

# Damiani Jewellers

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## Appraisal Advice From Experts at Damiani Jewellers to Save Money and Heartache for Jewellery Owners

Many fine jewellery owners don't take the time to get their items appraised regularly, and this mistake can cost them more than just money when their jewellery is misplaced, stolen, or damaged

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One of the biggest mistakes a fine jewellery owner can make is waiting until the last minute to get their jewellery pieces appraised. After all, optimism doesn't do much for a misplaced or stolen engagement ring.

For jewellery retailers like Damiani Jewellers, educating customers on the value of appraisals and insurance claims is almost as important as making the sale itself.



"This is especially important for appraisal appointments, where an expert examines your jewellery item and reports the current dollar value for your piece for future reference," says Michelle Moreal, the communications coordinator at Damiani Jewellers. "This information helps with any insurance claims you may file in the future. Having a letter of evaluation with you will allow your jeweller to replace a lost, stolen, or damaged gemstone or jewellery piece with another one of similar quality."

The appraisal process is simple, Moreal explains. Once a customer makes an appraisal appointment at Damiani Jewellers, they bring in their pieces to the retailer for a one-on-one meeting. After the appraiser examines the items and takes pictures of them, the client receives a letter of evaluation detailing the current replacement value of each piece.

This document also serves as proof of ownership in case a jewellery item is stolen, misplaced, or damaged. It also streamlines the whole process between the jeweller and the insurance company, and ultimately for the customers themselves.

Another general rule of thumb is to get an appraisal done by a trusted, certified jewellery or timepiece professional every two years. Along with the jewellery specialists they have on staff, Damiani Jewellers also employs a GIA-certified gemologist and two Rolex-certified watch technicians to assist customers with appraisals and insurance claims.

For more information about the [services](#) available at Damiani Jewellers, please get in contact with their staff at (905) 850-4653 or by emailing [info@damianijewellers.com](mailto:info@damianijewellers.com).

## About Damiani Jewellers

With over 60 years experience serving clients with their fine jewellery expertise, [Damiani Jewellers](#) is the Greater Toronto area's premier jewellery retailer. For three generations, their family-owned business has provided engagement rings, wedding bands, loose [diamonds](#), fine jewellery items, and luxury watches for their customers' most treasured moments. Damiani Jewellers is also proud to be an authorized dealer of authentic Rolex watches, and this accomplishment speaks to the unbeatable customer service that each shopper receives. To learn more about the products and services offered at their showroom in Woodbridge, Ontario visit their website, call (905) 850-4653, email [info@damianijewellers.com](mailto:info@damianijewellers.com), or stop by their store in person.

Source: [Damiani Jewellers](#)

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