



How much are my diamonds or diamond jewellery worth?

There are two main factors that determine the second hand price of the diamonds or diamond jewellery you are selling:



1 THE INDIVIDUAL CHARACTERISTICS OF YOUR STONE OR JEWELLERY ITEM

Every diamond is unique and there are a variety of factors that affect the value of your item. The universal method for determining diamond prices is the four 'C's – carat, colour, cut and clarity:

- **CARAT** refers to the weight of the diamond
- **COLOURLESS STONES** command the highest resale price
- **CUT** determines the diamond's brilliance
- **CLARITY** refers to the number of inclusions in your stone

Factors that may have a negative impact on the price will include any imperfections or damage your stone may have sustained. When you begin the process of selling your diamond or diamond jewellery it is important to do some research and have an accurate picture of its authenticity and quality.



2 THE STRENGTH OF THE SECOND HAND MARKET FOR YOUR PARTICULAR ITEM

Diamonds remain in high demand and are a great way to raise extra cash quickly as they retain value after purchase unlike many luxury items.

Market prices fluctuate over time as the economy, supply and demand and fashions change. The value of your diamond jewellery will be based on the strength of the second hand market for that particular item at the time of sale.

An example of this is diamond shape – certain shapes have proven more popular at certain points in history. Oval shaped diamonds were particularly popular in the 1970s and early 1980s. Currently, round diamonds are in the highest demand. Resale values will vary depending on the market conditions at the time you choose to sell.

Fill out our [online form](#) to receive an initial estimate.

For a firm offer, send in your items or [schedule an appointment](#) with one of our expert gemologists in New York, LA, Dallas, London or Birmingham (UK).



THE DIFFERENCES BETWEEN RETAIL AND RESALE VALUES

Much like when you purchase a car or another luxury item, diamonds lose some of their value when it comes to selling in the second hand market.

25%
TO
40%

You can generally expect to get around **25%-40% of the original retail price** depending on the condition of the diamond or jewellery item.

AN EXAMPLE



£1,200



£1,000



£330-420

A diamond ring purchased for £1,200 would be priced at £1,000 before VAT. We would expect the resale price to be around £330-£420. Any metals (gold, platinum or silver) will also be factored into our offer should you choose to sell an item of jewellery in its entirety.

WHY IS THE SECOND HAND VALUE 25%-40% OF THE RETAIL PRICE?

There are a number of reasons why the retail price is higher than the resale price:

- The retail price of the diamond or jewellery is made up of the wholesale price (the price the jeweller paid) plus a markup to cover the retail costs such as the rent of their premises, labour etc.



- If your item has a grading report or an appraisal this would have been factored into the original retail price and you won't get all of this back when you sell your item.

WHY DO RESALE PRICES DIFFER FROM JEWELLER'S APPRAISALS?

Jeweller's appraisals are a good way to get more information (the four 'C's) on your diamond, or diamond jewellery, which is then very useful when it comes to getting a more accurate price estimate from WP Diamonds. However, it is important to note that the four 'C's information and any price quoted from a jeweller's appraisal is based on the opinion of the appraiser which may differ from GIA grading standards.



A jeweller's appraisal will provide you with a replacement retail value for insurance purposes – to cover loss, theft or damage and this bears no relationship to the price of the item in the second hand market.

SELLING THROUGH WP DIAMONDS

1

Fill out the [online form](#) to get a free evaluation on your diamond or diamond jewellery and we will send you our initial valuation based on the information you have provided. You can find all the relevant information within a jeweller's appraisal, insurance certificate or laboratory certification from organizations such as GIA, IGI or EGL.

We will contact you promptly with an estimate.

2

We will send you a pre-paid and fully insured Royal Mail Special Delivery Next Day pack allowing you to ship your diamond jewellery to our headquarters where our appraisers will authenticate your item and evaluate its condition. You will then receive your final offer. We also offer appointments in New York, LA, Dallas, London and Birmingham (UK) if you would prefer to meet one of our experts and get an instant offer for your jewellery.

3

Once our final quote is accepted we will process your payment immediately. Should you choose not to sell your item, we will return your jewellery to you at no charge.

