenneth Van Cott. In 1975, Herb, former President of the American Gem Society, opened a second Van Cott fine jewelry location in Johnson City, NY. Since 2007, the Johnson City store has been one of the top stores in the region, but of late, the Oakdale Mall location had been decreasing in consumer attraction, which led to the family's decision to close the store. This would also allow Bill Levine and his wife, Birdie, to focus all their attention on the Vestal, NY store located in the Town Square Mall.

## Overall Objectives:

- Close the Johnson City store while maintaining the utmost integrity for the family name and reputation in the region
- Liquidate as much aged and underperforming merchandise at the best possible margins
- Generate significant cash to allow the family to focus entirely on the Vestal, NY store

*"We ran a similar sale promotion event a few years ago with a different company, but we were much happier with The Gordon Company sale. The augment merchandise was much better quality and The Gordon Company in-store consultant was much more hands-on and effective than the other company's representative."*

– Bill Levine

## Sales Results:

- **Actual sales were 140% over sales projections**
- **86% of the sales** were from Van Cott's **owned merchandise**
- Gross margins attained were at 44%, or **18% above projections**
- **Sold 5.6 times more during the sale event** than for the same period the year before
- **New customers** who had never been to the store represented **33% of all purchases** during the event

*"I was considering running my own store closing sale, but when I saw how hard our sales consultant worked and how knowledgeable he was, with amazing merchandising skills, I now know that I never could have achieved these results on my own. The Gordon Company made my store closing event run very smoothly and professionally, and contributed greatly to the success of the sale."*

– Bill Levine

# DARREN McCLUNG ESTATE & PRECIOUS JEWELRY

— Palo Alto, CA —

Darren McClung had a most unique estate and precious jewelry boutique for 27 years in the famous “Stanford Barn” next to the Stanford Mall in Palo Alto, CA. He catered to a very discerning and diverse clientele with exquisitely-designed, one-of-a-kind jewels in an elegant boutique setting. But after nearly three decades, Darren was ready to close his store and reduce his considerable inventory holdings to eventually become a truly “private jeweler.”

## ***The Gordon Company Role***

As a graduate gemologist from GIA, Darren wanted his career and business to cater to the most discriminating customers, and he was able to create one of the more special in-store environments that The Gordon Company had yet seen.

A challenge was to employ many untraditional forms of advertising and promotion, given Darren’s unusual setting and the stringent California COVID-19 restrictions imposed in the region during the height of the pandemic. As in every major sale that the company orchestrates, this one was particularly unique.

## **Major Goals:**

- Sell the greatest amount possible of owned inventory to generate a large cash base
- Prepare for a store closing during the pandemic without jeopardizing the fine Darren McClung name

- Implement an online selling platform to provide e-commerce capabilities during the event
- Maintain a solid reputation with Darren’s best customers for future private sale operations

## **Financial & Operational Results:**

- Actual sales were **131% over sales projections** and **99% of the sales were Darren’s owned merchandise**
- Sales were nearly **4 times more than Darren McClung’s previous 3-year average sales for the same time period**
- Anticipated sales results were exceeded despite a lower than expected average discount, resulting in a far greater gross margin
- Heavy COVID restrictions in Northern California forced many private appointments, resulting in **a very strong closing ratio of 62%**

***“I couldn’t have been happier with the supervisor that The Gordon Company sent me to handle my sale event. She fit into my store and with my staff seamlessly, and did a fantastic job handling every detail of my sale.”***

– Darren McClung

# SHREVE & CO.

— San Francisco, California —

San Francisco's coveted downtown has been home to Shreve & Co. since March of 1906. And although the earthquake and fire that year couldn't move Shreve & Co. from its historic building at the corner of Post Street and Grant, the company was essentially forced to leave after a bidding war with a jewelry super-power when its lease expired. Shreve took this as an opportunity to find a bigger store in the same area to better serve the jewelry needs of its long-standing, upscale clientele. Having done successful sales with The Gordon Company in the past, Shreve engaged them yet again, this time to conduct moving sales for both the San Francisco and Palo Alto stores.

## The Gordon Company Challenge:

Time was of the essence because Shreve's lease was expiring and the company needed to move fast. The Gordon Company quickly formulated a concise plan to remedy the situation: deploying every resource they had; speaking to vendors about merchandising needs; writing radio and TV scripts in anticipation of a unique marketing strategy; and developing ways to get new and existing Shreve customers through the door. In addition, the primary concern of Shreve was how The Gordon Company would accomplish its fundamental goals while maintaining the quality and prestige of Shreve's coveted brand.

## The Gordon Company's Specific Goals:

- Dispose of aged inventory in order to raise the cash needed to bring in new inventory and help finance the new locations
- Put into place a \$1 million advertising plan in expedited fashion, while remaining cost effective and true to the image of Shreve's famous brand name
- Provide the highest quality of augmented inventory possible, particularly with respect to Shreve's strict merchandising and quality control standards

According to owner, Lane Schiffman, *"The first day of the sale was the biggest day in our 109 year history at Post and Grant."*

## The Gordon Company Solution and Accomplishments:

- Due to timing, there was no choice but to conduct the events in the summer season, which also made it necessary to capitalize on the vast tourist traffic in those months
- A downturn in the Chinese economy led to a 20% reduction in Shreve's historically important Chinese tourist business; The Gordon Company was able to overcome this during the sale
- Sales for both stores during this timeframe were more than **double the amount in the same time frame the previous year**
- Total customers in San Francisco were **2.8 times more than the previous year** in that time frame

# R. F. MOELLER JEWELER

— St. Paul-Minneapolis, Minnesota —

R.F. Moeller Jeweler has been a well-known and respected retailer in the Saint Paul-Minneapolis, MN area since 1952. A guild jewelry business, the company evolved, eventually operating three AGS stores in the Twin-Cities region. In the intervening years, management of the business was assumed by the founder's son, Mark Moeller, and later R. F. (Bob) Moeller II. Mark is a decorated leader in the jewelry industry and the R. F. Moeller firm has been a recipient of numerous civic awards over the years. Today, the company specializes in a wide variety of fine jewelry, well-known diamond brands, and prestige Swiss watch brands including Rolex®.

