

Trustworthy business is worth its weight in gold

Square Deal Gold Buyers has new location, same great service

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MELBOURNE — Stan Goldfarb grew tired of witnessing individuals receive less than they deserved when selling their prized possessions.

"Quite frankly, people were getting ripped off," said Mr. Goldfarb, who owns Square Deal Gold Buyers with his partner, JR Bott. "There was a need for a trustworthy gold-buying business in the area."

So three years ago, Square Deal Gold Buyers began building its business on trust in the Melbourne Square Mall.

"Based on that, we've grown our business tremendously," Mr. Goldfarb said. "All of the trust that we've built over two and a half years has led us to be the No. 1 gold buyer in Brevard County."

Though many recall the granite countertops and central mall location when thinking of Square Deal Gold Buyers, the business relocated to a nearby suite that offers more privacy and comfort to its clientele.

Now it is located in the Chase building adjacent to the mall, in Suite 102 West of 1990 W. New Haven Ave.

"Our concern is some people think we're out of business right now," Mr. Goldfarb said. "We are here with the same great people

and the same service."

In its new location, Square Deal Gold Buyers ensures safety among its customers with the installation of 14 cameras that monitor all transactions made, as well as a secured entrance to the office itself.

To prevent fraud and undervaluing pieces, trained appraisers evaluate karat purities in front of the clients by performing various tests.

"We talk to people about their jewelry and its worth," Mr. Goldfarb said. "We will check the exact karat purities and current spot market price. We will explain how the market and process works, what types of equipment we use for testing and answer any questions they may have."

And when it's decision time, Mr. Goldfarb said there is no pressure.

"We do not attempt to pressure our clients to sell, but in fact do our best to educate our clients on the value of their items so they can see why we offer what we do," he said.

He said when offering cash for a client's gold, Square Deal Gold Buyers can offer up to 30 percent higher than other, similar businesses. On one occasion, he offered a woman \$1,400 for a piece that she was going to sell for \$250 to a mail-away cash-for-gold company.

"You have some people that try to rip people off and make a living," he said. "Our plan is a cumulative thing. We'd rather have many customers who contribute a little bit each.

"We're a for-profit busi-



Staff photo by Meagan McGone

Stan Goldfarb of Square Deal Gold Buyers examines a ring to determine its karat purity.

ness, but we're local guys," He said. "The money stays in Brevard. We're not mailing it away. All our employees are from Brevard. It's a really good business model."

For the local guys, the next step is called Metallum, a company that buys and sells precious metals, bullion, coins and diamonds for exclusive clientele. The business should open within a couple of

months, Mr. Goldfarb said.

"This is a professional atmosphere for gold buyers, and we want to expand on that," he said.

Square Deal Gold Buyers is open from 9:30 a.m. to 6:30 p.m. Monday through Saturday, and from 10 a.m. to 5 p.m. on Sunday.

For more information, visit www.squaredealgold.com or call (321) 821-4947.