

RETAILERS COMPARISON CHART:

Experiences that last a Lifetime™

The Preferred Lifetime Nationwide Warranty Program:



COVERAGE	Preferred Lifetime Nationwide Warranty	Preferred Platinum Jewelry Care Plan	Gemshield Jewelry Insurance
INCLUDED WITH YOUR PREFERRED MEMBERSHIP FEE	★	<p>We are proud to introduce the Preferred Platinum Jewelry Care program offering the best jewelry and watch coverage available.</p> <p>This program provides differentiation from competitors and improves the bottom line.</p> <p>In addition, the Preferred Platinum Care Plan provides industry-leading customer care and quality repair centers that are ready to serve.</p>	<p>Customers insuring their jewelry on their homeowners policy is not always the best choice and it's not their only option. 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 jeweler they don't know. In these instances, the replacement may not match the standards and quality of the original piece, leaving your customer heartbroken over their loss and disappointed with the replacement.</p> <p>With GemShield, if your customer incurs a loss, their jewelry will be replaced with a piece of like, kind and quality from the jeweler who originally sold them the item.</p>
PREFERRED CONCIERGE AND HOME OFFICE HELP	★		
6 Month Inspections and Cleaning	★		
Consumer Financing with Preferred Pricing	★		
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 Retailers monthly	★		
24/7 Access to Preferred Video Tutorials for Sales Associates and Managers	★		
Part of a Nationwide Network of Exceptional Jewelry Retailers	★		
Networking within the Network	★		
Special Preferred Rates with Staples	★		
PREFERRED RETAILERS CAN OFFER FREE TO CUSTOMER		INCLUDED WITH PREFERRED PLATINUM	INCLUDED WITH GEMSHIELD
FREE Lifetime Maintenance	★	1X PAYMENT FOR THE LIFETIME OF JEWELRY ITEM, UP TO OR EQUAL TO AMOUNT OF PURCHASE	Yearly renewal
Automatic Email Reminders	★		
Lifetime Re-sizing (after initial sizing at pos, no eternity bands or invisible settings)	★	★	★
Re-Tipping of Prongs, Inspection of Channel and Setting Work	★	INSPECTIONS NOT COVERED	★
Tightening of Stones	★	★	★
Polishing/ Refinishing/ Rhodium*(Customer may incur cost / Retailer discretion)	★	RHODIUM 1 TIME EVERY 2 YEARS FOR THE TERM OF AGREEMENT	★
Loose Earring Backs	★	★	★
Replacement of Diamonds up to a .20ctw (Round, mined or lab,excluding color diamonds)	★	NO SIZE OR COLOR LIMITATIONS	★
Cracked or thinning shank		★	★
Broken, Bent or Worm Prongs or Mountings		★	★
Broken Earring Posts or Backs		★	★
Tightening and Resetting of Stones (including Center Stone)		★	★
Bracelets, Chains, Clasp Repair		★	★
Ring Soldering as Required (Will only be 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		★	★
Stretched or Broken Pearl Strands		★	★
PREFERRED PLATINUM WATCH CARE BENEFITS			
Accidental Damage to stem/crown		★	
Accidental Damage to case or bezel		★	
Accidental Damage to crystal		★	
Deep scratches, rips or gouges to leather or rubber watch strap		★	
Water damage to water resistant products		★	
Broken clasp or links in metal watch bands		★	
Water Damage to Water Resistant Watches		★	
Mechanical Failure		★	
Deep scratches or gouges to metal watch strap, band or bracelet		★	
Replacement of batteries due to failure or depletion		★	
1ST YEAR DISCOUNTED JEWELRY INSURANCE			
Lost During Shipping			★
Loss (All Risk Unless Excluded)			★
Mysterious Disappearance			★
Worldwide Coverage While Traveling			★
Sudden & Accidental Damage			★
Replacement Done Through You or Another Preferred Jeweler			★

Preferred Headquarters 888-998-8874