

FREDDYDIAMONDS.COM
 NYC DIAMOND IMPORTERS
 212-265-1915

Diamonds are Hype

GIA
 GEMOLOGICAL INSTITUTE OF AMERICA

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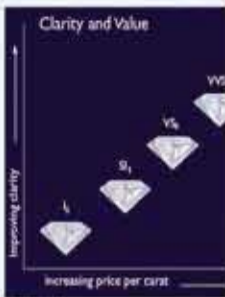
Selling Clarity

- How can you sell diamonds at all grade levels?
- What's the best way to stress the relationship between clarity, rarity, and value?

Always remember that there's a strong relationship between clarity, rarity, and value. Flawless diamonds are many times more valuable than diamonds with just one or two small clarity characteristics. This is important information to communicate to your customer, especially when you're selling a diamond that has a grade of VS or higher.

But that doesn't mean there's something wrong with SI or I diamonds. In fact, there's a huge market for them: SI diamonds are the best-selling diamonds in retail stores. The important thing is to tailor your presentation to the diamond and the customer.

If you're selling an SI₂, for example, you might say something like, "This diamond does have some internal clarity characteristics—we call them inclusions, but you can't really see them unless you look at the diamond under magnification—and that's true even of diamonds with higher clarity grades. Inclusions make a diamond unique and special. And affordable."



As clarity increases, and if all other value factors per carat also increase.

Above From GIA Training Manuals

You see even giants hyping the industry like GIA are training people to sell and telling them "Say Something Like this" Characteristics of the diamond....etc...that translates to normal language as The Diamond has some blemishes, they all do convince these people in fancy language that the blemishes are fine. But they want to make it all sound really technical and warm.



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As seen on Donny Deutch



I've done all can to be straight forward. Society pushes people to have a big real Diamond. I found a way to make it happen with an Honest Approach something unwelcome in the industry. If I am honest, reasonable, and fair would you be the same?

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 Call within 24 hours signing
 for this DSR (Diamond Secrets Revealed) Report
 and get another \$50 off any 1 carat or above!
 Lowest prices, free shipping.

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Diamond Secret's Revealed

- "Keep these Secrets Quiet, I am sure the Diamond Industry doesn't want a GIA AJP like myself sharing this stuff"



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Diamond Secret's Revealed

DO YOU BELIEVE THE DIAMONDS IN THESE POCKETS ARE REALLY THAT SPECIAL OR MORE VALUABLE TO THE NEXT?



THE NYC DIAMOND DISTRICT
 DIAMOND CAPITAL OF THE WORLD
 WHO CAN YOU TRUST?

Do you believe the Diamond Industry is like James Bond Movies? Do you believe that the people in these pictures including myself believe there is a greater value in one pocket or the next?

All diamonds have flaws or blemishes. Most people start out looking for a white shiny diamond. But when these guys are through your head is swimming. Suddenly you focus on investment, value.

But the truth is a diamond is a subjective product. It's open to anyone's opinion. Yours, Mine, these guys., your local Jeweler. Truth is we are all here to sell you a diamond. I seek the person who "gets it" and understand diamonds have very little resale value.

Diamonds are about one thing status! The bigger the diamond the more impressive you are!

Local Jewelers sell Gold, Silver, Puka Shells, and many other items when they need a diamond they don't have who and where do they go? The internet of course!

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Diamond Secret's Revealed

1958 Diamond cost \$300

2009 Insurance Replaced \$150



Freddy Diamonds Mom & Dad 1958 Wedding

Truth is back in 1958 diamonds were controlled by companies like Debeers, and some other groups that you might have seen in this brochure. Back then Diamonds were scarce. Today Russia, Canada and lots of places have diamonds for sale.

My diamonds come from Russia, and I clean them up with a laser. Sure back in 1958 there were no lasers so my Dad had to spend quite a bit on a diamond. But now here in the 2000's we have lots of ways to make them look better. Sure not perfect like at Sothebys and Tiffany but the same quality, my Dad gave my mom and the same quality I gave my own wife.

If you are still gathering information, stop, buy with me or somebody else that you simply have the right budget size and look that you can do your best with. My dad paid \$300 for my Mom's ring back in 1958 in 2009 their house was robbed the insurance company gave them \$150 half what they paid in 1958.

Diamonds are the fastest depreciating product you will ever own. - Be smart don't buy into the industry.

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Diamond Secret's Revealed

LET'S GET DOWN TO THE TRUTH



Diamonds are a commodity. They are bought and sold. They are a utility to get married. Sure you want a nice one. But looking at the two photos above what diamond would you choose?

We won't tell you our pick, you make your own choice. We have plenty of police Testimonies on our Website - First names and last names, we even put their police stations, shots of Police Membership cards appreciative cops send us.

You want a white diamond, a real diamond, a big diamond so when that first girl asks how big is it?

You can proudly say its 1 Carat its ONE and a half carats, or 2 Carats. Or you can say, its a .75 but its got a really thin girdle, and I was told that makes it more valuable, and I was told the inclusion is on the culet and not the pavillion so that makes it really good.....because I was told that.