## The Gordon Company Assignment and Execution Plan:

The luxury department store Neiman Marcus closed, prompting R. F. Moeller to move their original store in Gaviidae Common to a new location in another part of the mall. The assignment and plan was to:

- Close the original Gaviidae Common store and help open at the new location
- Liquidate unproductive inventory from all locations and maximize the cash recovery value
- Mitigate public perception of the sale which could impair the R. F. Moeller brand image
- Increase consumer awareness of R. F. Moeller, while specifically building awareness of the company's new location in Gaviidae Common
- Develop an appropriate relocation sale strategy and communications campaign
- Provide in-store oversight to facilitate the sale and eventual move
- Integrate the store relocation sales plan into the company's marketing and public relations plan
- Prepare sales, media, resource, and expense budgets to control the event

*"I was impressed with The Gordon Company's ability to navigate the challenges that come with running an event that is outside the skill set of most retail jewelers."*

– Bob Moeller

## Special Considerations and Issues:

- The company's commission-based compensation plan
- The covenants that governed designer and name-brand advertising
- AGS retail standards, including the use of discounts and promotional pricing
- Obstructions to customer traffic, including weather and operations of enclosed skyway transportation system

## The Gordon Company Accomplishments:

- Exceeded sales expectations, **increasing sales by more than 4.5 times or 357%** over the comparable period in the previous year
- Achieved **91% of the prior year's annual volume** during the limited-time event
- Increased the email and the direct mail database, and the company's brand awareness

*"Working with The Gordon Company was a great experience. From setting goals to preparing the stores and staff to the handling of the marketing and sales analysis, they made everything easy and profitable, and handled all the details."*

– Mark Moeller

# LESTER LAMPERT

— Chicago, Illinois —

When a high-end retail jewelry store has never conducted a sale in its 96-year history, there is a natural tendency to question the decision to do so. But Lester Lampert, an iconic brand in the greater Chicago area, believed in The Gordon Company to hold such an event and lauded their performance and results.

In Lester Lampert's words, "We learned that it is possible to maintain our upscale image and trust with our existing clients while conducting such a sale event. It was something I was never in favor of because I thought it would undermine our philosophy and luxury brand name. But it did nothing of the kind, mainly because of the superb handling of the sale by The Gordon Company. They knew how best to lead and manage the event and did so with great care and precision."

*"The sale was conducted beautifully and professionally by our Gordon Company representative. He was a perfect fit for us and embraced our business philosophy and style. He was intelligent, knowledgeable, and interacted and motivated our staff every day. Each phase of the sale went smoothly and we were always kept well-informed and had final approval on all aspects of the event."*

- David Lampert

## The Gordon Company Assignment and Execution Plan:

- Conduct the sale event with the utmost integrity and protect the luxury image of Lester Lampert
- Dispose of old inventory and bring in additional quality product to supplement the needs of the merchandising mix

- Create a pricing policy for owned and augmented merchandise that would complement the stated goals of the company
- Increase cash flow to support the design and development of new branded merchandise
- Implement a strategic plan to ensure the sale of big ticket items, which was typical for the store and necessary in order to reach the targeted sales goals

*"The Gordon Company marketing and advertising of the sale worked extremely well and we now have a much better idea of the plan to use to attain the best return on investment for our business in the future."*

- David Lampert

## The Results Were Remarkable:

- Over the two-month period of the sale, **total sales increased 218%** over the same time period in the previous year
- Projected sales of owned inventory (already a very big number) were **exceeded by 64%**
- Importantly, nearly **three-fourths of all owned inventory was sold** during the event period
- Ticket sales totaled 501, with new customers representing 26% of all tickets, or 132 new individuals

*"We were able to eliminate most of our old merchandise and make money doing it, instead of melting products down and taking a substantial loss."*

- Lester Lampert

# THE GREEN BULL

— Boerne, Texas —

Situated on Main Street in the picturesque, historic town of Boerne, Texas, The Green Bull jewelry store was housed in a 110 year old building which originally served as the town's livery stable. The nearby railroad depot would pick up visitors and transport them around town, and for only \$1.50 a day, the stable would rent out a horse and buggy to its guests.

The livery stable was eventually turned into a jewelry store, where collections encompassing everything from old west themes to stars to longhorns, was birthed. With in-house state of the art jewelry repair, celebrated custom design work, and other professional services such as appraisals, The Green Bull has won Best Jewelry Store in Kendall County for eleven consecutive years.

## ***But It Was Time for a Transition.***

Despite the notoriety in the community and years of success with the business, it was time for the owners to close down the store as presently configured in order to transition to a more modest business presence as a private jeweler. The owners selected The Gordon Company to orchestrate a Going Out of Business Sale to liquidate their inventory and to maximize their return on investment.

