The Jewelers Coin & Loan Co. Announces a Diamond Buying Event September 10 through September 30th

They Will Be Purchasing Diamond Rings, Necklaces, Earrings and Bracelets and Educating Customers on All That Goes Into Pricing Diamonds in Today's Marketplace

The Jewelers Coin & Loan Co. has been a trusted name for 20 years in the purchase, sale and loan of high-end jewelry, luxury watches, gold and silver rare coins and luxury designer brands., serving Boston and New England.

BOSTON, MA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- The Jewelers Coin & Loan Co. today announced a special Diamond Buying Event taking place from September 10th through September 30th, giving customers an opportunity to sell diamond jewelry with confidence, transparency and a better understanding of how today's diamond market works.

During the event, The Jewelers Coin & Loan Co. will be buying diamond rings, diamond necklaces, tennis bracelets, diamond earrings, brooches, luxury watches with diamonds and other select diamond jewelry. Customers are invited to bring in pieces they no longer wear, inherited jewelry, outdated settings, broken or mismatched items, or diamond jewelry they simply wish to have evaluated in the current marketplace.

"Unlike a quick quote or anonymous online estimate, the event is designed to be educational as well as transactional. The Jewelers Coin & Loan Co. will explain how diamonds are evaluated, why two stones of similar size can have very different values, and how the design and metal content of a setting may affect the final offer. Customers will receive a clear explanation of the factors that matter most, including carat weight, cut, color, clarity, shape, certification, condition, demand and overall salability," says Jeff Venice of The Jewelers Coin & Loan Co.

"Many people own diamond jewelry but have never had anyone sit down and explain what actually determines its value," continues Venice. "Our goal is to provide a professional, straightforward experience. We want customers to understand what they have, how it is being evaluated, and how current market conditions influence the price we are able to pay."

"We start by testing the diamond with our XRF X-ray machine to determine if it is a mined diamond. We do this right in front of the customer for transparency purposes so they can see the result. Diamond pricing has always involved more than size alone. While carat weight is important, value is also shaped by the quality of the stone. A well-cut diamond can show more brilliance and visual appeal than a larger stone with weaker proportions. Color and clarity also play a major role, as diamonds with fewer visible imperfections and more desirable color grades generally command stronger prices. Shape matters as well, since round brilliant diamonds, ovals, cushions, emerald cuts and other shapes can each perform differently in the resale market."

"We will also help customers understand what makes a valuable diamond truly valuable. Rarity, beauty, market demand, condition and documentation can all influence an offer," says Venice. "Diamonds accompanied by recognized grading reports may be easier to evaluate, but customers should not hesitate to bring in jewelry without paperwork. The company will review each item individually and discuss the pricing details in plain language."

"Another important part of the evaluation is the setting," explains Venice. "A diamond ring, tennis bracelet, necklace, pair of earrings or

The Jewelers Coin & Loan Co. offers a "white glove" approach that caters to individuals who value personalized attention and relevant guidance beyond the traditional retail transaction from general salesperson. Our professionals freely offer our knowledge and guidance.

They will carefully evaluate and purchase diamond jewelry with expertise, transparency, and respect. From rings and earrings to bracelets and necklaces, every piece is assessed for quality, craftsmanship, and market value to ensure a fair, confident offer.

brooch is not priced only by the center stone or visible diamonds. The metal, workmanship, condition, brand, style and ability to resell or repurpose the piece may all be considered. Gold and platinum settings can add meaningful value, particularly now that metal prices are strong, while certain designer or well-crafted pieces may have value beyond the raw materials alone. In other cases, the diamonds may be valued separately from the mounting if the setting is worn, damaged or out of current favor."

Diamond rings are evaluated for pricing by examining the stone for many factors including shape, clarity (how many imperfections), color and size. The professonals at Jewelers Coin & Loan Co. will carefully and fully explain these factors to each customer.ex

"The event comes at a time of significant change in the diamond marketplace. In recent years, lab-grown diamonds have become more widely available and more affordable, giving consumers a lower-cost alternative to natural mined diamonds. As production of lab-grown diamonds has expanded, their prices have declined sharply, and that has had a dampening effect on portions of the natural diamond market, especially for more commercial-quality stones. De Beers, the once leading diamond producer, is now trying to sell their company for $1 billion. It was once worth tens of billions. Industry reporting has noted a widening price gap between lab-grown and natural diamonds, along with continued pressure on certain resale categories as buyers compare natural stones against lower-priced lab-grown options," says Venice. "At the same time, natural mined diamonds continue to hold a distinct place in the jewelry market because of their geological origin, rarity, tradition and emotional significance. The strongest natural diamonds—particularly those with desirable size, quality, cut and documentation—may still attract meaningful demand. The key for sellers is understanding where their piece fits within today's market rather than relying on assumptions based on the original purchase price or older appraisals."

"The market has changed, and customers deserve an explanation of those changes," the representative said. "Lab-grown diamonds have affected pricing expectations, but that does not mean natural diamond jewelry has lost its value. It means each item needs to be reviewed carefully, honestly and in the context of current demand."

"We encourages customers to bring in any diamond jewelry they are considering selling, even if they are unsure of the quality, age or value. Items may include engagement rings, anniversary rings, cocktail rings, pendants, diamond necklaces, tennis bracelets, stud earrings, hoop earrings, drop earrings, brooches, Diamond watches, estate jewelry and broken or outdated pieces containing diamonds," continues Venice. "Customers should also feel free to bring in other items without diamonds such as other gold jewelry, silver jewelry, luxury watches, [designer handbags](), belts, sunglasses, antique fountain pens and coins."

Valuing diamond necklaces has more variables as the actual designer and/or brand name can add value beyond the precious components of the item. The Jewelers Coin & Loan Co. specialists are well versed in the nuances of the designer market and their effect upon value.

The event will run from September 10th through September 30th at The Jewelers Coin & Loan Co. Customers may visit during regular business hours for an evaluation. Appointments are recommended for customers with multiple pieces, estate collections or more complex jewelry items.

For more information about the Diamond Buying Event, customers should contact The Jewelers Coin & Loan Co. directly or visit the store between September 10th and September 30th.

About The Jewelers Coin & Loan Co.
For 18 years, family-owned The Jewelers Coin & Loan Co. has been a trusted name in the luxury goods industry, specializing in the buying, selling, and loaning of fine jewelry, rare coins, luxury watches, and high-end designer brands. They use the state-of-the-art tools of the trade with a GIA diamond tester, XRF X-Ray Precious Metal Tester, and various authentication devices and services. With commitment to expertise, discretion, and client satisfaction, The Jewelers Coin & Loan Co. provides a superior alternative to traditional retail establishments.

Media Contact
(617) 479-4653 (Gold)
The Jewelers Coin & Loan Co.
509 Beale Street, Quincy, MA 02169
@goldpawnership
www.goldpawnership.com

Jeff Venice
The Jewelers Coin & Loan Co.
+1 617-479-4653
email us here
Visit us on social media:
Instagram
