

THE GUIDE TO DIAMOND ACQUISITION AND INVESTMENT

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Client: Mr. Bradley Gordon

Diamond Profile:

RB-1.75-2.00 CARATS G VS1-VS2

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Dear Mr. Bradley Gordon,

Congratulations! You have selected the new standard for straightforward, insightful advice on diamond acquisition and investment. The Diamond Analyst and the Diamond Profile Report enclosed is a wealth of diamond expertise and industry experience customized for you to attain the best quality and value for this major investment of time and money.

Our commitment is to make your proposal a success.

Section I of the Diamond Profile Report delivers a customized diamond analysis and the knowledge you need to get the very best in quality and value in the pursuit of the perfect diamond for acquisition.

Section II is the Diamond Price Profile and has been carefully researched to provide you with the clearest picture of diamond prices ranges in this specific quality and carat weight across the globe.

After you have reviewed this valuable report on diamonds and diamond pricing and would like the opportunity for insider access to view and select the best quality and value for your dollars then please feel free to contact The Diamond Analyst for an appointment. Our years of diamond expertise include extensive capabilities in jewelry and ring design for a fully customized high-end experience at an exceptional value. For distinctive diamonds and designs from The Diamond Analyst call 561.452.1000 for an appointment or email John@TheDiamondAnalyst.com.

We hope that his valuable Diamond Profile Report guides you to buy with greater confidence knowing that your stone is both a gorgeous gem and a brilliant investment. After all, in love--and in investing--you should never settle for less than the best.

Sincerely,

John

The Diamond Analyst

Diamond Profile Report

DIAMOND SHAPE

Your selection of a Round Brilliant (RB) shape diamond produces the most light performance and brilliance factor as compared to other diamond shapes.

- Price: RB's are the highest priced shapes and make up 80% of all diamonds sold in all sizes.
- Quality: Table facet size plays a major role in creating the perception of diamond size and must match when pairing two RB's for stud earrings.
- Design: RB's look great when complemented by two accent diamonds like tapered baguettes or pear shapes but make sure they are not more two-thirds the diameter of the RB.

CUT

Quality of Manufacturing (QM) is determined by the manufacturer's ability to execute each facet group to the same angle in order to form identical shapes and a perfect Cut.

- Cut grade: A Very Good Cut grade provides you a discount on the price off an excellent grade without sacrificing the QM significantly.
- Key Factor: View the RB through the Table facet to confirm that the pavilion facets do not appear dark or less reflective and a sign that manufacturing is less than the ideal proportions.

CARATS WEIGHT

RB's of 1.75–2.00 carats will appear very similar in size and dimensions (7.8–8.2mm diameters). However, cost between 1.75 carats and 2.00 carats can vary by 25%. Diamond prices are not a linear curve. Carats weight is the major driver of diamond price and it's important to keep in mind the weight ceilings that make a significant impact on price.

- Key factor: Size matters but costs \$\$ so for this profile look at 1.70 to 1.85 carats weights to optimize the carat weight vs. cost relationship.

LAB REPORT

The two most well known is the Gemological Institute of America (GIA) and the smaller American Gem Society (AGS). The lab that grades your diamond affects what you pay for the diamond because the range applied to grading standards differs from lab to lab.

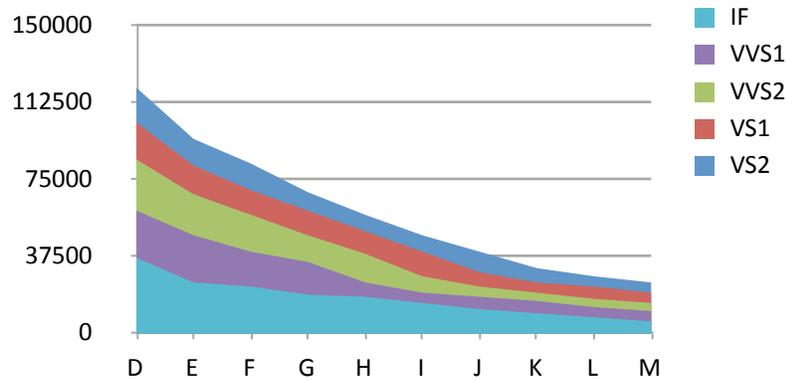
- Key factor: The DA recommends GIA graded diamonds or AGS graded diamonds.

COLOR GRADE

The Color grade you have selected is G. On the GIA Color grade scale a G Color is rated as near colorless. G Color graded diamonds are an excellent cost for quality option. Keep in mind that even within the G Color range there are differences and you should know how close to the lower quarter of the Color range you are purchasing.

- Key factor: When faced between selecting a slightly larger carat weight or a better Color grade, choose better Color, unless the carats weight is at a key carat weight ceiling.

The following chart highlights Color & Clarity vs. Cost for this diamond profile.



FLUORESCENCE

The grade that is acceptable to you is Faint. In this case the diamond might show a faint glow of blue or yellow when placed under ultra violet light found in a Lab or at a discothèque. Cool or not depending on your personal style but definitely pay less for any diamond with Fluorescence.

→ Key factor: In retail environments there is often a convenient lack of discussion about a diamond's Fluorescence grade but find it out because it impacts the cost.

CLARITY GRADE

The Clarity grade range you have selected VS1–VS2 is defined as Slightly Included on the GIA scale for Clarity. Confirm that the diamond's inclusion is not visible by the naked eye. There is a 10–15% impact on price between the VS1–VS2 Clarity grades even though there are only minor differences in quality.

→ Key factor: Select a VS2 and leave more money in your budget for a step up in Color grade.

→ Key factor: Inclusions that are not visible through the Table facet tend to cost more.

SYMMETRY GRADE

A Symmetry grade of Excellent to Very Good tells you that the diamond's facets are properly placed and well-manufactured. A Good Symmetry grade for a RB's signifies less than ideal manufacturing quality and should be discounted.

→ Key factor: Remember that a Symmetry grade above Good makes a minimal impact on price.

POLISH

Polish is the quality standard for how the finish of each facet's face appears under 10X magnification and requires a great deal of skill to identify the microscopic lines from the cutting wheel on each diamond facet.

→ Key factor: Unless the Polish grade for a RB is below Very Good, the Polish grade makes little discernable impact on appearance and cost.

DESIGN

Designs are a matter of personal preference but every design should be executed to excellence. There are thousands of styles to choose from to set a Round Brilliant diamond into a ring design but be sure to allow the brilliance of the diamond to be showcased by keeping the metal prongs and setting to a minimum without compromising the safety of the diamond.

