

Post-Appraisal Client De-briefing and Consultation Meeting

This is by far the MOST Important Session with your client.

This is when YOU can really shine in front of your client.

Most Schlock Appraisers who are totally clueless merely hand a worthless piece of paper to their customer or a clueless sales associate hands the paper over to their customer and then collects the money owed and sends their plucked customer away without saying or doing anything.

The reason being is, these Schlock Appraisers don't know what they are doing in the first place and since they are totally clueless it is hard for them to explain in an intelligent manor what they did, how they did it and most importantly why they did it.

Therefore it is in YOUR Best Interest to spend a quick 3 to 4 minutes to show and explain your work product to your client.

This is also the time in which you make YOUR WORK PRODUCT shine in the very best light possible.

I typically do this as I sit facing them across the table and I place the Appraisal on the desk open the Clear Report Cover Sheet. This is done with the appraisal upside down to me. Therefore you need to know your Report and work product forward and backward and yes even upside down.

*****Important Note*****

Currently there are no set standards as to how an appraisal report document is assembled as far as what goes where and what comes first.

However depending on what Appraisal Organization you belong to they may or may not have set standards as to how your report should be assembled and presented.

Since I work within several different Appraisal Organizations MY Reports are more of a Hybrid Report that meets and in most cases exceed the minimum reporting standards set by most organizations.

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*****Special Note*****

Report Covers/Binders are a Classy Professional Finish that silently speaks volumes about who and what you are, a True Professional.

I myself use Office Depot, Clear Front Report Covers with fasteners. I use the Red Colored ones. Item #631-426 10-per package.

I also use double side CD/DVD Sleeves so that I can enclose Two (2) CD's with all photographs taken and all scanned documentation along with a secure PDF File of the report on to each CD, One goes to the Insurance Agent and One goes into the Client's Safety Deposit Box.

I also use a Heavy Duty 3-Hole Paper Punch and a Super Heavy Duty Stapler capable of handling up to 100 page thick reports.

I then finish it all off with a 10" x 13" Catalog Envelope to put the report in and the envelope also has the Client's Full Name on a Clear with Black Letter Label using a Brother Label Maker placed on the outside of the envelope.

Once again GO ABOVE and BEYOND what others in your area are doing to separate you from the rest of the crowd.

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Explaining the Appraisal Report to the Client:

I start with the Cover Sheet or Title page and point out a couple of features of the Cover Sheet.

I then turn to the next page and explain this page is the Table of Contents Pages and show them all of the various Subjects / Topics listed. I also mention that it would be in their best interest too that they should take the time to fully read the report cover to cover.

The 3rd page is a letter addressed to the Client and each appraisal organization has their own name of what this letter is and what it does. Some may call it, the Summary Report Letter, Executive Summary Letter and I also point out a couple of features listed there within the letter.

Then I page through each page hitting only one or two highlights. Covering Topics such as Scope of Work, Terms, Conditions, Limitations, Assumptions, Critical Assumptions if there are any, Critical Limitations if there are any and so on and so forth.

I also make it a point to stop at the **Certificate of Appraisal Practice / Certification of Appraiser Page.** This is where I point out that **ALL PROFESSIONAL Gem & Jewelry Appraisers MUST HAVE THIS PAGE IN EVERY APPRAISAL and that they must also sign and date this page along with listing clearly defined statements of facts.**

Then I have my Certified Gemological Laboratory Equipment List and I list all of my equipment as I have 1 of 37 AGA Certified Gemological Laboratories in the world so I am very proud of it. My equipment list is double column with a font size of 10 or smaller and takes up 2 full pages.

The next page is my Professional Qualification Page also known by other as a C.V. Page. Professional Qualification and C.V. are laid out differently so best be aware of the variations.

Once I get to the area / section where their items are listed and described I then show and explain very simply. In my reports, this page also includes a short abbreviated description of the item. I also place all photographs on each of the Item's Opening page, the Four (4) Main Photographic Views on the page, Top View, Side View, Profile View, Bottom or Back View. These 4-Photos take up nearly the whole page or at least $\frac{3}{4}$ of the page. Enlarged to show greater detail and I also include photomicrographs of all stamps and marking on this page as well.