***“We expected great results from The Gordon Company’s high impact events, but we had no idea that over 1,500 customers would come into our store and result in over 1,100 actual sales. We were amazed at the number of customers who kept coming in to make additional purchases.”***

– Jerry Gowen

## **The Objectives Were Clear:**

- Liquidate the vast majority of owned inventory at maximum value
- Offer customers in the community with one-of-a-kind deals never before seen
- Prepare a unique marketing and promotional campaign to exceed the sale event’s projections

***“The Gordon Company’s marketing plan worked extremely well and we couldn’t get over how much traffic was generated throughout the sale with their innovative promotional strategies.”***

– Jerry Gowen

## **The Results Were Striking:**

- Sales during the event were nearly **2.4 times higher than projections**
- Gross margin on the client’s goods **exceeded the projected figure by nearly 30%**
- Owned inventory sales during the event were **112% of the projected amount**
- Total sales during the event were **over 10 times greater than the same time period the year before**

***“The reputation and integrity of The Gordon Company was a perfect match to ours.”***

– Jerry Gowen

# G. THRAPP JEWELERS

— Indianapolis, Indiana —

Gary Thrapp, a first generation jeweler, had been in business for 31 years in Indianapolis, Indiana. He was quite visible in the community and even hand-designed and created the Indy 500 Festival Queens Crown in 1999. Made of mother of pearl and black onyx gemstones, it is unique in both design and use of gem materials. According to long-time associate Dana Friedman, “Gary Thrapp is very big on tradition and in actively helping the community in everything that goes on in Indianapolis.”

Despite the fact that his last year was the best in company history, Gary felt it was time to retire. In his words, “If the next 10 years go as fast as the last 10 years, it’s time to slow down and enjoy life a little more.”

## The Gordon Company Assignment:

- Conduct a retirement/going out of business sale while accomplishing the client’s arduous goals

Gary was 66 years old with no heir to take over the business. He wasn’t comfortable selling his brand name to someone else, and it was much more likely that he would realize a bigger and more immediate financial gain by selling his inventory and allowing the community at large to benefit from the superior value he could offer his clientele. An added benefit was that Dana Friedman would be able to open her own boutique in a smaller area of the store soon after the sale.

## Why The Gordon Company?

Gary was quite familiar with The Gordon Company and its President, Ira Bergman, but he did his homework. Checking with past Gordon Company clients and reviewing the strong references he received made his choice easy. Gary also had a quality store with superior merchandise, a great brand image, loyal customers, and a terrific reputation in the area. He wanted to make sure that the type of augmented inventory brought in to aid in the sale would fit with his top-notch store.

Since The Gordon Company doesn’t own any of its own merchandise, management can fit the right brands with the right store to generate maximum return for the owner.

## The Sales Results Were Outstanding:

- Overall sales during the nine-week event yielded revenue nearly **4 times more than the same holiday period last year**
- Sales projected by The Gordon Company for the nine week duration were \$4.3 million. Actual sales totaled \$5.325 million, **a windfall of more than a million dollars**
- The revenue generated during the 62-day event alone was approximately 1.35 times higher than the entire previous year’s sales revenue
- **Over 90% of G. Thrapp’s inventory was sold** and at terrific gross margins throughout the sale

According to Gary Thrapp, **“I knew I could trust The Gordon Company to bring me the maximum financial return and to conduct the sale with the quality and dignity that were important to me. They did a great job and I can’t recommend them more highly.”**

# HAROLD STEVENS DIAMOND & JEWELRY STUDIO

— San Diego, CA —

Harold Krasner began his journey in the jewelry industry along with his wife, Joy, in downtown San Diego in 1979. A second generation jeweler, Harold was born and raised in South Africa, so diamonds were part of his passion and his DNA. His initial business was as a manufacturing jeweler and diamond importer, but he later bridged to become an up-scale retail jeweler offering fine diamonds, popular brands, and exquisite jewelry to the local community. After four decades of hard work and service to the industry and the public, it was time to retire and monetize his extensive inventory of quality merchandise.

*“When we decided not to renew our lease and call it quits, we interviewed specialists in the store closing space and selected The Gordon Company as the best firm for us. Their experience with high-end upscale jewelers swayed our decision and they did not disappoint.”*

– Harold Krasner

## The Gordon Company Marketing Plan

Historically, the majority of advertising spend for Harold Stevens was in the online, digital area, so the traditional use of Gordon Company tactics – significant print and unique promotional materials – was yet untested by Harold’s store. This said, the marketing plan was enormously successful, driving unprecedented traffic to the store and yielding new customers who had never been to Harold Stevens. Most importantly, The Gordon Company’s marketing plan produced amazing financial results.

*“In the first 10 days of our sale, we added 34 new customers who purchased over \$121,000 in jewelry. I almost couldn’t believe the incredible start we had to the sale event.”*

– Joy Krasner

## An Interesting Challenge

Unlike most jewelry stores, Harold Stevens was located in a non-traditional setting, on the ground floor of a high-rise office building in downtown San Diego. An additional complication was that there was no entrance to the store from the outside street. Customers had to enter the office building lobby, and then enter the store. The Gordon Company plan was able to accommodate for this challenge and exceed all projections in spite of it.

## Sale Results Were Outstanding

- Total sales for the event exceeded projections by over 16%
- **Gross margin** on client goods **exceeded 40%**, a remarkable figure
- Actual **owned inventory sales exceeded projected figures by more than 10%**
- **Total sales** for the 69-day event period were **4.69 times greater** than the same period in the prior year.
- Sales during the event period exceeded total sales in any one of the previous four years
- The **number of transactions** during the sale period **exceeded the same time period during the previous year by over six times.**
- New customers were a huge part of the success of the sale event. **260 new customers** were recorded with sales that **represented 33% of total sales.**
- The average transaction price for existing customers was \$2,703, but **the average transaction price for new customers was \$4,038.**

*“My goal was to monetize the majority of my existing inventory. Not only did we achieve that goal, but the margins we achieved exceeded my wildest dreams. I am so thankful for The Gordon Company and their expert team of professionals.”*

– Harold Krasner

# FREDERIC GOODMAN JEWELERS

— Upper Montclair & Summit, NJ —

Rowland D. Goodman established his jewelry store in Newark, New Jersey in 1932. Goodman's guiding principles of treating customers with loyalty and respect became hallmarks of his service to the community. This led to opening more stores in New Jersey and New York City and fostered prosperity for the firm.

