

Diamond Investment Value

Contributed by Administrator
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Diamond Investment Value There comes a point in every sale where my clients asks, " Is this diamond a good investment?" This is an important question on everyone's mind! The simple answer is no! Of course we need to define investment before the complete answer is fully understood. Everyone defines "Investment" in their own way. My personal definition is that an investment must pay a dividend every month to qualify as a financial investment. However how can I or anyone else value the emotional Investment of a fine certified diamond? The wonderful feeling one gets wearing a top quality diamond with all of the sparkle, brilliance, and scintillation may be one of the best personal investments one can make. Perhaps a more accurate question would be, "Is the diamond I am spending my hard earned money on a good value?" This answer is simple, of course it is a great value! Ask yourself what item can I purchase other than a diamond, that holds it's value and can actually increase in value over time other than my house? Buying a diamond is like gaining a friend for life. It is the only Gemstone, which is universally recognized, the hardest known substance in existence and talks to you everyday! That's what I call a great investment!