The second page for each item is devoted to just the various attributes of the mounting and in some cases it may also include the attributes of the melee diamonds and/or melee gemstones. The third page usually is dedicated for a grouping of various melee diamond and Melee Color Gemstones and all of their attributes. The Forth page is dedicated for any diamond over 0.33ct. and it lists all of that diamond's attributes. If there are more than one, diamond or larger Colored Gemstones I dedicate One full page to each diamond over 1/3ct / 0.33ct. Then the following page or pages shows photomicrographs of each diamond over 1/3ct. / 0.33ct. using the AGS/ASET Image and also a photomicrograph of the diamond at 10x magnification

The **Appraisal Narrative Page / Section** is also another Important section /page that I show the client. It explains Who, What, Where, When, How and most importantly why. Once again a True Professional Appraisers of Gems & Jewelry has this within the appraisal document as **it clearly lists the Appraiser's written arument substantiating, supporting and most importantly validating the Appraiser's Value Conclusion. THIS IS A MUST in every appraisal.** Short, Sweet and to the point.

Without an Appraisal Narrative the appraisal report is basically meaningless and worthless!!!
It is equivalent to saying, "It is worth XXX, Trust ME I know what I'm doing."

Next is the Works Consulted or Sources Consulted page / section.
This page or section is sometimes but not always used.

Then you have the Glossary Section it should also be included to help Non-Professionals, laypeople look up words and or phrases that are unfamiliar to them.

An Appendix area / section where other supporting Documentation is placed to finish out the Appraisal Report. This can be the area where Diamond Grading Reports or Documentation that proves and supports Provenance.

So in closing all it takes is just a couple extra minutes of your time to do a Professional Job and in the long run it will also give you a distinct advantage over your competition.

DO THE RIGHT THING!!!!

Do a Professional Job to the very best of your abilities the first time around and you will always have clients coming back to you and they will also be spreading the word of your Professional Services to their friends and co-workers. Word-of-Mouth Advertizing is by far the Best and cheapest form of advertizing.

Special Note

Everything I have talked about and discussed in this article is what makes up a Professional Appraisal Report.

Most people who appraise Gems & Jewelry don't do all of the things I have listed because they don't have the Professional Tools and Equipment needed to do a professional appraisal job and they lack the Professionalism to do a Professional Job from start to finish.

If you truly want to appraise gems and jewelry and want to make a living appraising gems and jewelry then you need to take the steps and measures necessary to do it right the first time.

You will want to invest in Professional Training and Formal Education in Valuation Science and you will also want to use the right equipment such as the most powerful and most versatile dedicated Gem & Jewelry Appraisal Software Program available today on the open market.

Quantum Leap Software Solution / Professional Jewelry Appraisal Software (QLSS/PAS)

<http://qlss.com/>

This is the software program I have been using exclusively since 2005 and I will never ever change. I am still growing into this program. This is the only program YOU WILL NEVER EVER OUT GROW!!

This is not a Plug or an Advertisement for this Software.

I am merely stating a FACT. This software is designed so that the Professional Appraiser can grow into it over the years instead of grow out of. As you gain more experience and become more professional you will slowly change and alter your appraisals.

YOU yourself can design each of your appraisals for just about any kind of situation, Insurance, Estate, Divorce, IRS Tax Donation or a Special Court Case that needs a Specialized Hypothetical.

Time is Money and if you are doing it the Old Fashion way then you are in fact losing money BIG TIME.

Closing Remarks & Statements:

It is very interesting to listen to my clients after I have sat down with them and went over and explained my appraisal to them.

Most are truly shocked because NO ONE has ever done that in the past.

The typical and common remarks I receive is.

“NO ONE EVER sat down and explained the appraisal like you just did.”

“I had no idea that an appraisal could be this In-Depth.”

“I learned more from you in this short amount of time that it is truly amazing.”

“None of my Old Appraisals looked anything like this.”

“NO ONE EVER explained what an Appraisal Really is and what it does like what you have just done.”

“You are the most professional person I have ever met in a jewelry store.”

The best compliment I can ever receive is when a person comes in and says, “Mr. / Mrs. Such and Such told me you were the best in the area.”

I did a \$125.00 appraisal and the Client was so happy and so impressed that before the week was out one of their friends came in because I was recommended to them and I end up doing a \$1,000.00 Appraisal Assignment.

30% to 40% of my business is Previous Customer Referrals.

Please take the time to Explain, Inform and Educate Your Clients. It truly pays off in the long run.

The ONLY WAY You can fight against the Schlock Appraisers and their Crappy Appraisal Reports is to Educate the public. Just don't tell them the difference flat out show them the difference.

Bad Appraisals speak for themselves.

Professional Appraisals speak for themselves as well.

Show the public the differences, inform, teach and educate your client base.