As the jewelry business evolved, Rowland was joined by two generations of Goodmans, and the business became a classic American Dream: a highly successful family business. After serving the region for all those decades, the family decided to close its doors and contracted with The Gordon Company to conduct its Going Out of Business Sale.

***"We selected The Gordon Company based on their reputation in the business. We were so glad we did."***

– Gary Goodman

## Sale Event Details

The Goodmans had two stores in New Jersey in the cities of Montclair and Summit. Both stores needed to be completely liquidated of owned inventory simultaneously, which necessitated a clearly thought-out strategy and a highly coordinated effort. It was decided to conduct the sale during the holiday season for maximum value to the owners, and the sale event was very successful.

***"We could never have done our sale without The Gordon Company and their dedication to the process. Their attention to detail and vast experience was truly appreciated."***

– Gail Goodman

## Sales Results Were Outstanding

- **Projected sales for the event were exceeded by over 31%**
- **Actual gross margin on client goods of 26%** greatly exceeded the projected figure of 4%
- **Actual owned inventory sales during the event were 221%** over the projected figure
- **Total sales for the event period were 2.74 times greater** than the same period in the prior year
- Controlling the discount on client goods allowed the Goodmans to retain much more cash than expected
- **Over 20% of the customers** during the sale **were new customers** to the stores

***"From our pre-meetings to the marketing plan to the impact on our staff to the financial goal we exceeded, none of this could have been achieved without the help, support, and careful guidance of The Gordon Company. We couldn't be more appreciative."***

– Gary Goodman

# MEDNIKOW JEWELERS

— Memphis, Tennessee —

Jacob H. Mednikow founded the store by his name in Memphis in 1891. Five generations later, Bob Mednikow and his son, Jay, grew the company significantly and began expansion. When the newly-built Atlanta store experienced a severe downturn in 2008, the Mednikows decided to close the store. They chose The Gordon Company to conduct a fully integrated sale event to maximize results while protecting the Mednikow name because they eventually wanted to reopen the business. The sale event was enormously successful financially and disposed of all aged and unwanted inventory.

When the economy bounced back, the Mednikows reopened in the Atlanta market in 2013 with tremendous traffic, incredible sales, and their coveted reputation. With stores now in Atlanta, Nashville, and East Memphis, it was time to run another sale event, this time in Memphis. The results were again outstanding and the Mednikows' continued belief in The Gordon Company paid off handsomely.

***“Having worked with The Gordon Company several years earlier, I knew they were well-qualified to conduct another sale event for me. In the years between our last engagement, they had refined their methods to the point that I cannot imagine entrusting my brand to any other sales consultants.”***

– Jay Mednikow

## The Gordon Company Assignment Was Three-Fold:

- Sell the preponderance of the store's aged inventory to generate cash to pay down bank debt
- Protect the stellar brand name of the store throughout the sale event and beyond
- Build a more up-to-date and expanded customer base

***“I knew we had to eliminate a lot of dated and under-performing inventory, and we did. But I wasn't counting on the kind of traffic and new customers I would generate from the sale while also protecting my brand name and image.”***

– Jay Mednikow

## The Results:

- Of the total sales, over 87% were the client's original inventory
- The event generated over three times the sales compared to the same period the year before
- 27% of the customers who made purchases – over 500 – were entirely new to the store and would be added to the client's customer base for future ongoing sales and marketing

Here was Jay's concern: ***“What if I throw a party and no one comes? Until the party starts, the host is never sure. Well, the ‘party’ orchestrated for us by The Gordon Company exceeded all expectations. In our first three days, the guests arrived steadily, and I knew I had made the right choice for a consultant.....again!!”***

But Jay continued, ***“Ironically, I was disappointed by the slower traffic at the beginning of the second week of our event until I looked at the projections and realized they were spot on. There is a science to this kind of sale event and The Gordon Company is a master of the science. By the weekend, the store was mobbed, and I will not worry again.”***

# CALVIN'S FINE JEWELRY

— Austin, Texas —

In 1997 Calvin Smith opened Calvin's Fine Jewelry and hired his sister Kathy to work in sales. He offered a few jewelry lines to start, but he soon realized that developing relationships with customers would take time. Calvin's solution was to take on an unusual collaboration by adding a small salon inside his store. The salon was operated by longtime stylist (and the love of his life), Jackie. Jackie's large clientele loved the store, and as the word spread, Calvin's grew. Jackie hired contract stylists to take over the salon, while she took over accounting, decorating, and designing for the store. Calvin did everything from simple repairs to complex custom work and Kathy developed a connection with customers and the jewelry they loved.

## Why The Gordon Company?

Calvin Smith came to The Gordon Company with a goal in mind to help ensure that his store would continue long into the future for his children. While Calvin's had conducted successful sales in the past, their most recent sales were not bringing in the revenue and new customers they expected. The results: a surplus of excess inventory, which tied up the store's precious resources. Calvin needed the help of professionals to get the job done.

