

Comparing Carrots with Carats

By now we are all familiar with how easy it is to search online for diamonds. During these searches, you may come across diamonds, which appear to be of the same characteristics, however differ greatly in price. Some may even seem much lower than the prices you will find on our site. There are many reasons for this.

Diamonds have many classifications by which they are priced. Traditionally we look for the cut, colour, clarity and the carat weight of the diamond as a basis for how much the diamond will cost. With master diamond cutters perfecting their craft and consumers searching for the perfect diamond, these classifications now go beyond the traditional 4 C's.

Many factors will contribute to the varying prices of diamonds and many diamond buyers may not be aware of what to look for. At Solid Gold Diamonds we like to ensure our clientele are made fully aware of all aspects of buying diamonds.

That is why we have compiled a list of the most influential but lesser known factors that must be considered when pricing a diamond.

International Diamond Certification

At Solid Gold Diamonds, the majority of our diamonds are internationally certified by one of three of the most reputable laboratories in the world. These are GIA, HRD & AGS. You can do a lot of research on other laboratories, which issue diamond reports, and you will always come back to the consistency of grading offered by GIA, HRD & AGS.

On your behalf, we have conducted extensive research of our own to confirm these consistencies. We purchased many diamonds and had them sent to several different laboratories and received so many different gradings. The only consistent gradings were done by HRD and GIA.

Examples of these diamonds and their certification can be found in our Perth & Adelaide showrooms, with our consultants happy to show you the certification discrepancies alongside the diamonds.

Keeping the consistency of these laboratories in mind, it pays to know that a diamond which carries a certificate issued by a company outside of GIA, HRD & AGS is known universally to fetch a lower price regardless of the cut, colour, clarity and carat weight. We find that most of our patrons prefer to purchase a diamond with an accurate and unbiased grading certificate.

We all know that diamonds are millions of years old. But do you know just how long your diamond has been on the market?

International diamond grading reports issued by GIA, HRD & AGS show the date that the diamond was certified. This can give an indication as to how long the diamond has been in the possession of the seller. It is not uncommon for a diamond, which has been on the market for a long time to be sold at a heavily reduced rate.

What you must consider is why this diamond has been around for so long after certification. Diamonds of higher quality, which sparkle brilliantly, tend to be sold a lot quicker than others.

Diamond Cut Grades

A very important factor, which you must take into account, is the cut grade of the diamond. This does not refer to the shape of the diamond; it actually refers to how well the diamond is cut. The cut affects the reflection of light through the diamond and in turn affects the sparkle of the diamond. At the end of the day, your fiancé is going to appreciate how brilliantly her diamond sparkles rather than how much is written on the diamond report.

All of our round brilliants cut diamonds have received Very Good and Excellent cut grades. Seeing the difference between these and other diamonds, has led us to believe that only these two cut grades should become part of our collection. There is a notable difference between diamonds with the same colour and clarity where one exhibits a higher cut grade than the other.

Fluorescence

A comment which appears on many diamond reports and which has caused much debate is the fluorescence of a diamond. This is the way a diamond reacts under UV light. Fluorescence can rarely be seen with the naked eye. It is a phenomenon which occurs when a diamond is exposed to ultra violet light, particles in the diamond become excited by the light and can cause the diamond to glow a shade of whitish blue, orange or even brown.

In a lower coloured diamond this can be of benefit to the diamond making appear brighter. But unless your loved one is spending most of her time in her favorite night club under UV light, extreme or strong fluorescence in a diamond is not ideal.

Fluorescence can be deemed detrimental to a diamond if the diamond is of high white colour and the fluorescence is extreme. In these cases the diamond can appear cloudy and the price of the diamond is lowered. GIA present a very good debate on the subject and this can be reviewed on their web site.

Full disclosure

A large part of pricing is due to disclosure. Solid Gold Diamonds offer full disclosure on all the diamonds we hold in our collection. This means we offer copies of the full diamond report prior to purchase. It is well known that many companies offer part reports or omit sections of the report for display on the Internet. By offering full

disclosure on all of the above-mentioned characteristics, you are given the best opportunity to compare and purchase your perfect diamond.

Many online merchants will list prices in US dollars or exclude local government taxes and delivery charges making their diamonds seem more affordable.

You will also find that all of our diamonds are available immediately and delivery within Australia is fully insured and complimentary.

Our research has shown that many companies offering diamonds for sale on the Internet do not actually hold the diamonds in stock. Rather they use an international supplier's inventory. This means that on many occasions the diamonds offered for sale are not actually available. Where they are available, they can take weeks to arrive and extra import duties and taxes can often be applied to the purchase price.

As you can appreciate, we have done a lot of market research into online trading. As an established business, Solid Gold Diamonds boasts an online store as well as a retail store, which has been in the industry for over 25 years. This means that we have real people working to ensure that you get the perfect selection every time. We offer a personalized service, which can only come from having the actual shop front linked into the online catalogue.

If for any reason you cannot find your perfect diamond in house on online, or may have seen something elsewhere which appears to fit all your parameters, our qualified diamond graders and gemmologists welcome the opportunity to discuss your options with you.

Remember that the perfect setting requires the perfect diamond.