

San Diego Jewelry Buyers Elevates Pawn Shop Experience with Launch of New Luxury Website

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San Diego Jewelry Buyers (SDJB), California's premiere buyer of pre-owned fine jewelry, diamonds, and prestige watches has announced the launch of its new luxury website: SanDiegoJewelryBuyers.com.

Serving sellers and loan-seekers the San Diego area and nationally, the site transcends the traditional pawn shop experience and is expected to strengthen the company's standing as an industry leader among gold buyers and diamond buyers. "The purpose of this site is to explain why we are able to provide clients with better sales offers and cash loans on their precious items, and to do this in a highly educational and non-promotional manner," says co-owner Carl Blackburn.

According to Mr. Blackburn, assessing a fair value for estate jewelry, complex timepieces, and modern designer jewelry demands a level of expertise that goes beyond just knowing what today's spot prices are for gold, silver, and platinum. It takes an understanding of brand value, as well as the attention to detail and craftsmanship upon which luxury brands are built.

Mr. Blackburn should know. He has been involved with vintage and handcrafted fine jewelry for over twenty years, and is the creator of his own branded collections that have appeared in fine jewelry magazines worldwide. Add to Blackburn's knowledge the 30+ years of expertise in the pre-owned luxury jewels market that company founder and senior buyer Pete Harvey brings, and customers in San Diego County have a jewelry and watch buyer with credentials they can rely upon.

"Trust has always been the cornerstone of San Diego Jewelry Buyers' success," says Mr. Blackburn. "There is a lot of conflicting and confusing information to sort through in the second-hand luxury market. But we've always been straightforward in sharing with customers our knowledge regarding the product they want to sell or use as collateral, so they can make an informed decision."

In keeping with that philosophy of knowledge sharing, the new San Diego Jewelry Buyers website includes an area solely dedicated to building their customers' understanding of fine jewelry, watches, diamonds, silver, gold, and platinum—as well as information on jewelry recycling and the eco-friendly fine jewelry movement which the company supports. Sellers and loan seekers will also find an SDJB guide that answers many of the questions people have when they are looking to sell (or receive an immediate cash loan) on an item of fine jewelry.

To learn more, please visit: www.sandiegojewelrybuyers.com

San Diego Jewelry Buyers (SDJB) leverages over 30 years of industry experience and fine jewelry expertise to make certain that customers receive the fairest cash offers and loans for their diamond/gemstone jewelry, and premier brand watches.

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