

The 10 Biggest Diamond Buying Mistakes

1. MISTAKE: ASSUMPTIONS ON DIAMOND QUALITIES.

Making the assumption that all diamonds of the same color and clarity are equal is a common misconception. How a diamond is cut determines the beauty and brilliance of a diamond. Just because the diamond possesses a high color and clarity grade it won't guarantee beauty. Poor cutting can render the diamond lifeless and dull. Careful selection and comparisons are necessary to help you to select the perfect diamond for you.

That's where The Jewelry Guy can educate you to the differences and help balance out the proportions, color, clarity, and size with budgetary considerations. Remember that cutting alone can make a difference by as much as a 50% in price for a specific color and clarity grade.

2. MISTAKE: BUYING ON PRICE POINT OR A DISCOUNT.

While comparison shopping in order to find the best value is a great idea, the lowest priced diamond of a given diamond grade is often the one with the worst cut. The smart choice would be a careful evaluation of the 4 C's and truly understanding how the price was calculated. The Jewelry Guy will share how dealers establish price and give you wholesale insight to allow you to know if it really is the best price. You will often find that prices at the retail level may vary more depending on the jewelry store where the diamond is sold, just because a diamond is discounted, doesn't make it a good deal.

3. MISTAKE: ASSUMING A DIAMOND CAN BE BOUGHT WITHOUT PROFESSIONAL GUIDANCE.

Our goal at The Jewelry Guy is to educate our customers, give them guidance and a superior selection to help them make a wise choice. The right expertise is critical to make that choice, it is very difficult for the average consumer to analyze a diamond as painstakingly as a trained gemologist; therefore your selection should be made from a reputable established dealer.

4. MISTAKE: MAKING A DECISION WITHOUT HAVING THE RIGHT SELECTION TO CHOOSE FROM.

Our outstanding selection makes it easy to compare many diamonds of different qualities without the hassle of going from place to place to try to compare different diamonds. The Jewelry Guy offers the opportunity to shop with a true diamond importer without the middle man pricing. Why let a seller convince you to buy what he has from a limited selection instead of having the choice to purchase your diamond from one of the largest collections of loose and mounted diamonds in the province of Ontario, Canada.

5. MISTAKE: BUYING A DIAMOND ON THE INTERNET.

Searching out companies selling diamonds on the internet is easy. Your initial reaction might be that these companies may be able to sell you a diamond for less money than a traditional "brick and mortar" jewelry store, reality is that rarely happens. Each web site competes with the other only on price. Quality of the diamond is poor and the specs don't add up. Use caution as you search, and like the old sayings goes, "If it sounds too good to be true, it probably is".

Then there is the next mistake.....

6. MISTAKE: NOT GETTING THE GUARANTEES AND CUSTOMER SERVICE YOU DESERVE.

The Jewelry Guy has some of the best guarantees, warranties and service in the industry on its top of the line diamonds. We offer:

- ◆ Your choices of a FREE 14 karat mount or white gold presentation mounting for your diamond.
- ◆ FREE lifetime ring sizing.
- ◆ FREE certification and insurance appraisals.
- ◆ FREE maintenance inspections.
- ◆ FREE cleaning and polishing.
- ◆ Lifetime upgrade policy without the limitations imposed by other jewelers.
- ◆ A full 30 day money back guarantee.
- ◆ 90 day price protection.

When you add it up, The Jewelry Guy equals your best value.

7. MISTAKE: ASSUMING THAT A DIAMOND HAVING A LABORATORY REPORT IS AUTOMATICALLY A GOOD DIAMOND.

Just because the diamond has the report or “certification” remember, you still need a trained advisor to evaluate all of the characteristics. In life no one is perfect, labs can and do make errors in evaluations, why take chances buying a diamond without a trained advisor at your side. The Jewelry Guy will help you every step of the way to insure you find the perfect diamond.

8. MISTAKE: AN APPRAISAL IS NOT A GRADING REPORT.

Many times consumers make the mistake of assuming that an appraisal is report of diamond quality. A diamond quality report can only be issued from an accredited gemological laboratory such as GIA (Gemological Institute of America), EGL (European Gemological Laboratory), or the AGS (American Gem Society). These reports provide an independent analysis of diamonds characteristics and do not place a value on a diamond.

An appraisal is typically used for establishing a replacement value on an item of jewelry for insurance purposes, but can also be used for other purposes as well. These are usually done by the seller of the item and represent the opinion of the seller. The difference is that you are relying only on the word of the seller when purchasing a diamond without the independent grading report. Advice, make sure you know who you are buying from, make sure they are: “A name given by its customers and built by its customers”. Reputation goes a long way.

9. MISTAKE: NOT HAVING THE BENEFIT OF RISK FREE SHOPPING.

The Jewelry Guy makes purchasing the perfect diamond as stress free as possible.

10. **HUGE MISTAKE:** **NOT** **BUYING YOUR DIAMOND FROM THE JEWELRY GUY!**



Retail Location

1015 Barton Street, East, Hamilton, Ontario, Canada

Open to the Public Saturday & Sunday 10:00AM – 5:00PM

For all other inquiries please call 905-312-0234

Or email us at gold@thejewelryguy.ca