



A Diamond Engagement Ring purchase checklist

1) Shape of the diamond:



2) Weight/size and quality range of the diamond:





3) Budget:

realistic  
colour  
chart



index chart  
not actual  
prices!

	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3	
D	7084	6592	<b>6077</b>	5727	<b>5031</b>	4471	<b>4097</b>	3723	<b>2742</b>	2139	<b>1738</b>	D
E	<b>6592</b>	6252	<b>5727</b>	5378	<b>4844</b>	4097	<b>3723</b>	3536	<b>2541</b>	1939	<b>1521</b>	E
F	<b>6252</b>	5902	<b>5378</b>	5031	<b>4658</b>	3910	<b>3536</b>	3345	<b>2340</b>	1738	<b>1303</b>	F
G	<b>5902</b>	5378	<b>5031</b>	4658	<b>4284</b>	3723	<b>3144</b>	3144	<b>2139</b>	1738	<b>1303</b>	G
H	<b>5203</b>	4844	<b>4471</b>	4284	<b>3910</b>	3536	<b>2943</b>	2943	<b>1939</b>	1521	<b>1303</b>	H
I	<b>4284</b>	4097	<b>3910</b>	3723	<b>3345</b>	3144	<b>2742</b>	2742	<b>1939</b>	1521	<b>1086</b>	I
J	<b>3536</b>	3345	<b>3345</b>	3144	<b>2742</b>	2541	<b>2340</b>	2340	<b>1738</b>	1303	<b>1086</b>	J
K	<b>3144</b>	2742	<b>2541</b>	2340	<b>2340</b>	2139	<b>1738</b>	1738	<b>1303</b>	1086	<b>1086</b>	K
L	<b>2742</b>	2541	<b>2340</b>	2139	<b>2139</b>	1939	<b>1738</b>	1521	<b>1303</b>	1086	<b>869</b>	L
M	<b>2340</b>	2139	<b>2139</b>	1939	<b>1939</b>	1738	<b>1521</b>	1303	<b>1086</b>	869	<b>869</b>	M
N	<b>1939</b>	1939	<b>1939</b>	1738	<b>1738</b>	1718	<b>1503</b>	1288	<b>869</b>	869	<b>869</b>	N

Green, no mistake, all safe choices!

Red, choices you'll regret, wasted money!

Please, don't send unrealistic budgets like 3,000-5,000 €

when in reality you mean more like 2,500 to 3,000€

You cannot buy a diamond for 30% of its value  
unless you don't mind being cheated by sleazy  
merchants waiting for "willing victims".

unrealistic expectations are:

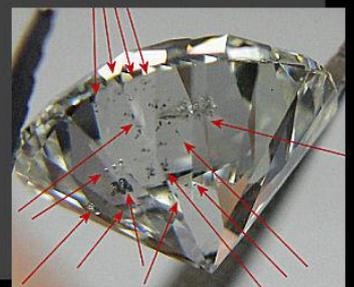
1ct for 3,000 €

1.50ct for 6,000 €

1,80ct for 12,000 €

2.00ct for 20,000 €

Red zone Si2 inclusions, visible to the naked eye !



#### 4) Ring style:

For some inspiration and giving us an indication of preferences:

<http://philippeharold.jalbum.net/2013%20New%20Budgets/>

Solitaires:

<http://philippeharold.myjalbum.net/Engagement%20Rings/Philippe%20Harold%20Jewellers%20Solitaires.html>

Collection of rings according to budgets:

Point your mouse over a picture to see a budget indication! (add 15% for updated prices in 2012)

<http://jalbum.net/a/820941/>

Empty settings waiting for your selected diamond!

These are "real rings" not computer generated pictures !

<http://jalbum.net/a/943843/>

more budget rings:

<http://philippeharold.jalbum.net/Special%202009/Special%202009.html>

Trilogy styles: ( mostly only custom made, not a popular European style!)

<http://philippeharold.jalbum.net/Erika%20Trilogies/new.html>

5) Patience test:

A house or a flat... 2 years

A wedding dress...6 months

A new car... 2 months

A custom hand made ring...15 days

A standard, industrially made ring 1 day

6) A Quality minded test:

Willing to sacrifice it all, just to go home with any junk ring

Or... enjoy a fabulous, personalized ring for Life ?

A big and ugly diamond

Or... a beautiful one, a little smaller but so much nicer ?

Writing down prices below the table on a piece of paper

Or... sitting up and carefully examining all the aspects of a diamond to make sure you go home with the best possible one instead of the “discounted” one ?

I truly appreciate your professionalism and honesty Harold, which is why we are going to you first and foremost. I don't envisage any further trips if we see the perfect ring for us and from what you are telling me (including the attachment you sent on re. platinum), I think that will be the case. As a scientist, I, like you, don't appreciate loose talk or groundless recommendations or online sales pitches and that is why we are taking the time and expense to travel from Ireland to an expert like your good self. If you feel that we will get better value with a Palladium ( alloyed ) ring (for example), and that we could afford a beautiful stone with such a ring choice, I will take every bit of your advice on board. We are excited about this trip and also look forward to listening and learning from your experience and recommendations.

Regards.

*Cian*

“Great diamonds are never discounted”

Why not ?

Simply because they never, ever change so in 10 years they will still find a buyer, at much higher prices than today! Only diamonds with undisclosed problems are discounted by sleazy unscrupulous merchants.

7) The honesty test:

Ask the “merchant” if the ugly cheap diamond he’s trying to sell is a really nice one ?

“Sure, it’s a beautiful diamond and such a bargain price too !”

Shouldn’t he say:

“sorry but for that budget, what do you really expect ?”

But ...also ask yourself...

“Am I really realistic with my expectations, have I informed him of the –real budget- am I not exposing myself to the wheeling and dealings of dishonest merchants ?”

Not all the buyers are holy Saints and not all the shop keepers are little Devils !

#### 8) Trust:

You expect to be able to Trust us but we also expect to be able to Trust you too!

“It is safer to buy a non certified diamond from an honest person than a certified one from a crook!”

“It is safer not to sell a diamond to an unreliable character who will compromise our hard earned and long standing reputation rather than go for the money only”

#### 9) A relationship test:

Delicate subject but a very, very important one !

The Lady... isn't she asking too much from her partner ?

Is she being influenced by some jealousy competition that will result in excessive budget requirements ? ( 1ct / 1.50ct )

The Gentleman... isn't he focusing too much just on money matters only ? Will a relationship be built on issues involving a few hundred Euro only ? ( 2500-3000 € ) Where is the romance ?

I bring these issues up because they are real life situations we experience every day and they should be discussed at home, before coming here, please ?

10) *Sharing the Happy Moments in Life !*

This is what counts, for all of us, not the material aspect, only joy and long lasting enjoyment of a confidently selected jewel, a symbol of Love and Trust.

