



## Purchasing a Diamond on the Internet

Many people consider buying a diamond on the internet. Although it may seem to be cheaper and a real bargain, do you really know what your paying for? Here are some things to consider before you decide to buy from the internet:

- It's anonymous. You don't really know who you are dealing with.
- It is difficult to get additional information.
- It is hard to determine the credibility of the information being supplied and who the seller is.
- Education and information may be misleading or incorrect.
- Cold experience - no after-sales service
- Does not take advantage of your jewellers experience, knowledge or expertise.
- Not able to view stones before paying.
- Payment is immediate before getting the product.
- Difficult to ascertain the value of the goods without professional knowledge.
- Difficult to know if the stone matches the certificate or if it is a diamond.
- Only able to view the diamond purchased with no visual options to compare with.
- Diamonds listed may not be available or be delayed
- May not be conflict free. Where does the money go?
- Taking money out of the country. Not supporting Australian small business.
- Not forming a trusting relationship with your jeweller long term, every purchase is a first purchase.
- Diamond may look good on paper but not to the eye.
- All the associated problems with internet security, who has your details?
- Shipping, insurance, customs costs and logistics to obtain diamond and return if necessary.

We are diamond brokers and have several suppliers. We are more than happy to get several diamonds in for you to compare and select from. Also we will take you through the 4C's on each diamond, helping to explain the different characteristics in each stone. This makes your purchase much more personal as you will find the perfect stone for you.

Come in and see us at 25 Old North Road, Clare or phone on 8842 1888

From the team at



[www.randbsutherland.com.au](http://www.randbsutherland.com.au)