



How much are my diamonds or diamond jewelry worth?

There are 2 main factors that determine the second hand price of the diamonds or diamond jewelry you are selling:



1 THE INDIVIDUAL CHARACTERISTICS OF YOUR STONE OR JEWELRY 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 4 C's- carat, color, cut and clarity:

- **CARAT** refers to the weight of the diamond
- **COLORLESS 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 jewelry 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 jewelry 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- 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 jewelry item.

AN EXAMPLE



\$2,000



\$1,850



\$550-700

A diamond ring purchased for \$2,000 would be priced at around \$1,850 before Sales Tax. We would expect the resale price to be around \$550-\$700. Any metals (Gold, Platinum or Silver) will also be factored into our offer should you choose to sell an item of jewelry 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 jewelry is made up of the wholesale price (the price the jeweler paid) plus a markup to cover the retail costs such as the rent of their premises, labor etc.



- Sales Tax is added to all retailed goods and can be as high as 8% in the US.
- 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 JEWELER'S APPRAISALS?

Jeweler's appraisals are a good way to get more information (the 4 C's) on your diamond, or diamond jewelry, 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 4 C information and any price quoted from a jeweler's appraisal is based on the opinion of the appraiser which may differ from GIA grading standards.



A jeweler'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 jewelry and we will send you our initial valuation based on the information you have provided. You can find all the relevant information within a jeweler'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 FedEx shipping label allowing you to ship your diamond jewelry 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 jewelry.

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 jewelry to you at no charge.

