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## AMERICAN GEM TRADE ASSOCIATION

### **Only AGTA dealers sell you the fifth C...Confidence**

For many people, even members of the trade, buying gemstones can be a daunting task. Many jewelers are not as familiar with colored gemstones as they are with diamonds. There is such a wide range of gemstone varieties and a range of qualities within each variety. Some gemstones are routinely treated, while others are not. So, how can we simplify the process, eliminate these concerns and allow ourselves to focus on growing our colored gemstone business? Developing the right sources is critical and the best place to start is with a Member of the American Gem Trade Association (AGTA).

What does it mean when a supplier tells you they are an AGTA Member? It means that this company belongs to an organization whose Members are committed to doing business according to a strict set of ethical practices, including full disclosure of any treatments on the products they sell. Members must submit examples of their invoices or other commercial documents to the AGTA office to ensure that they are properly disclosing treatments.

Sourcing your gemstones from an AGTA firm means you are working with professionals who have proven expertise and can provide you with sound council and competitive prices.

And buying from an AGTA firm means you are protected. If, for any reason, you are disappointed with a transaction with an AGTA Member, and have not been able to get a satisfactory resolution, you can contact the AGTA office and we will work to resolve your dispute. This might entail a simple phone call on your behalf or even the necessity of filing a formal grievance with AGTA which would generate a review of the dispute by the Ethics & Grievance Committee on your behalf. The bottom line is that AGTA will go the extra mile to ensure that you are satisfied with your purchase and have been treated ethically and professionally. Our Members welcome this kind of scrutiny because they are confident that they are doing business the right way. You should be sharing in that confidence.

Trust is a key component in any business relationship, and it is earned, not bestowed. If you are just now getting more serious about colored gemstones and cultured pearls, then who do you trust when sourcing new product? Consider starting with Members of the American Gem Trade Association, who will ensure that your trust is not misplaced. There are approximately 800 supplier Members, who sell colored gemstones, cultured pearls, jewelry and related services at all price points and quality levels, and all of them choose to do business under strict AGTA guidelines.

So, the next time you are looking for new product, ask potential vendors if they are a Member of AGTA, and if they are not a Member, maybe you should ask “why not?” Find a complete list of AGTA Members at [www.AGTAdirectory.com](http://www.AGTAdirectory.com).

