

THE INSIDER'S GUIDE TO SELLING DIAMONDS IN NYC



Of all the precious gems out there to assess, diamonds may be the hardest to assess because of all the variables that go into describing them.

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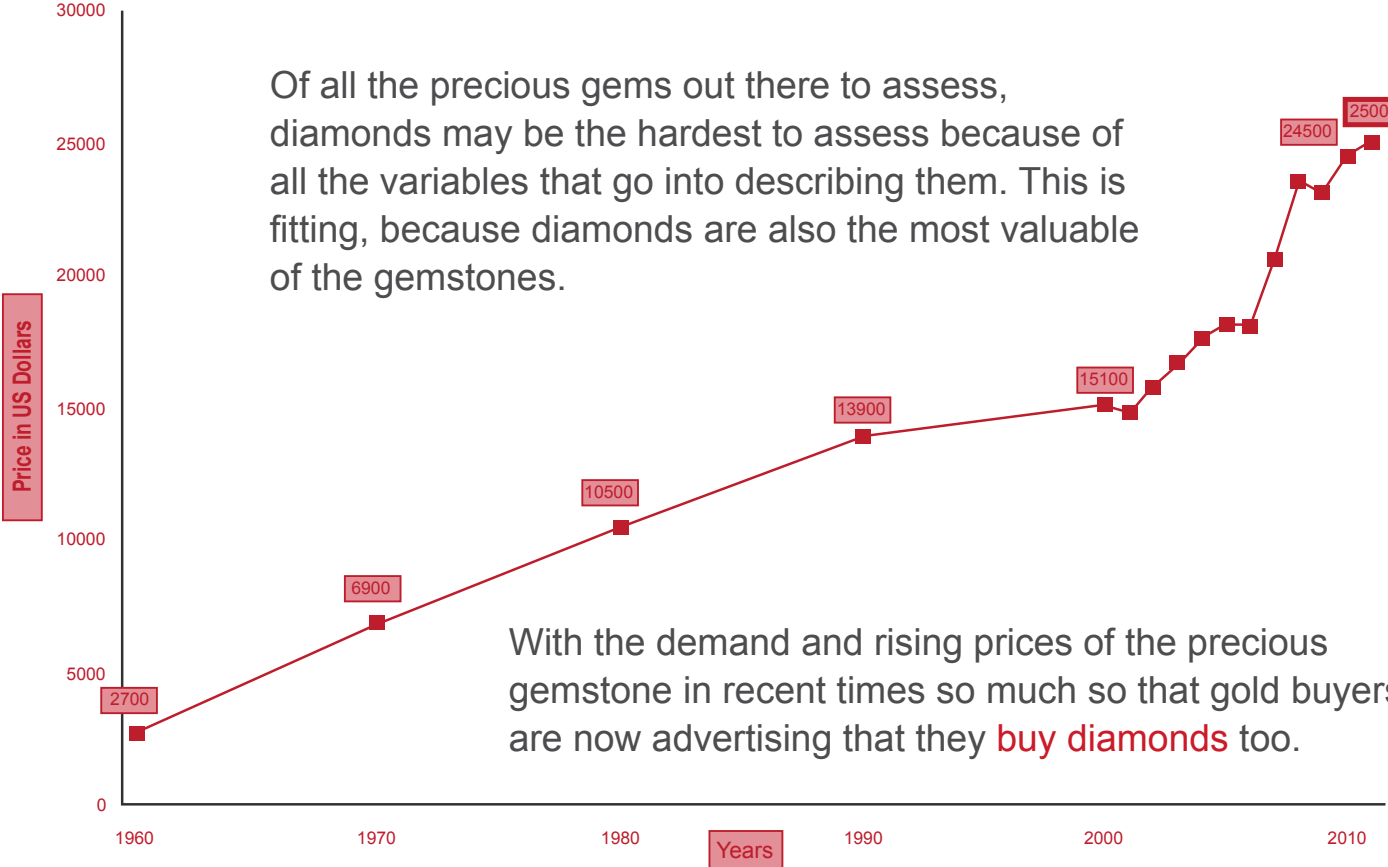
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HOW TO GET THE MOST CASH FOR DIAMOND JEWELRY



it's a good idea to take advantage of unused diamond rings, jewelry and other trinkets around your home. With this in mind, you need to familiarize yourself with all the important data before **selling diamonds for cash**, so that you can **make the most money** from the sale.



