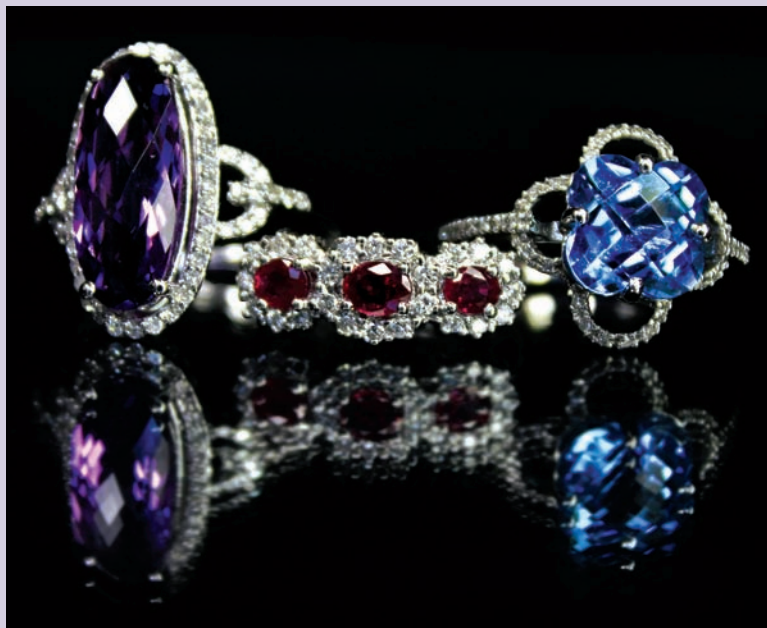


7 Questions to Ask Before You Buy Another Piece of Jewelry!

Make Sure You Know What You're REALLY Buying!



Jewelry Buyer's Guide

Courtesy of
Boggs Jewelers

3609 49th Street North in Disston Plaza

727.525.5771

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“You know what jewelry styles you like, and sometimes finding that special ring, bracelet or necklace feels like it takes forever!

Whether you choose one of our custom-designed pieces or something from our American craft vendors, the Boggs’ boutique approach to jewelry selection gives you a unique advantage over purchases from mass retailers.”

-- *Mark Boggs*, **Boggs Jewelers**

#1 ~ Will your jeweler certify the quality of the pieces you’re buying?

They should. Whether you are buying a diamond or gemstones your jeweler should be able to provide you with written certification of the quality of the piece.

Let’s use diamonds as an example. Every diamond is priced according to its carat, color, clarity and cut. If your jeweler adheres to GIA (Gemological Institute of America) standard carat grading guidelines:

- You will know exactly what you are buying. GIA will list every important factor you need to know.
- A GIA-certified diamond ensures that you can trust your jeweler. It simply means you can have that much more confidence in the value of your purchase.
- Avoid future misunderstandings about quality. GIA does not certify low quality diamonds that look great to naked eyes.
- You won’t be sold a synthetic diamond.
- Always verify the gemstone you purchased matches the certificate you receive.
- Make sure your jeweler has an in-house diamond specialist certified by GIA.

Ask to see what your jeweler does.

A 10X microscope view can show you what makes one item a better or worse value than another.

#2 ~ What is the actual weight and size of the gemstone piece?

Seems like a simple question, doesn’t it? Think again. Gemstones can appear to be equal in size but their weight can vary.

- Diamonds are made of the single element carbon and have the same specific gravity or density. A 1-carat stone for example will always be cut within certain tolerances, generally be around 6 to 6.1 millimeters in diameter.
- Colored stones have varying combinations of mixed elements. Since all elements vary in atomic weight, so do the gemstones that contain them. A 1-carat round gemstone may range from 5 to 8 millimeters, depending on the density or specific gravity of the stone.



All gemstones other than diamonds need specific measurements for whatever shape they may take.

#3 ~ Will your jeweler allow you to get an independent third party evaluation before you buy?

Independent appraisals add a measure of safety for jewelry buyers. In today's marketplace the list of reasonable questions can seem endless:

- Will the jeweler sell me one stone and deliver another?
- Is there damage you cannot see or was some temporary or permanent treatment applied to the gemstone?
- Is it a real diamond? Man-made? Loaded with filler? Or totally phony?
- Is the grading document information accurate?
- Are the grading documents genuine?



