



SAFEGUARD® JEWELLERY, WATCH AND SILVERWARE VALUATION SERVICE

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INDEPENDENT JEWELLERY VALUATION SERVICE

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## OUR EXPERTISE ADDS TO YOUR PROFITABILITY

SafeGuard is the UK's leading independent jewellery valuation service and is part of the range of services provided by Assay Office Birmingham.

It provides jewellery retailers with the opportunity to increase profits by offering their customers an exemplary, expert valuation service without distracting their own key staff from the principal tasks of dealing with customers and selling.

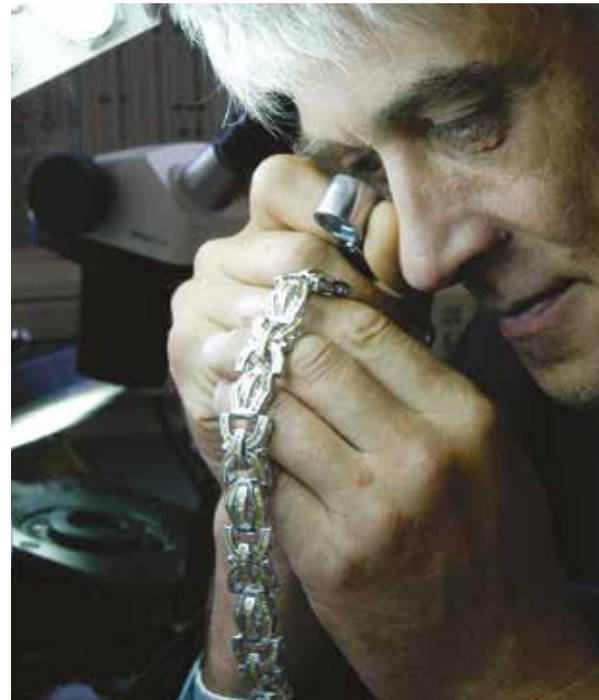
SafeGuard Valuations are available through retail jewellers and SafeGuard trade prices are normally fixed\*.

This means that retailers can charge a set retail price if they choose - so customers know exactly where they stand from the outset.

\*Complicated pieces may attract an additional charge. This will be discussed before the valuation is carried out.



EXPERTLY  
VALUED



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## AN EVERY DAY, EASY-TO-SELL, POSTAL SERVICE

- NO INVESTMENT REQUIRED
- PROFITABLE NEW REVENUE STREAM
- SEND ITEMS FOR VALUATION EVERY DAY
- NO STOCK OUTLAY
- GENERATE REPEAT BUSINESS, IN-STORE
- RANGE OF POINT OF SALE MATERIALS AVAILABLE
- SAFEGUARD® PROMOTED THROUGH ADVERTISING AND PUBLIC RELATIONS ACTIVITIES

SafeGuard valuation experts spend their whole working lives examining and assessing precious items and are, therefore, completely in touch with what is happening in the market in terms of prices and trends.

They also have access to the sophisticated technology and the expertise of the AnchorCert Gem Lab, so even the most challenging items pose no problems.

SafeGuard is the best-known jewellery valuation brand in the UK. As a wholly owned subsidiary of Assay Office Birmingham, it is completely independent and has no vested interest in the value of any item.

These facts play an important part in helping to interest customers in the valuation service because both deliver important messages – that they can trust SafeGuard with their prized possessions and that they will get an accurate valuation.



# A COMPREHENSIVE RANGE OF VALUATION SERVICES

AS WELL AS THE STANDARD JEWELLERY VALUATION SERVICE, SAFEGUARD® OFFERS A RANGE OF TAILORED PRODUCTS TO GENERATE REPEAT BUSINESS, IN-STORE.

## WATCH AUTHENTICATION      JEWELLERY ASSESSMENT REPORT

SafeGuard Independent Watch Authentication offers reassurance that a watch is what it purports to be, prior to valuation or sale. The market for second hand Swiss made branded watches is very strong and the increasing sophistication of counterfeits and the prevalence of "hybrids" is a cause for concern within the trade.

The report provides a useful supplement to a SafeGuard Valuation where the valuer cannot determine the authenticity of the watch without opening the case.

The SafeGuard Independent Jewellery Assessment Report validates the authenticity of Jewellery items and is a valuable sales tool which offers reassurance and peace of mind.

The assessment is carried out by SafeGuard's expert Valuers. The opinion given is therefore completely independent and based on many years of training, knowledge and experience.

Major retailers successfully use the SafeGuard Jewellery Assessment to add credibility to jewellery items such as Cultured Pearls and multi-diamond and stone set pieces.



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## IN-STORE VALUATION EVENT DAYS

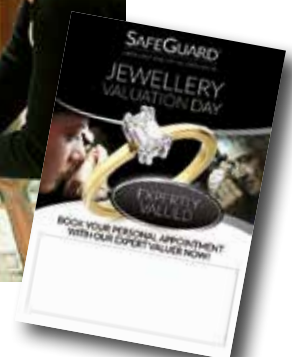
A GREAT WAY TO DRAW CUSTOMERS IN-STORE AND GENERATE EXTRA PROFITS.

A Jewellery Valuation Event Day provides the opportunity for customers to meet a SafeGuard Expert Valuer face-to-face in your store and have their jewellery and other treasured possessions valued on the spot.

These events provide an excellent opportunity to invite your customers to re-visit the store and will boost revenue. They can also supply spin-off benefits such as repairs recommended by the Valuer. SafeGuard supports retailers who organise Valuation Events with a full Point-of-Sale pack including a Sample Valuation, Leaflets, Valuation Day Manual, Appointments Cards and a range of posters.

### PERSONAL JEWELLERY VALUATIONS

SafeGuard also offer the opportunity for customers to have their most treasured possessions valued in the privacy of their own home. The SafeGuard Expert Valuer will discuss each item in detail with the customer if required, in addition to providing the "valuation for insurance".



# UNRIVALLED EXPERTISE

FROM CONTEMPORARY TO ANTIQUE ITEMS,  
SAFEGUARD® SPECIALIST VALUERS PROVIDE  
AN UNRIVALLED LEVEL OF EXPERTISE.



All items are digitally photographed



SafeGuard's expert valuers carefully examine all jewellery, watches and silver



Items can be cleaned if necessary



Receipt and despatch of all items is carried out under video camera

Valuations are provided by a member of the SafeGuard team – highly trained, full time, specialist valuers, all of whom are IRV or FGA qualified.

When items arrive for valuation they are unpacked and processed under video camera to provide a complete and accurate record. Each item is individually photographed and is then allocated a unique identity number.

Each item is carefully examined by a SafeGuard Valuer, who will then provide an accurate valuation figure. The valuers have access to extensive resources, including a comprehensive reference library, to aid them in this task. Where there is any doubt the valuers work as a team to find the right solution.

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## COMPLETING THE PROCESS

In addition to the "valuation for insurance", the valuer provides a brief but accurate description of each item, including, where appropriate, the estimated size and weight of precious stones, type of precious metal etc. They also advise if repairs are necessary.

This description is reproduced beside the photograph of the item on high quality stationery. Where a customer has submitted multiple items, all descriptions and photographs are reproduced on one high quality document.

The items are then carefully re-packed (again under video camera) for despatch back to the jeweller for return to the customer.

### THE SAFEGUARD DATABASE

Information and digital images of all items submitted for valuation are held on the secure SafeGuard database.

Should any items be lost or stolen details are posted on our loss register, which can be accessed by the police, and traced back to the owner if they are subsequently recovered.

### THE SAFEGUARD® VALUATION



Jewellery Valuation Folder

Notes to the Valuation

The Valuation



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