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Consumers Have Good Experiences Selling Their Gold Jewelry for Cash

Paso Robles, CA – 18 October 2011: MVI Marketing Ltd.'s Jewelry Consumer Opinion Council (JCOC) panel members are aware of the increase in gold prices and some have sold not just one, but multiple pieces of jewelry for cash within the past two years. The JCOC conducted a study ending 3 October 2011 and was completed by 665 panelists entitled *Consumers Selling their Jewelry*.

Three areas offered to consumers to sell their jewelry were studied: *Local Jewelry Store, One-Day Events and TV (send your jewelry to us) companies*.

"Key finding from the study included, One Day Events paid the most with 69% of the panelist stating their offer was what they have expected or more; Local jewelry store was at 67% for the same question," stated Liz Chatelain, president of MVI and the JCOC, who went on to say "Customer service of *good to extremely good* had One Day Events at the top with 72%, Local Jewelry Retailers with 67% and TV (send your jewelry to us) companies at 46%."

A summary of the results:

Local Jewelry Store

- Have you brought your jewelry to a local fine jewelry retailer to sell it within the past 2 years? 18% Yes
- Did you receive the price you were expecting to receive when you met with them? 34% Offer too low; 41% About right; 26% More
- How was their customer service? 67% Good to extremely good
- What's your opinion of these types of jewelry retailers? 48% Have a good opinion, 35% neutral opinion
- Did you sell your jewelry to them? 60% Yes.

TV Offers to buy jewelry for cash-

- Have you seen TV ads to sell your gold jewelry by sending it to a central location not associated with a local jewelry retailer? 78% Yes
- Have you used this type of company to sell your gold jewelry? 14% Yes
- Did you receive the price you were expecting to receive when you sent your jewelry to them? 50% Offer too low; 26% About right; 24% More
- How was their customer service? 46% Good to extremely good; 34% Just average; 20% Poor
- What's your opinion of these types of companies? 28% Good; 35% Neutral, 35% Poor.

One-Day Events

- Have you seen *sell your gold jewelry* being advertised as a One Day Event at local venues where you bring your jewelry in person but they are not associated with local jewelry retailers? 47% Yes; 31% No; 22% Not sure
- Have you used this type of company to sell your gold jewelry? 10% Yes
- Did you receive the price you were expecting to receive when you met with them? 30% Offer too low; 39% About right; 30% More
- How was their customer service? 72% Good to extremely good.

The Jewelry Consumer Opinion Council *Consumers Selling Their Jewelry* report is available free at www.mvimarketing.com.

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JCOC, a division of MVI Marketing Ltd., provides the press, finance, fashion, gem, jewelry and retailing industries with fast, effective, and powerful market intelligence about jewelry products and the end-consumer. To learn more about this study and others, visit www.mvimarketing.com or contact Liz Chatelain at (805) 239-2994; email elchat@mvimarketing.com. MVI Marketing Ltd. is THE Market Intelligence Company for the worldwide gem, jewelry and watch industries.