## The Scope of The Gordon Company Assignment:

- Develop and execute an effective sales event strategy that would meet the store's goals
- Conduct an inventory reduction sale that would sell off the store's dated inventory, but without affecting holiday sales at full price
- Generate enough cash to allow the store to pay off long-term bank debts
- Maximize the recovery value of the inventory and mitigate any potential adverse impact the sale could have on the company's upstanding reputation in the community

- Attract new customers to the store during the sale and increase the mailing and email lists
- Recommend an incremental pricing strategy to maximize cash flow and margin
- Design and develop a customized marketing and advertising strategy
- Manage and analyze the sale to react to possible changes in local market conditions

***"A new customer came in our store and told us that he has lived in this area for 18 years and said he never knew that we were here until he saw our advertising."***

– Calvin Smith

## The Gordon Company Solution and Accomplishments:

- Outperformed the company's gross margin expectations on its owned inventory by 35.41% and ***surpassed the projected return on excess original inventory sold by 39%***
- Acquired ***212 new customers***, accounting for ***41% of the total sales***
- Expanded the company's customer base, increasing direct mail and email lists by 10%

In Calvin Smith's words, ***"We were shocked at the sales results and number of customers when we opened on the first Sunday of our sale. We have a history of not being open on Sundays. The sale was 33 working days and the biggest month in our history."***

# ZIMMER BROTHERS

— Poughkeepsie, New York —

There aren't too many independent jewelers in the United States who can boast of being in business for over a century. But Zimmer Brothers, a multi-generation business, can do just that.

In honor of their 120 years in existence, the company wanted to conduct the most spectacular Anniversary Sale in its history. Michael Gordon and his daughter, Jocelyn, had held successful sales events every decade or so, but in this year they had a substantial amount of excess inventory as a result of the economic downturn. They wanted to dispose of these excess goods, and through consultation with The Gordon Company, it was suggested that Zimmer conduct a longer sale and sell more product than all their previous sales.

## The Gordon Company Assignment and Scope of Work:

- Create and conduct a longer, unique anniversary sale that would not lose momentum after the first week
- Liquidate almost \$1 million of excess inventory and maximize the recovery value
- Mitigate the potential adverse impact that the sale could have on the Zimmer brand
- Increase the awareness of the brand and grow Zimmer's customer mailing and email lists
- Develop an incremental pricing strategy and a customized marketing and advertising plan
- Manage, analyze, and control the sale to react to changes in local market conditions
- Prepare comparative reports on sales to budget, discounts, and margins to control the sale and identify event sales trends

*"We had an opportunity to review and add our own concepts to all of our event advertising. The Gordon Company conducted the sale as an extension of our team and all advertising and marketing was adjusted to fit the Zimmer Brother's philosophy and style."*

– Michael Gordon

## The Gordon Company Solution and Accomplishments:

- Provided productive supplemental merchandise that aligned with the Zimmer Brothers brand and drove incremental event sales
- Exceeded original sales projections, **surpassing the inventory reduction goals by 18%**
- **Surpassed the projected return on excess merchandise sold by 46%**
- Generated **54% of their two-year average annual sales in only a five-week period of time**

*"I put my confidence in The Gordon Company from the beginning of the sale; however I truly believed they over-projected the numbers. After the first week, they earned my trust and I was convinced that the projection would be met or exceeded. Ultimately, they blew the original projection out of the water, making me one happy store owner."*

– Michael Gordon

# MANN'S JEWELERS

— Rochester, New York —

Mann's Jewelers was closing one of their two stores, but realized this would result in twice as much inventory as needed for the remaining store. They sought the advice of The Gordon Company to consider the best way to handle the situation. But when the actual store closing was nixed by mall management, a new theme had to be created and the recommendation was to conduct a customized, one-time inventory liquidation sale. Ultimately, Mann's just told the public the absolute truth: after consolidating two locations into one, they were going to run a once-in-a-lifetime sale event, with every piece being offered at never-before-seen prices. The Gordon Company was selected to run the event and the results exceeded all sales expectations.

*"I was flabbergasted on what was selling in both aged and augment merchandise in the first week of our sale. The Gordon Company was right on track with what they told me would sell."*

– Nancy Mann

## The Gordon Company Assignment:

- Design and execute a marketing plan to create urgency and drive historic streams of traffic
- Focus on liquidating as much Mann-owned jewelry items as possible
- Provide exquisite augment merchandise at valued prices to ensure a prosperous sale event
- Guide personnel in all departments to secure smooth shifts through each segment of the sale

- Help to transition customers from the closed Eastview Mall store to the remaining store
- Recommend future merchandise needs with styles that performed well
- Maintain Mann's brand image and excellent reputation throughout the sale event

*"The Gordon Company's strategy produced sales results that were above my wildest expectations! I looked at several different providers for this style of service and I know we made the right decision in choosing the Gordon Company."*

– Nancy Mann

## The Gordon Company Results:

- Substantially increased cash flow with the movement of vast amounts of aged inventory
- Projected sales of owned inventory were **exceeded by 12%**
- Out of the 1,985 purchases during the sale, 387, or **nearly 20%, were new customers**
- Conducted the sale professionally, stabilized the business, and protected the Mann brand
- Over the 47-day event period, **total sales increased more than 3.5 times over the same period in the previous year**
- Provided guidelines for future marketing based on solid analytic research

*"I want to personally thank the Gordon Company for helping us get back on our feet. They came in with a flawless plan, executed it well, and made it turnkey and easy. They gave us a needed shot in the arm and helped us stabilize our business. Thanks to the Gordon Company we are cash flow positive for the first time in a long time!"*

– Robert Mann

# SARTOR HAMANN JEWELERS

— Grand Island, NE —

Since 1905, Sartor Hamann Jewelers is where Lincoln and Grand Island Nebraskans shop for the finest jewelry. Lincoln's first quality jeweler was Ernest Sartor, who later partnered with Bill Hamann and his son, Don, to become known as Sartor Hamann Jewelers.

