

THE HANDBOOK OF DIAMOND TIPS

.....
JEWELERS & DEALERS FREQUENTLY ASKED QUESTIONS



BILL BRAY

The Handbook of Diamond Tips

Jewelers and Dealers Frequently
Asked Questions

by

BILL BRAY
Diamond Cutter

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Foreword

Within these pages, I have offered tips and advice to help you improve your knowledge and understand what you can do to maximize your investment in diamonds. When you buy diamonds, the more you know about them, the better your chances are of making a good buy. When you are selling diamonds, your knowledge about the product helps to overcome objections the buyer may have. When you own a diamond, the more you know about making it more saleable, the more profit you will make and the easier it will be to sell.

When I do a speaking engagement, I can usually tell everyone what I do in about 20 minutes. I offer a quick biographical sketch, about a ten-minute introduction, and a short slide presentation giving an overview of how a diamond is cut. Then I invite my audience to ask questions. One time the Q&A session lasted over two hours.

Diamonds are an interesting topic. What I do with diamonds is what few other people, relatively speaking, can do. The world of diamonds begs questions to be asked, and that's how this book came about. Each of these chapters is answers to questions proposed to me over the years by various people in the jewelry trade.

These tips represent situations that mainly jewelers found themselves in and came to me for help. Ostensibly, my answers helped them. I didn't make these answers up. They were taught to me and represent close to 100 years of diamond cutting experience, thirty-six of which belong to me. These tips will add depth to your skill as a diamontaire.

Using just one tip one time should easily pay for the price of this book.

This book isn't meant to be read in just one reading. It's written and put in a format that is convenient to use when you are looking at a diamond at your desk or over the counter and find yourself in a situation where you need more information. It's like having an experienced diamond cutter looking over your shoulder.

I hope you find the information in these pages a useful and powerful tool. And may you profit from your increased knowledge.

-- Bill Bray

Diamond Cutting Tip #5

Re-cutting Candidates

Transitional cuts, those between the Old European and Modern Brilliants, are usually the leading candidates for re-cutting in that the weight loss in the process is generally 4-10%. Overall, I estimate the average weight loss for re-cutting is between 15 and 20 percent.

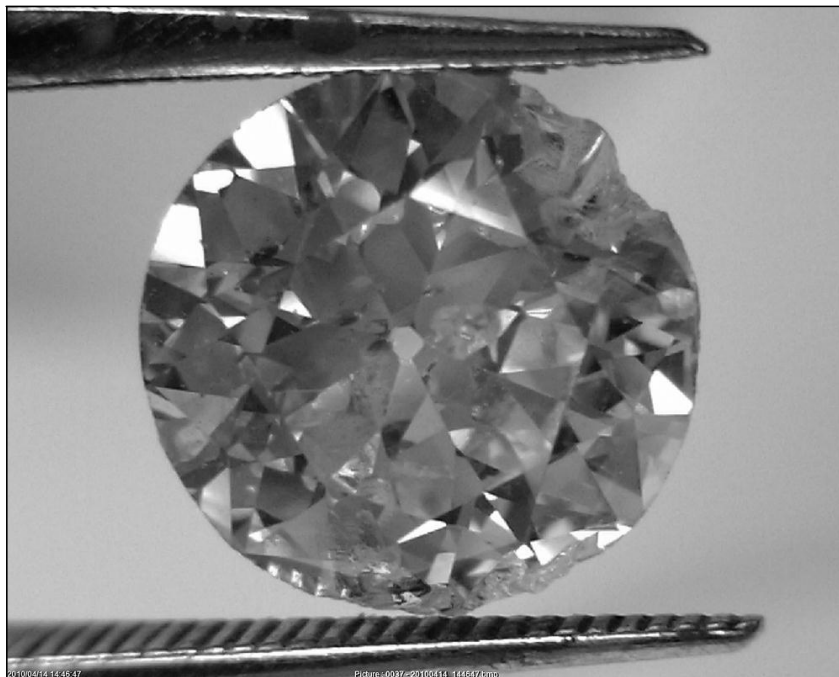


Figure 3 - A common broken Old European will lose approximately 20% of the weight.



Bill Bray is a master diamond cutter. He was one of a handful of cutters to finish all three years of training at the American School of Diamond Cutting, the only school of its kind to be accredited by the National Association of Trade Schools. In the industry since 1977, his decades of experience extend the gamut from manufacturing rough diamonds, to re-cutting, and to selling diamonds to jewelry stores and the retail public. Bill is the inventor of the world's first patented cut grading system, BrayScore™. In 1986, Bill also published the consumer guide video on how to buy diamonds, *A Diamond Cutter's Secrets, How to Successfully Buy a Diamond*.

WHAT OTHERS ARE SAYING ABOUT BILL BRAY:

Bill is amazing, no question!

Wayne Emery, the GemCutter, Davenport, IA

I know that Bill shies away from praise but I have to tell you...the guy is brilliant and what an asset ... talk about a guy that can turn a nightmare around...

Paul Dodds, Lee's Summit, MO

I haven't said it enough, but there's not a month that goes by that we don't send a package to Bill... and it comes back fast, right, and amazingly reasonably priced. Bill Bray does phenomenal work!

Kantor Diamond, Rancho Mirage, CA

An excellent, informative work!

Steve Truax, Truax Diamond Cutting