

THE BEST KEPT DIAMOND SECRETS REVEALED

You're busy. You are a college student fighting to attain the highest grades possible to enter the faculty of medicine. Or, you're busy working hard at a new job struggling to afford a deposit on a house, rent payments, car payments and 'yes' a diamond ring. So, in a nutshell, you're busy—life is a serious game, and you want to dish out hard earned money on a diamond ring yet time is a constraint. You don't have the time to go through the myriad of commercial websites telling you 'this and that' and you don't have time to fragment all the information and put it together in a useful manner to insure your successful purchase.

OK, then without further ado, read this article and you'll come out a winner. In fact, I've organized it in easy steps just to make it even easier for you.

- 1. Get a girlfriend and 'be' serious with her. Somehow arrive at a budget that you can afford. Most guys dish up between 2 and 7k. Also, find out what 'shape' of diamond she likes. Remember that the rounds tend to be the most brilliant of all the shapes. The other choices are 'pears', 'marquises', princess cuts (square faceted), radiant cuts (square faceted with bevelled or angled corners), oval shapes, and emerald cuts (rectangular or square with step cuts).**
- 2. OK, so now you're armed with the knowledge of 'how much' you can spend and what shape of diamond she wants. At this point that's all you need to know.**
- 3. Next, have access to a computer, the internet and have yourself an email address.**
- 4. Go to one of the major search engines such as **Yahoo** and type in the word **diamonds**. Have a bottle of Tylenol (with**

codeine) next to you. You will see so many sites starting to appear before your eyes that your head will spin. Keep your composure. You'll see a section that states: **Categories: *Shopping>Diamonds.....**Click on and go that section. This page will serve as your reference page with all the diamond internet companies listed alphabetically. The best ones banner and text advertise.

5. You'll see a section at the top entitled **CATEGORIES**, and underneath that there will be a listing called **Directories**. Click onto **Directories** and that page will serve as your guide to research all the sites offering knowledge, talk forums, quotes etc., etc.,
6. However, now we're back to square one. Again, it may start to look confusing. You can spend weeks just on those two Yahoo pages. You don't have time. Go to <http://www.diamondquotes.net> and fill in the form completely. Now, in the comments section you must specify the following: **I want a VS2 or clean SI1 diamond**. You would click in the VS2 to SI1 field range in the parameters. (You don't require higher clarity as it makes no sense since you can put a VVS or VS1 diamond next to a VS2 and you'd never in a million years know the diff. Put the 'bucks' into the size and brilliance!!! Makes sense? Sure it does. For color you would click in F or G. G is considered 'top white' and F is considered 'rare white'. Either one is great, although I personally prefer the 'F' color as there's no messing around with an 'F'. It's a pure white color. The following applies to most of you who want rounds. So, next, in the comments section you type in the following **I would like to have an ideal cut or at max the table can go up to 60%. The symmetry and polish should be preferably EX EX or secondly any combination of VG and EX**. By typing in this you will end up with a superb cut, a high color (but not

higher than necessary) and a high clarity (but not higher than higher). You'll end up with the largest diamond for your budget with the highest ratings in color, clarity, and cut. Add the following words to your comments: **I want the largest diamond I can get for my specified budget. At most I will go 'faint' fluorescence but preferably 'no' fluorescence, the girdle must be in the range of thin to slightly thick, the depth should be from 60 to 61.7. I want a listing of all the diamonds available so please send the list from a national 'known' registry that has access to almost every wholesaler's inventory. Also, send me a list of all the diamonds that are AGS Triple Zero's that match the parameters as well. I prefer a 'Polygon' list. The diamond must be backed up with a GIA or AGS cert as well. These documents are totally dependable and trustworthy. The above applies to all those interested in 'rounds'. If you want a fancy cut then you would specify the following: I want a VS2 or clean SI1 clarity, F or G color, and absolute best proportions possible for within my budget. Please no high table percentages or deep cut diamonds. Faint fluorescence at most, preferably none, and good length to width ratios.**

7. Splendido!!!!!!! You filled in the form and from your comments the staff at those companies replying will know that 'this guy knows his stuff.....and there's no foolin' around'. Expect to receive a list from the companies registered at 'DiamondQuotes' within the next couple of days. If you don't receive a form then call the number at 'DiamondQuotes' 1 800 252 1476 and give them the info directly over the phone. Tell them to send you a list immediately.
8. OK so you have your list. Call the company and discuss the list thoroughly with them. Usually, along with the list, they will recommend a few of the best ones. Ask the sales rep

from the company to pinpoint the best diamond on the list. Tell him you want the absolute lowest price. Usually, the internet company from 'DiamondQuotes' are working within very small margins from 4 to 7% and therefore do not have that much room to negotiate. Be bold in your questions. Ask the rep directly what percentage they clear. They will be honest with you and tell you directly.

