

Diamond Brokerage Services

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The main benefit offered by a good diamond brokerage service is that it is very cost effective and guarantees genuine certified products. This is possible due to the operational style of diamond brokerage services which don't follow the traditional distribution chain involving wholesalers and retailers with their respective price markups. In fact the customer gets his diamond at almost the producer's sale price which is a substantial saving without having to worry about quality. A good diamond brokerage service never deals in diamonds that are not certified by the best diamond laboratories.

Diamond trading worldwide is dominated by a single multinational company whose style of operation is sharply different from that of the traditional diamond retailing outlets. This leaves few options for the customers to look for their choice diamond but knowledgeable customers always manage to find good diamond brokerage services. The only problem for customers in this respect is the relative absence of any marketing effort by such companies compared to the multinational giant as a result of which the public doesn't know much about them. Most of these brokerage services are small in size but their biggest USP, quality and price, allows them to hold out on their own.

The diamond market is very compact due to the exclusive nature of the product and the participants of this market. It has always been a very traditional market with an old-fashioned distribution set-up and a pricing system that isn't always reliable. Therefore it's not surprising that this particular segment of the market couldn't cope up with the technological advances and are struggling for survival. This is where the giant multinational had a free run of the market with its technological superiority but the brokerage segment of the market held its ground on the basis of its fundamental strengths that appear good enough to last as long as the market itself. Apparently the brokerage firms adapted to technology as well since it goes hand in hand with quality.