

## Online Sites for Secondhand Jewelry Gain in Popularity

Until recently, those trying to sell unwanted jewelry had two options: bargain with a jeweler or sell it online through a service like eBay or Craig's List. Depending on the item, the typical resale value of jewelry is 10-30%, often a disappointment to the seller. Several online sites have been established recently to sell jewelry, especially those from broken engagements or failed romances.

The founder of [idonowidont.com](http://idonowidont.com), Joshua Opperman, created the site after his engagement ended, he tried to sell the diamond ring and was offered only less than half. The chief executive for the company, David Becker, estimates that approximately 1.7 million used engagement and wedding rings with a retail value of approximately \$4.2 billion become available every year. In an interview with *Bloomberg*, Becker said "We have found a market that's underserved. It's good for the seller to move on, and there are people who want something vintage and used."

Appraisers and retailers would argue that selling jewelry secondhand is difficult. In an interview with *NYT*, Cheryl Woodland, a certified gemologist and appraiser, stated "In general, people's expectations of what their jewelry is worth are higher than" its true value and that "the market price for a piece of jewelry is "what a willing buyer is going to pay; there is no Blue Book for selling a piece of jewelry." People also forget that the appraised value of a piece of jewelry is the retail value for insurance purposes, not the value that should expect to receive if they sell it.

Sellers are reportedly recouping more money on these sites than through traditional means. One seller purchased a diamond ring for \$8,000, only to later be offered \$2,800 by the jeweler who sold it to him. He eventually sold the ring for \$5,800 on [idonowidont.com](http://idonowidont.com). Other similar sites include [exboyfriendjewelry.com](http://exboyfriendjewelry.com) and [divorceyourdiamond.com](http://divorceyourdiamond.com), and they all take a cathartic, and some humorous approach to getting rid of a piece of jewelry that represents heartbreak.

[exboyfriendjewelry.com](http://exboyfriendjewelry.com) and [divorceyourdiamond.com](http://divorceyourdiamond.com) are structured so that sellers deal directly with the buyer, and no transaction fee is charged. [idonowidont.com](http://idonowidont.com) authenticates the jewelry after a price is agreed on by both parties and charges a 5% transaction fee. [idonowidont.com](http://idonowidont.com) has reportedly sold 250 rings for \$1,000 to \$30,000 since 2007.

JSIS Insurance, September 2008