Today, as a fourth generation family-run business, Sartor Hamann is managed by industry veteran and past president of Jewelers of America, Don Hamann, and Graduate Gemologists Rick and Jordon Hamann. With tens of thousands of satisfied customers over the decades, Sartor Hamann has long established itself as the premier source for quality diamonds, fine Swiss watches, top bridal brands, beautiful colored gemstones, and hand-crafted custom-designed jewelry.

*“There was no question as to who we were going to select to run our sale event. We knew The Gordon Company, its principals, and its stellar reputation working with upscale jewelers. They really delivered for us.”*

– Don Hamann

## Setting the Scene

Despite its enormous success, sufficient aged merchandise had built up over the years to warrant a major sale event for the company. This was a two store inventory reduction sale, so careful planning and coordination was necessary to maximize results. Additionally, Sartor Hamann had a stellar reputation in the state of Nebraska, which dictated careful handling and control of their prestigious brand name. The brand was well-protected and the results of the sale were outstanding.

*“One of our goals was to build our customer base while liquidating much of our unwanted and under-performing merchandise. With their terrific marketing plan, The Gordon Company achieved both primary goals, and helped us ensure a successful future.”*

– Rick Hamann

## Incredible Sales Results

- Sales during the event approached nearly **two and a half times the volume of the same period in the prior year**
- **Actual gross margin on client goods was 35.44%**, a remarkable figure for an inventory reduction sale
- A lower average discount on client-owned goods during the sale allowed Sartor Hamann to pocket **much more cash than expected**
- **Over 28% of the customers (over 1,000) were new to the stores** and were added to the client's data base and mailing list, and those **new customers purchased approximately 40% of all sales** generated.

*“When you take a company like ours with its great reputation in the market and combine it with The Gordon Company and their great sale formula, you have a HUGE success story.*

– Rick Hamann

*“We had over 6,000 people come through our doors and almost 4,000 transactions in total. Our Gordon Company consultant was in our stores from opening to closing every day. That's like 75 hours a week and made for a great and fun sale. We would recommend The Gordon Company to any high-end jeweler who wants to reduce their aged inventory. Trust me, it works!”*

– Don Hamann

# CHARLES SCHWARTZ & SON JEWELERS

— Washington, DC —

Charles Schwartz & Son, Washington DC's oldest jeweler, has been in business since 1888. 100 years later the Pastor family purchased the business from the Schwartz family and carried on a name that is arguably the most recognizable and prestigious in the region. Ownership took great pride in safe-guarding its coveted reputation and brand name, but with a drop in business from both stores and a shift in the type of merchandise sold, there was a need to reduce aged and unwanted inventory. President Paul Pastor called on The Gordon Company to fulfill his objective of eliminating the vast majority of under-performing merchandise and convert it to cash.

*"I had heard glowing reports from my friends and colleagues who had used The Gordon Company for their sale, but I really didn't believe everything I heard. Well, they made me a believer, and I'm very thankful for it."*

– Paul Pastor

## The Gordon Company Goals:

- Deliver sales results that would monetize the vast majority of the firm's unwanted merchandise
- Greatly expand the store's customer list for current and ongoing marketing and sales
- Protect the Charles Schwartz & Son brand name and reputation in the community
- Increase cash flow and reduce or even eliminate debt

*"I'll be honest. Before our sale event, I was worried about hurting our stellar brand image in the community. The Gordon Company handled the entire sale with the utmost professionalism and flawlessly protected our name and reputation."*

– Paul Pastor

## The Results, in Paul Pastor's Words:

- ***"The Gordon Company delivered a quality event, represented us with a great supervisor, and in doing so exceeded our lofty sales projections."***
- ***"We generated 5.6 times more revenue during our sale event than during the exact same time frame last year."***
- ***The biggest surprise was that 30% of the sales were to new customers, most of whom had never before been to our store. They are now an important part of our ongoing marketing efforts."***
- ***"We not only sold most of our aged inventory, we increased cash flow significantly and eliminated debt."***
- ***"For all the right reasons, The Gordon Company provided tremendous counsel and delivered incredible sales results that will help us long into the future."***

# DAVID GARDNER JEWELERS

— College Station, Texas —

As a first generation fine jeweler in College Station, TX, the home of Texas A&M University, David Gardner and his wife, Julia, built a very successful jewelry business over three decades. But in recent years, they had begun to notice a change in the buying habits of their customers. David, in particular, recognized that, unlike watches (where brands were very strong), the consumer was more frequently asking for custom-made, one-of-a-kind jewelry pieces. In order to implement this change, David needed to redefine his business model and build capital by reducing aged inventory levels of both branded and generic jewelry pieces. The vehicle chosen to do this was a carefully designed inventory reduction sale event.

