
The Diamond Dealer Client Relationship

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The relationship between the diamond dealer and his client is one of the pillars supporting this market structure. The margin of error in this market is perhaps the lowest that could be found anywhere, given the enormous equity of time cherished exclusivity and its solid fundamental market value.

Two words that resonate in the closely composed diamond market are 'trust' and 'integrity'. Every diamond dealer makes it a point to package his offer in a way that reflects the essence of these attributes. The considerable emotional equity of diamonds along with their historically high market value makes for very serious business, one where the slightest slip in demeanor can be ruinous let alone wavering integrity.

The diamond market today is as much about aesthetics as it is about economics and physics. Technology has made it possible to quantify the measurable proportions of diamonds like never before putting to rest the many misconceptions surrounding this stone. Consequently an information-based trading system evolved where all the attributes of the diamond from the scientific to the aesthetic are now an integral part of the stone's overall value.

It is precisely these circumstances that have put an enormous premium on straightforward dealing by the participants of the diamond market, the dealer most of all. The stakes are really high on either side and to its credit both sides have shown the required mettle to handle the weight of expectations in an environment of strict trust and integrity.