



Gold Standard Appraisals & Co. (GSA) has set out to provide the most accurate and professional appraisal service to the jewelry industry and its clients. We are a group of Graduate Gemologists (G.G.) with many of us also having a background in benchwork, designing, and manufacturing. Our dedication to precision and accuracy, and with our combined skills, we can confidently ensure proper and fair evaluations. We also pride ourselves in making sure all of our clients have a sound understanding of the appraisals completed. We assist by pointing clients in the right direction to obtain insurance or sell their items if that is their desire. GSA is also capable of providing third-party certifications from labs such as the Gemological Institute of America and many others.

GSA provides a level of professionalism and confidence that allows retailers to have an unbiased and hands-off approach to their client's appraisals. All while knowing their client is experiencing the highest level of service in the industry.

GSA is not only here to provide you appraisal services but to encourage growth for your company. We are always available to help train and coach your staff in ways to make appraisals a valuable and worthwhile service that you can provide to your clients.

GSA also provides a uniformed approach to the services we provide. Regardless of what store your client walks into, they will see and experience the same standard of professionalism and service. We also use a standardized pricing schedule to help eliminate misquotes and confusion. We believe that this approach provides a more confident and

informed salesperson allowing for a clear presentation when discussing the services with a client. A knowledgeable salesperson will generate more trust and faith in all of us, which can and often does translate directly into sales.

The services that we provide also have a level of security and anonymity that you and your client can have confidence in. We take every measure possible to safeguard everyone's private information.

Best Regards,

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