

7 good reasons to call Abe Mor first when you need perfectly proportioned stones for your most demanding customers

1. Diamonds that outsell all others.

Today's consumers are discerning, educated, and demanding of quality. Abe Mor has over half a century of experience buying and cutting diamonds, and still supervises our expert team of diamond cutters today. The result is expertly cut stones, perfectly proportioned to please your pickiest customers. So more buyers who visit your store say "yes" when you show them an Abe Mor diamond.



Abe Mor cut his first diamond in 1951.

2. Find the perfect stone for your customer—fast.

Our sales associates each have between 15 and 30 years experience in the diamond industry. They are experts in working together with you to quickly find the perfect stone for your customer. Increasingly, customers walk into your store looking for a specific diamond: cut, carat, color, clarity, even grade.

We carry a huge inventory. From very fine, perfectly cut melee—to 15 carat fancies and rounds. Thousands of certified stones in D, E, F, G, H, I colors and "eye clean" to VS clarities as well as Natural Fancy Yellow Diamonds.

3. Accurate diamond grading.

Sick and tired of inaccurate grading? Trade with Abe Mor and the problem is gone. Many of our stones are sold with GIA and AGS grading reports—the most reliable and respected assessments in the industry.

4. The diamond experts.

It takes decades to master the art of buying rough diamonds with the potential to become beautiful stones—and then cut each to bring out its beauty, quality, and value. Abe Mor has unparalleled expertise and experience in diamond buying and cutting, resulting in some of the most beautiful diamonds on the market today.

5. Free rush delivery.

In many cases, we send whatever stones you'd like to show your customer overnight or registered mail at no charge.

6. VS not B.S.

Is the stone extremely bright? Is it truly eye clean? When searching for the right stone to make the sale, you need honest accurate descriptions from your diamond supplier. Unlike other diamond wholesalers, Abe Mor's

Sales Associates are commission free. That means you get great service, straight talk, and unerringly truthful descriptions of every stone—no exaggerations or misleading claims that disappoint your customers, and waste your time.

7. Exceptional value.

As a diamond wholesaler to the retail jewelry trade, our success depends on your success. Discover SI clarities with a minimum of black inclusions and brighter, more beautiful stones that are easier to sell. These are only some of the ways Abe Mor provides diamonds at an exceptional value—strengthening your bottom line.

Free Diamond Guide!

For your 100-page Abe Mor Loose Diamond Catalog and Buyer's Guide, call us today at **800.999.7835**. You can also view diamonds online at our industry-only website abemor.com.

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