***“The Gordon Company has been amazing. We achieved our monetary goals and significantly reduced our under-performing inventory levels. We are now prepared to change our business model with strength and assurance.”***

– David Gardner

## The Gordon Company Assignment:

- Create a customized sale event for David Gardner Jewelers that would significantly reduce aged inventory levels
- Raise the cash needed to move the business forward in a new direction to fit the buying habits of their clientele
- Use upscale advertising and marketing methods to maximize sales results while at the same time respecting the store’s exceptional brand image in the community

- Provide high quality augment merchandise to align with the quality and integrity of the store’s own merchandise
- Assign a highly experienced in-store supervisor to work with David and his staff to achieve the stated goals

***“My friends in the business told me I could trust The Gordon Company to run my sale in the right way to match my high standards. They did, and I am very pleased with the numbers.”***

– David Gardner

## The Gordon Company Accomplishments:

- Revenue from the event **exceeded the sales goal** of owned inventory
- **39% of the total sales were to new customers**, which equated to 400 individual sales
- A **lower than projected average discount** for jewelry sold was achieved, which put more dollars in the owner’s pocket
- The sales event accomplished David Gardner’s goal to raise the cash needed to develop his new business model and secure the future of his business

***“I was pleasantly surprised at how much The Gordon Company did for me in planning, execution, and results. The reaction of my customers to the sale was great, and the fact that we won so many new clients through the event will help me in the next phase of our business.”***

– David Gardner

# SHELLE JEWELERS

— Northbrook, IL —

Shelle Jewelers, Inc. opened in 1951 at 5 South Wabash, the center of the jewelry industry in Chicago. The founder was the late Sheldon M. Millman, who dreamed of having a jewelry store where the finest and most knowledgeable master craftsmen worked to create custom designed jewels. And they did. After a few moves, the Millman family settled on a free-standing building at 322 Skokie Blvd in Northbrook, which offers tremendous exposure on a very busy street. The family continues to build on the original Millman dream, offering a full-service jewelry store with superior products and exceptional customer service.

As is typical for most all fine jewelers, inventory holdings had become bloated and the business was in need of a serious reduction in aged and underperforming merchandise. A renovation was planned for the store so it seemed like a perfect time to run a sale event, raise some significant cash, and simultaneously liquidate unwanted merchandise. Sheldon's son, Manny, and grandson, Brian, contacted The Gordon Company to conduct their sale.

*“When The Gordon Company told me that I had to follow their formula, I thought there was no way I could do it. Then when they told me how much they projected the store to do and how much money I would make, I thought they were crazy. After the fact, I realize that they are in the business because they're experts, and the results of my sale were remarkable.”*

– Manny Millman

## The Primary Gordon Company Goals:

- Liquidate and monetize the highest possible percentage of aged inventory
- Generate enough cash to handle the store renovation, pay off current debt, and re-merchandise product

*“Never in our history did we have a line at our door waiting for the store to open. In the first two days of our sale, we moved several of the oldest items we owned. One was a necklace that was 12 years old!”*

– Brian Millman

## Results Achieved:

- **42%** of the purchases during the sale were **from new customers**
- Total actual sales were **150% of the projected amount**
- Actual sales of the client's **owned inventory was 232% of the projected amount**
- Gross margin on goods greatly exceeded projections
- Sales during the 62-day event were more than **four times greater than for the same time period the previous year**

*“The Gordon Company delivered on everything they promised. They were there for us throughout the sale and were truly dedicated to our store and our success.”*

– Brian Millman

# BENOLD'S JEWELERS

— Austin, Texas —

Milton Doolittle wanted to retire, but had no family members to take over his jewelry store. A long-time employee was interested in purchasing the business, but couldn't come up with the financing to acquire both the business and the inventory. The decision was made to conduct a Retirement Sale to lessen the amount of money that the buyer would have to raise. This allowed Milton to leave with an amount that was necessary to carry on his lifestyle in a manner to which he was accustomed.

*“At first, I was apprehensive with the high sales projections given for the first week, but we exceeded the entire week’s sales figures within the first couple days.”*

– Milton Doolittle

## The Gordon Company Assignment:

- Prepare a marketing plan that would bring volumes of traffic not seen in Benold's 87-year history
- Sell as much of the owner's aged original inventory as possible to monetize product in preparation for the owner's retirement
- Set the stage for the business to be taken over by Benold's long-time staff member with minimal disruption
- Provide a pleasant and knowledgeable in-store consultant to execute the entire sale event plan

*“The Gordon Company marketing plan was precise and highly effective at bringing volumes of traffic into the store. We had never seen the store so crowded with people lined up outside the front door. It was amazing.”*

– Milton Doolittle

## The Gordon Company Success Story:

- **Exceeded all owned inventory sales goals** while maintaining the store's fine local reputation and brand name
- Increased the customer base by **adding nearly 1,000 customers** for ongoing sales in the business transition
- Sold **more than double the projected figures** of original inventory with a higher recovery price than expected

*“Thanks to The Gordon Company, our sales far exceeded our wildest expectations! I am extremely happy with the overall results and can retire with real peace of mind.”*

– Milton Doolittle

# JACK LEWIS JEWELERS

— Bloomington, Illinois —

Jack Lewis founded the store that carries his name in 1927. He started as a “technical watchmaker,” serving railroad executives and conductors as well as Bloomington’s affluent clientele, who eventually became the emerging fine jeweler’s core customers. Later, the Jack Lewis brand would become synonymous with skilled jewelers and quality diamonds, earning the company membership in the American Gem Society (AGS).

John Wohlwend, a Jack Lewis employee since high school, became the company’s second-generation owner. John continually adapted the business to sustain growth and meet the luxury customer’s demand for new product, high value, and excellent service. Today the firm specializes in quality diamonds and gemstones, fine bridal jewelry, prestige Swiss watch brands, and branded designer jewelry. In addition to bringing his passion for jewelry to the Jack Lewis brand, John made his personal commitment to community service a core value of the business by supporting numerous humanitarian organizations.

With John Wohlwend’s decision to retire, he partnered with The Gordon Company to plan the sale of the business to his protégé and second-in-command, John Carter. To complete the sale, it was necessary to sell unproductive and aged inventory to fund new merchandise purchases and support future growth.

