



Hallmark of
The Goldsmiths' Company
since 1300



The
GOLDSMITHS'
Company

ASSAY OFFICE

A Valuation Service for Your Customers



A total valuation solution



A professional valuation service is a great added value product to offer your customers as part of your service to them.

Not only will it enhance your reputation as a place of expertise, but it also has the potential to increase footfall and give you the opportunity to develop a deeper relationship with them.

It also offers you substantial revenue opportunities.

With this in mind the Goldsmiths' Company Assay Office has collaborated with the Guild of Valuers & Jewellers, the UK's leading jewellery valuation specialist, to offer a professional valuation service for jewellery, watches and silverware that both you and your customers can benefit from.

Each valuation includes a detailed appraisal, full description and digital photographs, and is also registered online to the secure e-register™ database. This provides the police and your customers' insurers with secure and exclusive access to the valuation online, ensuring they are properly protected in the event of loss or theft.

A full range of services are available to meet your business and customer needs

Drop-off service

Your customers can take advantage of two counters in London where items can be dropped off for valuation and picked up with the completed valuation portfolio. With access to either the main office at Goldsmiths' Hall, or our Hatton Garden premises at 17 Greville Street, your customers can enjoy an efficient way to have their items valued.

Postal service

Items can also be posted to the main office at Goldsmiths' Hall. This provides an easy and convenient way to handle your valuations with a turnaround of just 7 working days. Fees are extremely competitive and your customers will be delighted with the results.

In-store visits

Valuations can be carried out on your premises by an expert valuer if required.

Valuation days

These unique days provide a rare opportunity for your customers to have a one-on-one consultation with an expert valuer whilst their pieces are professionally appraised in your store. For those jewellers unable to host in-store valuations we also have a programme of events at Goldsmiths' Hall enabling your customers to take advantage of the service in truly magnificent surroundings.

Benefits for your business

- Substantial revenue opportunities
- An added value service for your customers – providing them with total care
- Enhance your reputation as a place of expertise
- Increase footfall and customer interaction

Home visits

If your customers have a collection of a significant size or value, a tailored home valuation service is available, allowing them to have their items professionally valued in the comfort and security of their own home.

Complete online services

Customers can securely manage their jewellery portfolio online as well as generating business for our member jewellers through daily customer enquiries.

Guaranteed quality and value

All valuations are carried out by highly experienced registered valuers and are delivered in accordance with National Association of Goldsmiths' guidelines using the professional GuildPro™ valuation software. Valuations can also be branded to your business as required.

Not only can these events be a fantastic source of revenue for businesses, they are also a thoroughly enjoyable experience for customers and are a great opportunity to gain new custom

Why choose the Goldsmiths' Company Assay Office for your valuation services?

- Our competitive pricing options provide flexibility to suit your business requirements, whilst allowing you to make a healthy margin
- Outsourcing allows staff to concentrate on selling during busy periods
- Tailored branding options allow consistent brand identification
- All members of our valuation team are highly experienced registered valuers

The Goldsmiths' Company Assay Office: Your centre for excellence

- The Goldsmiths' Company Assay Office was formed by Royal Charter in 1327 and since then has been protecting the jewellery trade and consumer through hallmarking
- Today, we pride ourselves on integrity, quality and service. Alongside, our core hallmarking business we also provide:
 - Antique plate and authentication services
 - Special assay and smelting
 - Nickel testing
 - White gold testing
 - Educational programmes

For further information contact:

The Goldsmiths' Company Assay Office
Goldsmiths' Hall
Gutter Lane
London
EC2V 8AQ

T: 020 7606 8971

F: 020 7814 9353

valuations@assayofficelondon.co.uk

www.assayofficelondon.co.uk

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