

Start-to-Finish

DIAMOND LINK BRACELETS

PROFIT BUILDING PROGRAM DEMONSTRATES SUCCESS START-TO-FINISH DEALERS

Contact: Reneé Singer

Phone: 888-753-8340

FOR IMMEDIATE RELEASE

BIRMINGHAM, AL, March 1, 2006—Start-to-Finish Diamond Link Bracelets owner

Reneé Singer celebrates her fourth year of ownership of this popular bracelet line.

In assessing the company's profit-building program, we decided to analyze fifty customer accounts, including some jewelers who just became Start-to-Finish dealers in 2005. The results concluded that a small initial investment, under \$2,000, leads to an average of \$4,000 additional sales and profit throughout the year. Our bracelet sales lead to multiple link sales without additional investment in inventory. It is estimated that dealers can expect additional sales of 200 to 400% of their initial investment within twenty-four months. In addition to the ability to build profits, unlike other add-on products, we keep the inventory and ensure you have it when you need it. This allows independent jewelers the freedom to make purchasing decisions throughout the year. The only advice to dealers is to keep re-stocking the sold bracelets to make more sales—easily.

When asked about repeat business, Sheila Strickler, owner of Reflections, Elkhart, IN, said, “[We] have only had bracelets since October 2005 but already have people ordering links.” Start-to-Finish also received support of its sales concept, as Beverly of Sohn and McClure in James Island, SC remarked, “Customers enjoy watching the bracelet fill up and become something very special.”

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Start-to-Finish believes in providing exceptional customer service. Caroline Nelson of Nelson's Jewelry in Spencer, IA, describes her customer service experience as "excellent with representatives readily available to answer questions."

Any independent jewelry store can take advantage of our "No Risk" policy. Put in the product line and if it isn't successful we'll refund your money. Tom Martin of Gold Mine Jewelry Shoppes in Raleigh, NC, provided his comments on our policy: "Give it a try! You won't be disappointed. It will provide add-on profits."

Start-to-Finish appreciates the wonderful comments made by its customers and looks forward to many more years serving the jewelry industry with an affordable luxury jewelry item that builds on life's special occasions. To get more information on our programs, or to join our list of successful and satisfied dealers, please call 888-753-8340.

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