

From Paul's Desk



by Paul Haig



HAIG'S 
of **ROCHESTER**
FINE JEWELRY
custom • classic • antique

SELLING YOUR GOLD

Recently, a customer came into our store to sell her jewelry. She had already visited several jewelers, including an out-of-state buyer who had full-page ads in the local newspapers, been to gold parties and even researched the prices offered from a television commercial. We evaluated her jewelry and our offer was over twice the price the buyer offered her, and more than any price offered at the other venues. Our customer did her homework. Selling jewelry can be a great way to receive extra cash. However, sellers must do their research before deciding where to sell their jewelry.

Ask the buyer for his/her gold buying rate the day you are selling. How is the gold weighed - by gram or by pennyweight? Is he/she licensed to purchase, and are they paying extra for modern or antique jewelry designs and stones. You may ask to view the weighing and testing process and talk face-to-face with a knowledgeable buyer.

At HAIG'S OF ROCHESTER FINE JEWELRY, we have appraised and purchased gold for 35 years. We are currently BUYING GOLD, PLATINUM, DIAMONDS, ANTIQUE AND DESIGNER JEWELRY and our offers are very competitive. There is FREE PARKING behind our store and we are open M-T-W-F 10am-6pm; TH 10am-9pm; SAT 10am-5pm; SUN Closed.

Our FOURTH ANNUAL APPRAISAL DAY is August 9 from 10am to 5pm. Visit our web site for details.

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