## The Gordon Company Assignment and Scope of Work:

- Facilitate the sale of Jack Lewis Fine Jewelers and John Wohlwend’s retirement
- Raise cash for new merchandise purchases and subsequent sales growth
- Maximize cash generation, while maintaining the support of the supplier community

- Protect, maintain, and even build the Jack Lewis brand name as Bloomington’s leading luxury jeweler
- Develop a retirement/transition sale plan to sustain the company’s profitability
- Prepare an integrated sales plan, including a sales and advertising strategy subject to supplier advertising limitations
- Recommend an optimum pricing strategy for aged and underperforming inventory to maximize cash flow

## The Gordon Company Solution and Accomplishments:

- The firm’s iconic, high-quality jewelry position within the market was upheld
- The standards in adhering to AGS “Ethical Business Practices” and high profile brand advertising guidelines were met
- The return on non-productive and aged inventory was maximized
- The successful sale of the business to John Carter was consummated

***“The Gordon Company was selected because of their vast experience and professionalism, their ability to offer an event such as this without denigrating the history and legacy of the company, and their track record of producing outstanding results, which they did. I did my homework and we all got A’s.”***

– John Wohlwend

# H. C. REID & SON JEWELERS

— New Canaan, Connecticut —

Henry C. Reid, a watch and clockmaker, opened his store in 1910. When Henry's son, Herb Reid, retired, his partner Arthur R. French Jr. took on three new partners, all of whom had been in his employ. Harry French bought out his father's partners in 1978 and today the certified gemologist remains the sole owner and company president of Henry C. Reid & Son Jewelers. Not only has French followed in his father's footsteps, but also in those of Herb Reid. Reid was among the first jewelers in the country to become a certified gemologist of the American Gem Society, and Harry French would later earn this title in 1972.

In Harry French's words, ***"It was great having The Gordon Company leading and managing our sale. All we had to do was approve the ads for marketing, and they did all the work."***

## The Gordon Company Assignment and Scope of Work:

With two successful stores in Connecticut, the company wanted to carry out a large-scale retirement sale at the New Canaan location so Harry could devote all of his attention to the equally successful Fairfield store. Given the large amount of excess inventory that had accumulated over the years, Harry chose to simultaneously have an inventory liquidation sale to generate cash that would allow the company to purchase new, fresh inventory, as well as introduce new brands to their clientele. The goals were to:

- Liquidate excess, dated inventory and maximize the recovery value
- Mitigate the potential adverse impact of the inventory liquidation sale on the company's brand image

- Increase awareness of the H.C. Reid & Son Jeweler's brand and attract new customers
- Increase the store's customer mailing and email list
- Recommend an incremental pricing strategy to maximize cash flow and margin
- Design and develop a customized marketing and advertising strategy
- Test product that H. C. Reid & Sons had not carried but was interested in acquiring
- Manage, analyze and control the sale to react to changes in local market conditions
- Prepare reports that compared sales, discounts, and margins to control the sale event and identify sale trends

## The Gordon Company Solution and Accomplishments:

- **Achieved 2.81 times greater sales volume** during the event compared to the same period the previous year
- **Exceeded the original sales projections by over 40%**, and exceeded the original margin projections by over 38%
- Maintained a lower discount rate than projected, resulting in more profit for the firm

***"I am very happy with the overall sales results. My accounts payable are close to zero. That is a tremendous weight off of my shoulders"***

– Harry French

# HUFFORDS JEWELRY

— St. Louis, MO —

Huffords Jewelry has been a fixture in the greater St. Louis community since 1948, providing customers with fine jewelry, quality brands, and exceptional service. Duff Hufford was ready to take a step back from the daily operations and to move into semi-retirement with the intent of handing the reins over to his son, Dan, as the third generation jeweler to run the family store.

## The Goal

The family's goal was to embrace Duff's transition with a celebration and major sale event for the community. In the process, a sale of this magnitude would eliminate aged merchandise, allow for a cash infusion into the business, increase the customer base, ensure the financial health of the business, and give Dan Hufford the opportunity to put his take on the store's future.

*“The Gordon Company was recommended to me by a fellow store owner and after speaking with the principals, I knew they would be the best choice. I committed to follow their detailed instructions and action plan, despite having questions along the way. But I became a true believer when I started seeing the results and I never turned back.”*

– Duff Hufford

*“Our store traffic during the sale was amazing, dare I say bordering on overwhelming. But it was in the best way that you could hope your traffic would be. Some friends were surprised by our choice of marketing tactics (sign walkers and the mobile truck), but our comment was.... Say what you want. I'm laughing all the way to the bank.”*

– Dan Hufford

## Sales Results Were Excellent

- Actual gross margin on client goods was exceptional: **32.69% against a projected 11.45%**
- A much lower overall discount rate on the client's owned goods during the sale enabled retention of **much more cash than expected**
- **Sold nearly two times more** during the sale event than during the same time period the year before
- **28% of the customers who purchased were new to the store** and were added to the client's database for future mailings and promotions

*“The Gordon Company delivered on everything they promised, and they managed to do it with class and respect for our store and our reputation.”*

– Duff Hufford

*“It is a great feeling for us to get some old debt paid off, thanks to the success of our Gordon Company event. This will put my company in a financial position it has not been in for quite some time. It will enable me to implement some new and exciting programs that I have been unable to do until now. Very exciting!”*

– Dan Hufford

UPSCALE PROMOTIONAL EVENTS

INVENTORY REDUCTIONS

CASH RAISING

RETIREMENT

RELOCATIONS

STRATEGIC STORE CLOSINGS

GOING OUT OF BUSINESS

RENOVATIONS

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