

Cash In On The Modern Day Gold Rush

Gold is selling at record-breaking highs. With a tight economy and many people strapped for cash, it couldn't have come at a better time. People are eagerly reaching into back closets and jewelry boxes transforming broken chains, money clips, cufflinks, or lonely single earrings into quick cash.

Gold prices are at some of the highest levels seen in decades. Now hovering around \$950 per ounce, vs. \$300 per ounce in 2000, your gold jewelry is worth three times as much now as it was in 2000. This has led many to take advantage of what some are calling the Modern Day Gold Rush, and earn quick, easy cash by selling their old, broken or unwanted jewelry.

A small amount of jewelry can quickly add up to a lot of cash, but it can be overwhelming knowing whom to trust when it comes to selling your jewelry and gold items. With every advertisement on the planet claiming to pay "The Highest Prices Guaranteed!" who can you believe?

"There have been several undercover exposes recently about the huge differences not only in the amount each company pays for the same piece of gold, but the difference in what clients of these companies thought they were being paid for their gold," says Claire Simon, president of Generation Jewelers, a family-owned business serving Long Island for over 40 years.

Simon cites everything from questionable jeweler's scales to non-published price rates as reasons sellers are leaving the cash-for-gold experience with a bad taste in their mouths. "Unfortunately, most guarantees aren't worth the paper they're printed on," she says. "The guarantees are written to benefit the company, not the consumer, and people are getting much smaller payouts than they should receive."

Cash for Gold Guidelines

As an Estate Buyer licensed and insured to trade gold for cash, and a member of both the Jeweler's Vigilance Committee and the Jeweler's Security Alliance,

Generation Jewelers offers the following guidelines for people considering selling their gold for cash:

- Do your homework. Call the phone number listed in an ad and ask what their price per pennyweight (dwt) is for 14K gold.

- Make sure the price you're quoted does not have minimum weights (ital). Stores will quote a high price per pennyweight over the phone but explain when you arrive at their door that the price they quoted you was for 50 ounces of gold. (The average person trades in less than 2 ounces of jewelry.)

- Never trade your gold at a hotel or temporary stand; they'll be gone the next day if you have questions or problems. Instead, seek out businesses with long-standing relationships in their communities.

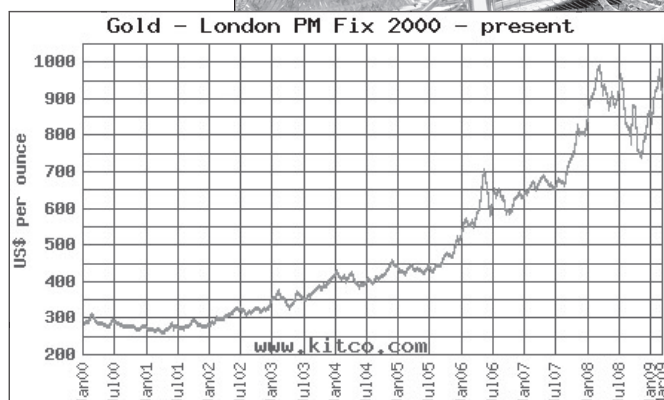
- Payout prices for gold should be prominently displayed for all to read — down to the last ounce.

- Have your gold tested for its purity and weighed in front of you.

The Generation Jewelers Promise

At Generation Jewelers, items are weighed and tested in front of you in a warm, family-friendly environment. Prices are openly displayed in the store and are never based on a minimum weight. There are also no refining fees or hidden costs of any kind. In addition, Generation Jewelers offers an 110% Guarantee that the first and only quote will be the best price you get anywhere — or Generation will pay the difference plus 10%.

"We tell clients their payout rate before their jewelry is even tested," explains Simon. "Unlike some companies that lowball their first offer, then bid up, we make one offer, based on our published rate,



that's 110% guaranteed to be the highest payout to the consumer."

With stores in Syosset, Carle Place and Merrick, the estate department of Generation Jewelers LLC purchases gold, silver, platinum, watches, jewelry and diamonds. Their payout prices are, on average, 50-100% higher than the fly-by-night "Highest Price Guaranteed!" gold buyer.

"We're a family business," says Simon. "Generation Jewelers' reputation is built on honesty and trust. We welcome inquiries from anyone interested in the cash-for-gold buying process."

Transform Hidden Treasures Into Cash!
Typically Purchased Items Include:

- Rings
- Bracelets
- Necklaces
- Cufflinks
- Key Chains
- Money Clips
- Earrings
- Chains
- Class Rings
- Brooches
- Pins
- Keys
- Candelabras
- Dental Gold
- Platters / Serving Trays
- Foreign Platinum Coins
- Watches – pocket, wrist, watch bands
- Silver Dimes, Quarters, and Half

Dollars dated 1964 or earlier Earn More by Hosting a Gold Party!

Hosts of gold parties sponsored by Generation Jewelers average \$500-\$1000 in two hours. How? Simply offer to host a gold party at your home and invite friends to bring their no-longer-used gold jewelry. While you and your friends relax and have fun, Generation Jewelers will weigh and test each individual's gold in front of them, make an offer and pay in cash. As host, you'll receive 10% of the total amount Generation Jewelers pays out for the night. It's that easy!

Generation Jewelers is proud to serve the Long Island area in three locations for over 40 years. For information, visit www.GenerationJewelersLLC.com or call (516) 513-0830.

How Gold is Measured

Gold is measured in either grams or pennyweights (dwt). Generation Jewelers bases their payout rate on the London PM Fix, which comes out daily at approximately 10:30 a.m. EST. Their payout rate will therefore change daily based on that day's published gold price.

Generation Jewelers encourage customers to educate themselves on how they are paid for their jewelry and compare payout rates between companies to ensure they receive the highest payout possible. To determine how much you will get paid, separate your jewelry by metal (14K, 18K, etc.) and weigh each category separately. Then multiply the weight by the payout price as listed.

Top 5 Reasons to Sell Your Gold at Generation Jewelers

1. You will receive 50-100% more money than going to most other gold buyers.
2. They are a reputable business that displays their payout prices daily (visit www.GenerationJewelersLLC.com to view payout rates).
3. They weigh your jewelry in front of you in a comfortable, friendly environment and offer you payment before testing.
4. There are no hidden fees or minimum weights.
5. They are licensed in three towns of Nassau County to trade gold for cash. Their scales have been calibrated and certified by New York State.