

Our Diamond Recommendations

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The best brokerage firms are alive to the need to provide the best value for money to their clients. Most of these leading brokerage firms have been in business for years and are experienced in meeting customer expectations for the optimum product and price. Accordingly certain norms of guidance have evolved among these firms that most of their customers find highly satisfactory.

Right at the outset of the buying process it's important for the customer to identify the shape of the diamond he intends to purchase. The reason is elementary, as this factor has a direct and major bearing on the final price of the diamond. Another important factor that affects pricing is the cut of the diamond and in this respect it must be understood that a poorly cut diamond loses out on aesthetics, reflected in the stone's sparkle and brilliance. An ideal cut diamond may be 5 % - 10 % costlier than one that isn't but it's widely accepted that unless a diamond is properly cut it's not complete.

While choosing the color of the diamond it is important to consider the budget that one has and accordingly make the choice. It is well known that the color grades in the top bracket are 45 % - 65 % costlier than those that follow immediately down the order of grading. Hence if the customer has a budget constraint and yet wants a good diamond he should opt for the color grades that are the closest to the very best stones. To the naked eye the diamond would appear fabulous when mounted.

Diamond clarity is perhaps the most technical aspect of the stone that requires expert comprehension and is something that the average buyer has to depend on the seller to understand. However good brokerage firms that deal in certified diamonds make it easier for the customer to understand the vital points of clarity as they are well documented in the diamond certificate. For the customer who wants the maximum value for his dollar the ideal diamond is the one that is available at a rate that is 28 % - 44 % cheaper than the top grade stones and yet its imperfections are detected only under maximum magnification. To the naked eye the stone would appear magnificent.