



2602 N. Loop 1604 W, Suite 102
San Antonio, Texas 78248

(210) 592-8786

info@bluediamondtexas.com

www.bluediamondtexas.com

12 FACTS OF LIFE

- 1) **Most used jewelry is not resalable.** It's outdated. It's worn out. It's broken or it's quite common. We recycle 98% of the used jewelry that we buy from the public. Yes, that also applies to YOUR jewelry. If you don't want it anymore, don't assume that somebody else does. It's like recycling aluminum cans but we weigh it in grams. And, yes... we pay for resaleable precious stones, including diamonds.
- 2) **Jewelry is an investment.** A very bad investment. Jewelry stores "keystone" or "double keystone" the price of their merchandise. That means "double" or "triple". We can buy it brand new at the same price the jewelry store paid. Why would any dealer pay you more for your used jewelry than they can buy it for brand new?!? You bought hopes, dreams and eternal love. We're buying used jewelry. See how that works?
- 3) **It's only worth what someone will pay for it.** It doesn't matter what you paid for it. It doesn't matter what somebody on Etsy is asking for it. It doesn't matter what "the book" says. When you show us your unwanted valuables, we make you our best offer. The offer is either acceptable to you or it's not. We don't try to guess how much we would have to pay for similar new merchandise because your merchandise is not new.
- 4) **Nobody cares how old it is.** Merchandise can be valuable due to its rarity, its condition or how much demand there is from the public. Age has nothing to do with it. The rocks in your driveway are millions and millions of years old. How much do you think you can get for them?
- 5) **Young people drive the economy.** In general, older people are downsizing while younger people are accumulating personal property. If young people don't want it, don't count on it having much value. China, porcelain figurines, crystal decanters... are they Bluetooth-compatible? Brass Edwardian doorknockers? Oh, please!
- 6) **You can get "bid" but you can't get "ask".** There is the price we pay ("bid") and there is the price we sell it for ("ask"). When you see something selling for \$100, don't expect an offer of \$100 for yours. We pay "bid" but we don't pay "ask". You can get "bid" but you can't get "ask".
- 7) **Condition matters.** You want the nicest specimen you can afford, no? When a nice specimen is available at a reasonable price, no one chooses the worn-out ugly one. The best is always worth more than the worst... sometimes a LOT more. Remember that when buying OR selling!
- 8) **Most valuables aren't rare; they're just well-marketed.** Diamonds, pearls, Rolex watches... In reality, they're not all that rare. But, why would any jeweler admit that when you're already so well-trained?
- 9) **The definition of "rare" is "you don't have it".** Assume that what you hold in your hand is common, and you'll seldom be wrong. But, assume that it's special and you'll repeatedly be disappointed. We commonly see the common stuff, and we rarely see the rare stuff. The answer is in the very definition of the words! Sure, be hopeful, but get real!
- 10) **If it says "collectable" on the box, it's not.** Merchandise marked "collectable" has been mass-produced and preserved in its original packaging on the top shelves of closets all over America. It's readily available in quantity from all the "collectors" who dreamed the dream. Never "invest" in anything marked "collectable", because IT'S NOT!
- 11) **If it's not authenticated, it's not authentic.** For diamonds, it's GIA. For rare coins, it's PCGS or NGC. For sports memorabilia, it's Beckett or PSA. Every other service is discounted or disregarded. And, with no authentication at all, it takes true experts to accurately identify and value your merchandise, then make a fair market value. Your best protection is industry-recognized third-party authentication or dealing with true experts such as Blue Diamond.
- 12) **Nobody knows what the markets are going to do. Nobody.** Anyone with true insight into where "the markets" are headed would not be standing there talking to you for free. They'd be out on their yachts with the Playboy bunnies. For every expert claiming "UP!", there's another expert screaming "DOWN!" Ya pays yer money and ya takes yer chances. In the end, there will be no one to blame but yourself.