

JEWELLERY

WATCHES & SILVERWARE

VALUATION DAYS



A SAFEGUARD JEWELLERY & WATCH VALUATION DAY IS AN EXCELLENT OPPORTUNITY TO INCREASE REVENUE.

CUSTOMERS APPRECIATE THE OPPORTUNITY TO DISCUSS THEIR JEWELLERY, WATCH OR SILVERWARE WITH THE SAFEGUARD EXPERT VALUER FACE TO FACE, AND THE EVENT CAN BE USED TO CREATE GOODWILL AND PUBLICITY.



SAFEGUARD® QUALITY ASSURANCE LTD

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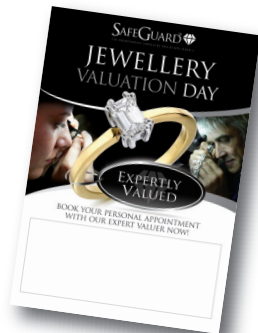
A SAFEGUARD JEWELLERY, WATCH AND SILVERWARE VALUATION DAY OFFERS A GENUINE OPPORTUNITY FOR THE RETAIL JEWELLER TO GENERATE INCREMENTAL INCOME AND GOODWILL.

THE RISING PRICE OF PRECIOUS METALS AND THE INCREASINGLY RIGOROUS DEMANDS OF INSURANCE COMPANIES ARE DRIVING THE DEMAND FOR JEWELLERY, WATCH AND SILVERWARE VALUATIONS.

WITH ENCOURAGEMENT FROM RETAILERS THIS CAN BE DEVELOPED INTO A REGULAR SOURCE OF ADDITIONAL BUSINESS.

Plan for the Day

- A successful **SafeGuard Jewellery, Watch and Silverware Valuation Day** will create both extra valuation revenue and associated sales such as repairs recommended by the valuer.
- The event is an opportunity for publicity. It will focus your staff, generate a "buzz", differentiate you from the competition and prove both profitable and enjoyable.
- The key to a successful day is to fill all the appointments and involve every member of staff in the event.
- It is recommended that you allow 10 -12 weeks to promote the Valuation Day. SafeGuard will do everything they can to support you in this and will supply you with all the marketing materials you need



On the day.....

- An independent, expert **SafeGuard Jewellery Valuer** will be on hand all day to receive customers who have made appointments in advance.
- SafeGuard's expert valuers carefully examine each article.



- Using their extensive experience and the latest equipment they arrive at an informed opinion and provide a verbal valuation.
- Digital photographs are taken, to be included in the valuation document. Any distinguishing features are noted.
- Where appropriate a small discreet and distinctive SafeMark is marked onto each piece for future identification and proof of ownership.
- All this information is permanently stored onto SafeGuard's secure national database for additional reassurance.
- The valuation document is prepared at SafeGuard's head office within **The Birmingham Assay Office** and returned within 5-7 days.