



# SAFE GUARD®

THE INDEPENDENT JEWELLERY VALUATION SERVICE

## OUR EXPERTISE ADDS TO YOUR PROFITABILITY

SafeGuard is the UK's leading independent jewellery valuation service and has been operating for more than 20 years.

Now a part of the range of services provided by The Birmingham Assay Office, 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, unlike some alternatives, SafeGuard trade prices are fixed, no matter what the value of the item being examined.

This means that retailers can also charge a set retail price - so customers know exactly where they stand from the outset and, in terms of margins, so do retailers.



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## REDUCING YOUR RISK

With the growing number of "alternative" retail outlets for jewellery, such as the internet and TV shopping channels, it is increasingly difficult to put a fair average retail replacement value on precious items such as jewellery or watches.

It is also a fact that the incidence of treated and synthetic diamonds and coloured gemstones makes valuation a risky business. Do you want to risk getting it wrong?

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 Diamond Certification Laboratory, so even the most challenging items pose no problems.

## EASY-TO-SELL

SafeGuard is the best-known jewellery valuation brand in the UK. As a wholly owned subsidiary of The Birmingham Assay Office, 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.

In addition, SafeGuard supports retailers who provide the service with a range of point of sale marketing materials. The SafeGuard brand is also promoted through advertising in selective consumer journals and by associated public relations activities.



# SET FEES MEAN EVERYONE KNOWS WHERE THEY STAND

WHETHER AN ITEM IS VALUED AT £500 OR £5,000  
THE FEE FOR THE VALUATION IS THE SAME.



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# IN-STORE VALUATION EVENT DAYS

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

A Valuation Day provides the chance 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 best 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.



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## THE JEWELLERY PORTFOLIO

Specially developed for jewellers who want to provide their clients with an up-market valuation brand. The Jewellery Portfolio uses the same valuation system as normal SafeGuard valuations and is underwritten by SafeGuard.

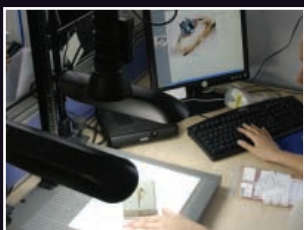
However, the actual valuations are presented in an elegant, embossed, boxed folder which contains beautifully presented information and advice about caring for jewellery.

Jewellery Portfolio valuations are provided by SafeGuard at a fixed price, but the retailer has the opportunity to decide on how to charge clients – a fixed price or a percentage fee based on the valuation.

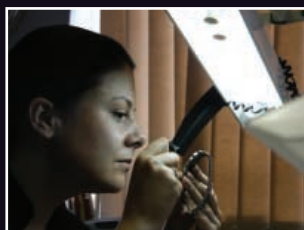


# UNRIVALLED EXPERTISE

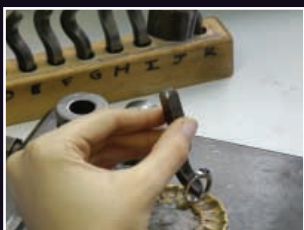
BECAUSE THEY ASSESS MORE PRECIOUS ITEMS THAN ANYBODY ELSE IN THE UK, SAFEGUARD® SPECIALIST VALUERS PROVIDE AN UNRIVALLED LEVEL OF EXPERTISE.



All items are digitally photographed



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



Items can be SafeMarked and are 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 NAG registered 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 its "SafeMark" – a unique identity number.

The "SafeMark" can be marked, unobtrusively, on rings and other suitable items of jewellery at the request of the owner. However, it may not be possible to "SafeMark" some delicate or antique items.

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.





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