These are just a few of the questions that can arise. Better safe, than sorry. And, don't forget to ask what will happen if the third party report does not match the jeweler's!

#4 ~ Can you work directly with the jeweler (not the sales staff) to ask for clarification on terminology whenever you need it?

No one wants to be taken in, especially when it comes to buying jewelry items that are often meant to represent the special events in our lives. Don't buy another piece of jewelry without understanding what you're buying first!

- Expect your jeweler to honestly represent what they are selling.
- Request realistic turn-around times on repairs.
- Understand the precise value of the jewelry you buy.
- Most jewelers want to keep you in the dark, so they can mark up their jewelry to inflated prices that don't translate into value for you.

The veteran jewelers at Boggs will answer your questions and address fine jewelry terminology so you don't have to worry.

#5 ~ Will your jeweler make hand-crafted, one-of-a-kind items that reflect your personal taste?

Boggs Jewelers will. We create special hand-made jewelry items that are either self-inspired designs, or custom-designs inspired by our customers. And, we are glad to provide you with a no obligation quote.

- Custom-designed jewelry offers a unique way to celebrate very special life occasions such as an anniversary, a wedding.
- Value-to-cost comparisons between custom jewelry and off-the-shelf pieces demonstrate that it's often less expensive to create a design.
- The design process should include "in-progress" design photos via text or email to show you each stage of design creation.
- Because custom jewelry is designed to your personal specifications, the item's wearable life-span is typically much longer than "off-the-shelf" jewelry.

- Be sure to get your jeweler's written guarantee that your custom design will not be reproduced without your agreement and written consent.

Think you can't afford custom design? Think again. In fact, this mistake is so common we're willing to bet you are making it now!

#6 ~ Does your jeweler try to talk you into selling old family heirlooms?

If you have family heirloom jewelry with gold, precious metals or gemstones, don't sell until you talk to us first!

- Do you have family heirlooms gathering dust in a jewelry box because the pieces are just not your style?
- Why sell when you can reclaim the value and create a new family heirloom at the same time?
- Custom-designed jewelry typically has more than double the average gold content of modern off-the-shelf pieces.

Give Boggs Jewelers 15 minutes before you sell at any price. We'll show you why custom jewelry designed from your heirlooms costs less than buying new pieces.

#7 ~ Don't forget to ask about the details...

- Can you exchange your purchase if it's within a reasonable timeframe?
- If your jewelry purchase should need repair, will the jeweler provide equal quality gems for any replacements?
- Will your jeweler provide free cleanings and adjustments as needed?
- Does your jeweler offer lay-away or other payment options?
- What is your jeweler's return policy?

Are You Tired of High-Pressure Sales When You Shop For Jewelry?

When you visit our store in St. Petersburg's Disston Plaza the **Boggs** staff won't hover over you while you look. We know that people like to take their time and shop around before buying. Of course the **Boggs Jewelers'** team is always glad to answer your questions.

Our Service Guarantees:

- Full refund value on vendor items returned within 30 days of purchase.
- Trade-ins accepted.
- Free lay-away, up to 6 months with an initial payment of 10%.
- Free copy of appraisals and/or a photo receipt provided for insurance claims on lost items.
- Discounts and sales on special showroom items via text or email notifications.
- If you lose an item we'll provide a free copy of your appraisal or a photo receipt.



Our Lifetime Service Promise ~ No Additional Cost To You!

On any jewelry item purchased:

- Cleaning – (\$9 value each time)
- **FREE** Inspection and Adjustments
- Initial ring sizing while you wait (\$30 value)
- Item registration with picture and complete item description that we keep on file in the event of loss – (\$25 value)
- Engraving (\$25 value) *Please note that some items cannot be engraved.*
- **FREE** estate jewelry evaluation in-house or in your home, no limit on items
- **FREE** in-house internal timepiece (clock or watch) inspection with current evaluation while you wait
- Delivery assistance on finished repairs for all “shut-ins”

On all jewelry purchases over \$500 all items above plus:

- Certified in-house gemological photo appraisal with current market values (\$89 value)
- Special occasion registry for birthdays, anniversaries, weddings
- **FREE** installed watch battery on your birthday, no appointment ~ \$10.50 value
- Estate jewelry preview, get a “first look” at new estate jewelry acquisitions before we advertise them to the public

Visit Boggs Jewelers and bring (or mention) this guide with you to receive a free cleaning and check-up on any jewelry piece you own.



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