STEP 1 ALWAYS KNOW WHAT YOU HAVE




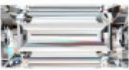
Assess the worth of your diamonds on your own, if only so that you become familiar with the important measurements.

Look online for tables of values and mark down how much you think your diamonds are worth.



STEP 2 UNDERSTAND WHAT THE FOUR C'S ARE

Let's say you want to sell a diamond ring; obviously as any married woman will gladly tell you not all diamond rings are equal. Understand what the four C's are as pertains to a diamond: the cut, the clarity, the color and the carat this last is the standard measurement of weight used for precious gemstones.

CUT	CLARITY	COLOR	CARAT
 Round	Flawless, Internally (FL & IF)	D (Colorless)	 <p>The carat is the standard unit of measurement used to indicate the weight of diamonds and precious gemstones.</p>
 Princess	Very Very Slight Included (VVS1 & VVS2)	E (Colorless)	
	Very Slight Included (VS1 & VS2)	F (Colorless)	
 Cushion	Slightly Included (SI1, SI2 & SI3)	G,H (Near Colorless)	
	Included (I1, I2 & I3)	I,J (Near Colorless)	
		I,L,M (Faint Yellow)	

STEP 3 PROFESSIONAL APPRAISAL

Take your diamonds in to have them **appraised by a professional**. It doesn't matter where you intend to eventually **sell diamonds for cash**;

Whether you choose a family member, a close friend, a diamond brokerage firm, an **online dealer** or even your local pawn shop you should have definitive knowledge of its true worth.

Plus, you can get a certification slip proving how much it's worth.



STEP 4 SPEND SOME TIME FINDING OUT

Take the time and effort to thoroughly clean your diamonds. In addition to being more presentable and therefore more attractive to prospective buyers, a good cleaning will extend the lifetime of the gemstone. People are visual creatures, so while a well-cut diamond looks beautiful, a perfectly clean, well cut diamond looks magnificent.



STEP 5 KNOW THE PRICE OF DIAMONDS

Become familiar with how the **monetary worth of a diamond** is judged, which entails finding a table of values from a powerhouse financial site (to be certain of the accuracy of the figures there).



STEP 6 SHOP AROUND

Do some comparison shopping. Check out what a nearby jewelry shop says about your diamonds; this will give an idea of the wholesale price.

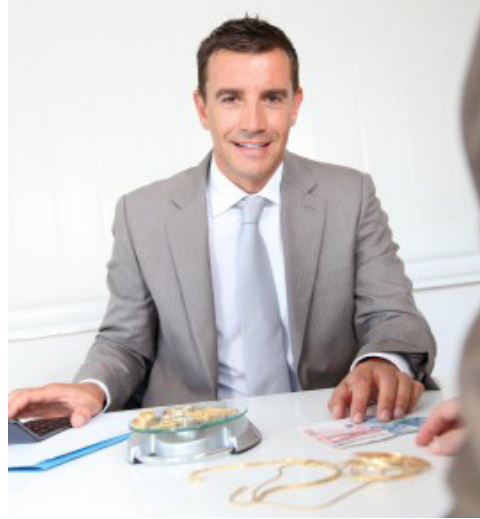
Do not **sell diamond engagement ring** there, however.



STEP 7 RESEARCH YOUR BUYER

If you've tentatively settled on the company you want to go with, be sure to **check their site** for a listing of values.

All reputable ones have them – no excuses.



STEP 8 REPUTATION MATTERS

Take the time out to search for the company's profile in the **Better Business bureau's** data banks.

If there are any complaints against them, try another **online diamond dealer**.



STEP 9**VISIT YOUR BUYER'S LOCATION**

Find the physical location of the online business; is their address easily available on their website? This may not be a cause for concern if they have a direct number that works.

You should have discovered their address on the Better Business Bureau's website with their positive rating.

**STEP 10****MAKE SURE YOU ARE LEGALLY PROTECTED**

Find out what payment options they have. Unless it is a reputable company with a high BBB rating, you might want to decline being paid by check if you agree to send in your diamonds.



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STEP 11 REVIEW ALL CONTRACTS

Scour the agreement details before you commit to anything. Some companies have been known to try to lock you into accepting any offer they tender, even if it's a wholesale offer comparable with what you could have received from a local buyer.



STEP 12 INSURANCE OPTIONS

Before you **sell a diamond ring** and let the valuables out of your sight, determine the level of insurance that will be protecting your stuff once it's in their possession.



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**NOW YOU ARE READY
TO GO OUT AND
MAKE A PERFECT DEAL**