9. Great!!!!!!! You located a diamond. So what's next? I recommend having the Internet Company send the diamond directly to an independent unbiased appraiser right in your city. You can supply them with the name of a totally independent appraiser or they can supply you with the name of one. One site that is a great reference for independent appraisers is <http://www.diamondappraisers.net> . Call this appraiser and set up a time. Make sure that the diamond internet company has the diamond at the appraiser's office or lab in time for your appointment. **Even before sending the diamond to the appraiser discuss the GIA or AGS cert with the appraiser. Get his opinion first. If you get the clearance from the appraiser then don't hesitate having the Diamond Internet Company send the diamond to the appraiser.** 'You' would naturally be responsible for paying the appraiser for his time and effort but it's money well spent and well worth it. It's not like the Internet Company is just sending the appraiser a random diamond, this is a diamond with 'top marks', a 'biggest bang for your buck' diamond that you are receiving extremely close to cost. And, the appraiser will have the original GIA certificate as well. Chances are that the appraiser will be 'awed' by the extremely high quality and 'phenomenal deal' you are getting on the diamond. The appraiser will praise you highly for finding a great diamond!!!! Tell the appraiser what you are paying and get his opinion on the overall value. If everything checks out OK and in most instances it

does tell the appraiser 'thank you' very much and pay him for his services. Contact the diamond internet company and at this point pay them for the diamond. Save even more money by paying by a 'wire transfer' or a 'check' as opposed to a credit card where the Diamond Internet Company has to pay an extra 2 to 4%. This charge would then have to be passed on to you. Once the diamond is paid for the Diamond Internet Company would then fax 'a release' to the appraiser and at that point the appraiser would transfer the diamond along with all the papers to you. In the event that the diamond has to be returned for a valid reason then the appraiser will simply return the diamond. Should the diamond match the cert and everything be 'OK' but you simply are not happy for some reason or other, then it only makes sense that you should also pay for the shipping charges incurred. Most of the time there are really never any problems and the diamond is 'beautiful and brilliant' as expected since 'you' the client did all your 'homework' beforehand. The Diamond Internet Company would send you the invoice separately in the mail. At this point you've just purchased a phenomenal diamond at a phenomenal price and you have a totally independent unbiased appraiser verifying everything. Wow!!!!!! Good Work!!!!!! Now, what about the setting?????????

10. Your answer for the setting is staring you right in the face at the appraiser's place. What better person than the independent appraiser to either do the setting for you or to recommend someone whom he knows and trusts? There's no such a thing that an appraiser wouldn't know a trusted goldsmith to do a setting for you. The fact that you've been recommended by this appraiser puts you in a good 'light'. You will be warmly received and not frowned upon. Imagine going to a strange retail store and asking them to do a setting for you.

In their minds they're thinking, " 'nerve of this guy. Buying a great diamond, GIA certed, and at the same price we'd have to pay and then coming into our store expecting us to do a setting for him." If anything, the store may try to purposely and unjustifiably "knock" the diamond so that they can sell an inferior one of their own. And, even if they do accept the diamond for a setting, the question is, 'can you trust them? My advice to you is to keep your whole transaction within a small group of people, namely 1. The Diamond Internet Company. 2. The independent unbiased appraiser in your city. 3. The same appraiser who will do a setting for you or a goldsmith specifically recommended by the appraiser. That's it, my friend.

11. Once the goldsmith has finished the ring, then simply return it to the appraiser and let him do a final appraisal for you for the insurance company. Hint: Save some money. Phone the Diamond Internet Company, tell them about the mount, and they will probably do the final appraisal for you free. However, you do want the appraiser to check the work done by the goldsmith. When dealing with the goldsmith, set up a repaire with him so that in the future you can bring him the ring in at least twice a year to check the prongs and to clean the ring.

12. By following the above 11 steps you will save yourself headaches galore and you're doing the right step from day one. Forget about going to retailers and wasting your time. Just follow the 11 steps and you're basically achieving the following.....

I. Receiving the highest grade diamond and biggest diamond without going overboard. Your putting the emphasis on cut and that is what you should be doing to attain the highest brilliance.

- II. You're getting the absolute lowest price and working within a 4 to 7% markup over cost. Wow!!!!!!
- III. You're setting up the opportunity to even view the diamond before seeing it.
- IV. You're setting yourself up with the best connection to have the setting done as well.
- V. **YOU SIMPLY CAN'T GO WRONG AND THERE WILL NEVER BE A BETTER WAY TO BUY A DIAMOND ENGAGEMENT RING.**

Any important questions, you may even contact myself, Martin Sheffield, the author, at 1800 252 1476. Additional advice free from the top diamond expert in the world!!!!!!