

# Engagement Ring Shopper's Guide to Value

Take this sheet with you when you visit other jewelers and ask for details about their fees. Compare the total value you get with Shane Co.'s Free Lifetime Warranty to the true total cost at other jewelers.

## Average Retail Jeweler's Fees vs. Shane Co.'s Free Lifetime Warranty

Services Over 20 Years	Expected # of occurrences	Other Jewelers	Shane Co.	Other Jeweler	Other Jeweler
Replace Center Diamond	Hopefully never	Up to thousands	Included		
Replace Side Diamonds	Infrequently	Up to thousands	Included		
Resizing	3 times	\$200+	Included		
Retipping Prongs	6 tips	\$110+	Included		
Rhodium Finish	4 times	\$220+	Included		
Shank Repair	Once	\$75+	Included		
Solder Ring and Band	Once	\$35+	Included		
Fixing crooked prongs	Once	\$75+	Included		
<b>Estimated Total Cost</b>		\$715 up to thousands	\$0		

### More reasons Shane Co. is your friend in the diamond business®

<p><b>Direct Diamond Importer Prices</b></p> <p>We buy our diamonds at the source in Tel Aviv, Antwerp and Mumbai, eliminating all middlemen and their markups, and pass the savings on to you.</p>	<p><b>Visibly Superior Sparkle</b></p> <p>At the diamond cutters, our buyers examine groups of diamonds already sorted by grade, and handpick just the ones with the most sparkle from within each grade. Whatever diamond grade you choose, you'll see the difference in the way our diamonds sparkle.</p>
<p><b>State's Largest &amp; Most Unique Selection</b></p> <p>Shane Co. creates hundreds of our own unique engagement rings, designed and crafted by our own designers and artisans in our Shane Co. Bangkok facility, so no other jeweler or website could ever have them.</p>	<p><b>Upgrade Without Paying Double</b></p> <p>Some jewelers force you to spend double your original purchase price if you want to upgrade a diamond. At Shane Co. all that is required is a minimum one-dollar increase.</p>
<p><b>Non-commission Sales Team</b></p> <p>Unlike the salespeople at other jewelers, Shane Co. salespeople aren't paid on commission, so you can relax with no pressure to buy.</p>	<p><b>60-day Money-back Guarantee</b></p> <p>If you are not completely satisfied with your purchase – for any reason – you may return it within 60 days and receive a full refund or full credit toward another purchase.</p>

**Shane Co.**<sup>®</sup>

DIAMONDS · RUBIES · SAPPHIRES · PEARLS

*Your friend in the diamond business.®*