

# Retailers Comparison Chart:

*Experiences that last a Lifetime™*



COVERAGE		Preferred Lifetime Nationwide Warranty	Preferred Platinum Jewelry Care Plan	JEWELRY INSURANCE
<b>INCLUDED WITH RETAILERS PREFERRED MEMBERSHIP FEE</b>		★	<p>We are proud to offer the Preferred Platinum Jewelry Care Plan offering the best jewelry and Watch Coverage possible.</p> <p>This program provides differentiation from competitors and improves your bottom line.</p> <p>The Preferred Platinum Care Plan is an upgraded sale which offers your customers enhanced coverage beyond their FREE Preferred Warranty.</p>	<p>Customers insuring their jewelry on their homeowners policy is not always the best choice and not the only option.</p> <p>Homeowners' policies are designed to insure homes, not jewelry. If a treasured piece of jewelry is lost, their homeowners' policy may require them to use a different jeweler they don't know.</p> <p>In these instances, the replacement may not match the standards and quality of the original piece leaving their customer heartbroken over their loss and dissatisfied with the replacement.</p> <p>With jewelry insurance coverage, if your customer incurs a loss, their jewelry will be replaced with an item of like, kind and quality from the jeweler who originally sold them the item.</p>
PREFERRED CONCIERGE AND HOME OFFICE HELP / TRAINING		★		
6 Month Inspections and Cleanings		★		
Consumer Financing with Preferred Pricing through Synchrony		★		
Credit Card Transaction Discounts through Solupay		★		
Online Review Program discounted through Podium		★		
Automatic Email Reminders to Retailers and Guests		★		
Customizable Advertising, Radio, Billboards, TV and more		★		
Search Engine Optimization		★		
Social Media Optimization		★		
Social Media Campaigns sent to you monthly		★		
24/7 Access to Preferred Video Tutorials for Sales Associates and Managers		★		
Nationwide Network of Exceptional Jewelry Retailers		★		
Networking within the Network		★		
Special Preferred Rates with Staples		★		
<b>PREFERRED RETAILERS CAN OFFER FREE TO CUSTOMER</b>			<b>INCLUDED WITH PREFERRED PLATINUM</b>	<b>JEWELRY INSURANCE</b>
FREE Lifetime Maintenance		★	1x Payment for the Lifetime of Jewelry Item, up to or equal to the amount of the jewelry item.	Yearly Renewal
Automatic Email Reminders		★	★	
Re-sizing when possible 1x per year (Excluding Eternity Bands + Invisible Settings)		★ Rings that are soldered together are not eligible for resizing unless unsoldered first	★	
Minor Re-Tipping of Prongs, Inspection of Channel and Setting Work		★ 1 or 2 Prongs only if required when replacing a missing stone	★	
Tightening of Stones		★	★	
Replacement of Diamond up to a .20ctw (Round, mined or lab, excluding Fancy Color or Cut)		★	★ No size, cut or color limitations	
Lifetime re-sizing			★ After the initial sizing at purchase	
Polishing and Refinishing			★	
Broken, Bent or Worn Prongs or Mountings			★	
Cracked or Thinning Ring Shank			★	
Broken Earring Posts or Backs			★	
Tightening and Resetting of Stones (including Center Stone)			★	
Bracelets, Chains, Clasp Repair			★	
Ring Soldering as Required (Only covered as a repair, not at time of purchase)			★	
Replacement of stones, including center stone, as a result of damage			★	
Repair or Replacement of cracked or chipped stones, including center stone			★	
Rhodium Plating - 1 time every 2 years of the term of Agreement			★	
Stretched or Broken Pearl Strands			★	
<b>PREFERRED PLATINUM WATCH CARE PLANS</b>				
Crystal Scratches or Breaks				
Mechanism Failure				
Case or Bezel Damage				
Broken Watch Band				
Broken Stem or Crown				
Broken Clasps				
Water Damage to Water Resistant Watches				
Shipping Costs for Repairs				
Free Strap Replacement (Per Term of Plan regardless of Brand or Manufacturer)				
<b>JEWELRY INSURANCE EXTENDED COVERAGE</b>				<b>COVERAGE WITH INSURANCE</b>
Loss during Shipping				★
Loss				★
Sudden and Accidental Damage				★
Mysterious Disappearance				★
Worldwide Coverage when Traveling				★
Replacement done through you or another Preferred Jeweler				★