



Southeastern Jewelers Organization

The buying group founded by independent jewelers to promote and sustain the independent jeweler in good times and bad times.

strength through independence

**Work
with a team
with the most
comprehensive
terms, discounts,
educational and
financial support
the industry
can offer.**

» Our business is based on building relationships. SJO is one of the best relationships we have made outside of the store. Exclusive discounts give us a huge competitive edge. Our buyers also enjoy the more relaxed trade show environment. The wide variety of our vendors' products, terms, and discounts allows us to offer more to our personal and business relationships. Our business is thriving and SJO is a major reason for our success. «



*Joanna & Mark Gruver –
Haywood's Westlake, Virginia*

Don't be alone in 2008.

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