

*When you buy a dazzling piece of fine jewelry, you're making an important purchase. Equally important is the decision of where you purchase.*

Jewelers of America, the national association for the retail jewelers, has 10,000+ members across the U.S. — all JA Jewelry Professionals.

## Who is a JA Jewelry Professional?

A JA Jewelry Professional is committed to serving consumers in an ethical, educated manner. They actively pursue training and education in order to become the best professionals possible. A JA Jewelry Professional strives to impart the spirit and values of professionalism to consumers and colleagues alike.

## A Commitment to Ethics and Service

JA members are committed to providing the best possible service and quality merchandise for consumers. As a sign of this dedication, JA members annually sign the JA Code of Ethics. This document outlines the professional standards expected of all JA members and each member agrees to make those ethical standards the guiding principles behind their day-to-day operations.

## Why Jewelers of America?

Since 1906, JA has been giving its member Jewelry Professionals the tools they need to achieve and excel in the marketplace. JA's membership makes being a JA Jewelry Professional an integral part of their daily lives.

## Is Your Jeweler a JA Member?

If you see the blue "J" logo in the door, in a showcase, on the countertop, or in the store's advertising, that jeweler is a member of Jewelers of America. JA is a professional organization with standards of conduct and business ethics, which its members agree to follow.

These standards include a commitment to maintaining the highest level of personal and professional integrity, as well as treating customers with courtesy and respect.

JA members also keep pace with the



industry and fashion trends and are able to provide the most up-to-date merchandise and information for their customers.

## How to Find a JA Member

Ask your jeweler if they are a JA member. A listing of JA members in your area is also available by contacting the JA office at (800) 223-0673 or visiting the JA Web site at [www.jewelers.org](http://www.jewelers.org).

## Beginning A Relationship

When you are choosing a jeweler, you are beginning a relationship. Many times a jeweler plays a significant role in the most important events of your life. So, finding a jeweler who is knowledgeable and trustworthy is important. For many people, finding the right jeweler is comparable to finding a doctor or a lawyer. Take time to explore your options and ask questions when choosing a jewelry professional.

## Questions to Ask When Looking for a Jewelry Professional

In addition to looking for a JA member, you should ask yourself the following questions to help you find the right place to shop.

### Do you feel comfortable in the Store?

Take the time to visit the store and ask questions. The ultimate goal is to find a Jewelry Professional that you trust and will offer you the services and products you desire. These questions may offer you background information to help you make a well-informed choice.

- How long has the store been in business?
- Is the owner or manager accessible?
- How does the sales staff treat you when you enter the door?
- Do they answer all of your questions?
- What types of merchandise does the store offer?
- What services are available?
- What are the credentials of the staff and management?
- Do they have experience or formal training in jewelry, retailing or management?



### What is the Jeweler's Reputation?

Ask friends, neighbors or business associates about their personal experiences with various retailers. You can also contact Jewelers of America or your state jewelers' association for information on a particular retailer. You might consider contacting your local Better Business Bureau or Chamber of Commerce for a referral.

### Is the Jeweler's Staff Certified?

JA offers certification programs to evaluate the professional abilities of its members compared with national standards. In order to become certified, candidates must meet standards for product knowledge, technical skill and customer service.

Look for JA Certified personnel in the store you visit:

- JA Certified Sales Professionals have been tested in their customer service and product knowledge abilities.
- JA Certified Management Professionals have passed the requirements to manage a retail jewelry store.
- JA Certified Bench Jewelers are qualified to create and repair your fine jewelry.

You can identify JA Certified personnel by looking for certification certificates and door stickers on display in the store. Certified personnel also wear special lapel pins to help you identify them as jewelry professionals.



### *Does the Jeweler Offer a Suitable Selection?*

As in any retail store where you enjoy shopping, selection is an important factor in your choice. Look at the selection a jewelry store has to offer and determine if it reflects your taste and meets your needs. Remember, a jewelry professional will help you develop a jewelry wardrobe that meets your budget, tastes and lifestyle. Jewelers may be able to special order jewelry for you and some may even be able to custom design a piece. Simply ask if these services are available.

### *What Information Can the Jeweler Share with You?*

A jewelry professional is also an educator who understands your need for information. Does the store provide you with information that will help you select and care for your fine jewelry? Booklets, brochures and other materials should be available to help guide you in your purchases and answer questions you may have.

The Federal Trade Commission (FTC) has established legal guidelines for the marking and advertising of all jewelry products so that you are able to make an informed and educated purchase.

According to the FTC, jewelers should give you all the information about the product you are buying including price, the type of metals and

gemstones used, and any enhancements or treatments which may have been performed on the jewelry.

Jewelers professionals follow these guidelines and give you all the information they can about the merchandise in their stores.

### *Does the Store Offer Consistent Pricing?*

Some stores continually discount or use wholesale prices as a means of attracting customers. These discounts sometimes go as high as 50 to 60 percent. Find out if the “discounted” jewelry was ever sold at regular price and for how long. Some states have laws, regulations or guidelines that limit the length of discount sales and require retailers to display the products’ original prices. Check with your attorney general’s office, or a local Better Business Bureau or Chamber of Commerce for the regulations in your area. Make sure you are comparing the same prices. One company’s “sale” price may be the same as another’s “everyday” price.

You can also contact your state jewelers’ association and ask if they have any materials that will help you understand accurate jewelry pricing and discounts. Contact information for your state jewelers association can be obtained by calling JA at (800) 223-0673 or by visiting our web site at [www.jewelers.org](http://www.jewelers.org).

### *What is the Jeweler’s Return Policy?*

Be sure to inquire about the time period for returning jewelry. Also ask whether you will be allowed an exchange or a cash refund, if this is of concern to you.

### *What Services Does the Jeweler Offer After Your Purchase?*

Maintaining the fine jewelry you have purchased may be an important feature of the jewelry store you pick. Many stores offer free cleaning and periodic inspection of your jewelry after your purchase. And, many stores have a trained bench jeweler on staff. A bench jeweler is trained in the fabrications and repair of jewelry. This individual can repair your jewelry, resize your ring and reset a stone. Highly experienced bench jewelers can often custom design a piece for you. You can find a qualified bench jeweler by looking for the JA Certified Bench Jeweler credential in the store where you shop.



### *Contact JA*

If you need more information about fine jewelry, or would like to find a JA member jeweler in your area, please contact JA at:

Jewelers of America  
52 Vanderbilt Avenue  
19th Floor  
New York, NY 10017

phone: (646) 658-0246 • (800) 223-0673  
fax: (646) 658-0256  
email: [contactus@jewelers.org](mailto:contactus@jewelers.org)  
website: [www.jewelers.org](http://www.jewelers.org)



**WHAT YOU  
SHOULD KNOW  
ABOUT CHOOSING  
A JA JEWELRY  
PROFESSIONAL**

