

G.F.WILLIAMS **Passionate about Gems**



Jason Williams

WHAT DOES YOUR STONE DEALER OFFER YOU?

The services provided by a good coloured stone dealer are numerous, some obvious, some less obvious.

The most frequent questions we are asked are:-

- **Have you got it?**

In global terms the British market for gemstones is extremely small; if a large market such as the US has a big demand for a particular item it will either become unobtainable or escalate in price.



citrine

Therefore to ensure supply, a depth of stock is necessary to provide a consistently reliable service. A good dealer will carry sufficient stock to offer a selection of stones in a variety of materials in a good range of prices.

This may involve multiple stock lines of a material e.g. Ceylon, Australian or Kanchanaburi Sapphire.

- **How much is it?**

The answer to this question requires extensive market understanding, for the dealer to buy at the correct price. In order to achieve optimum value for money the dealer has to buy across a range of sizes and shapes and cannot return unsuitable stock.

The stone dealer gathers important market information through long term relationships. These invaluable 'Gems', are often entrusted during less formal business discussions and have in the past revealed vital information such as the existence of glass filling in Ruby and the new treatments of Corundum.

These updates often forewarn pitfalls and new trends protecting both client and dealer from expensive purchasing errors.

- **When can I have it?**

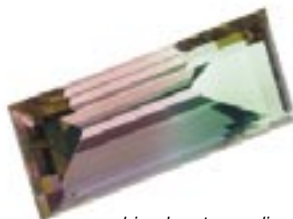
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