

Having trouble viewing this email? [Click here](#)

The Jewelry Advisor ©

www.ctjewelryappraisers.com

Volume 15 - March 2011



Connecticut
JEWELRY APPRAISERS
"We value your treasures"

860.391.3001

Madison • New Haven • Chester • Kensington



Paul D Indorf

GG, ICGA, ASG, ASA
Master Gemologist AppraiserSM

Dear Paul,

Thank you for your continued interest in my newsletter. I welcome suggestions for improvements and discussion topics. Please browse through the links in the right hand column. These links will connect you to a lot of very useful jewelry-related information. Also, if you scroll to the bottom of this email there is details about a monthly prize.

Selling Jewelry? How to get the best price.

Lately most of the calls and emails I receive are for people who have jewelry and gems they want to liquidate. I can certainly help with this. I have an extensive network of dealers and a couple of international auction houses I work with on a regular basis. ***The key to getting the best price for something is in getting the item in front of the right people in the correct market.*** That is, the market where similar items are commonly sold. The trick is correctly identifying the item and identifying the elements that



create value. The following is a fairly common type of liquidation scenario. The client has a man's 14k ring with a 2.00ct diamond in the center. There is no urgency for payment. Rationale: Virtually all the value in this ring is in the diamond, (unless the ring is stamped Tiffany, Cartier etc). Next, does the

stone have a credible laboratory report (GIA or AGS)? If not, I usually recommend getting one. Having a lab report from GIA or AGS levels the playing field by taking the grading call out of the discussion. Next is condition. Is the ring desirable and in salable condition? If so, there may be a small premium. IMO the value element of the ring in this discussion is almost totally in the diamond. I would have the stone removed, pre-grade it, and send it to the lab. I would either return the mounting or issue a scrap credit. When the diamond is back from the lab, I would scan the lab report and email it to my dealer network for offers. This network is the right market for this type of item because they buy stones like this every day from all over the country. They in turn have a network of specialty dealers and collectors that they sell to at a small profit. Next, I would present the best offer to the client. When the client agrees with the offer, I close the deal and request payment from the buyer.

[Find us on Facebook](#)

Our Services

[Insurance Appraisals](#)
[Estate Appraisals](#)
[Brokerage Services](#)
[Equitable Distribution](#)
[Donation Reports](#)
[Other Services](#)

Downloads

[CJA Brochure](#)
[Insurance Questions](#)
[Vacation/Buying Tips](#)

Helpful Links

[Jewelry Info Center](#)
[Antique Jewelry University](#)
[Antique Jewelry Camp](#)
[Roskin Gem Report](#)
[Local Business Professionals](#)
[Peter Indorf Jewelers](#)
[Deep River Design](#)

***Appraisal appointments
"while you wait"
are available at all
four locations***

***Chester - Madison
New Haven & Berlin***

The example above is a simple and common scenario. However, had the client brought me a very valuable item, liquidation at a major auction house might be the best option. It depends on the value elements of the items and the urgency for payment. Getting the best price is all about getting the item in front of the right people in the correct market.

If you have something to liquidate, please give me a call and we can discuss ways to help you get the most money for your items.

*call 860-391-3001
or [email](#)
to book an appointment*



The Graff Pink Diamond

A few months ago a 24.78ct fancy vivid pink diamond sold at Sotheby's for a record \$46.2 million!

Read the story: [Graff Pink Diamond](#)

Contest Winner!

Congrats to Linda Z. winner of last month's \$25 prize for forwarding my newsletter! Thanks.

Thank you for your interest in my newsletter. Please visit my website at [Connecticut Jewelry Appraisers](#) for more information.

*Shop on-line!
Peter Indorf Jewelers E-Store*

Sincerely,



Paul Indorf
Connecticut Jewelry Appraisers



Forward this newsletter to your friends and business associates and I will put your name in a drawing to be held at the end of the month for a \$25.00 cash prize. Each time you successfully forward my newsletter you earn one chance at the prize.

**\$25
Prize**

To forward the newsletter, just click on the "Forward email" hypertext located at the bottom of the newsletter. This will bring up a simple form. The form has fields for your name and email address and blank fields for up to five of your friends. Please include a personal endorsement in the "add a personal message" field. *I really appreciate any referrals you send my way.*

[Forward email](#)



Try it FREE today.

This email was sent to paul@ctjewelryappraisers.com by paul@ctjewelryappraisers.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

CT Jewelry Appraisers | PO Box 521 | Chester | CT | 06412