

# Teaming Up with Other Professional Appraisers in Your Area

By La Shawn Bauer,

Stop and Think about this for a moment, Really Stop and Think Hard about this.

Almost all Professional Movements started with a LOCAL GRASS ROOTS Movement and Method.

How do your Politicians get elected? They ALL Start at the Local Level.

Look at ALL of the Political Activists Movements. It doesn't matter what their Cause is. Almost all of them started at the Local Level and they Grew from one Local Area and moved on to the next Local Level until they grew and became a State and then a National Movement.

It all STARTS AT HOME, AT THE LOCAL LEVEL and WE (The Professional Appraisers of Gems and Jewelry) need to STEAL THAT PLAY OUT OF THEIR HAND-BOOK and MODIFY IT and USE IT for OUR OWN USE!!!

Therefore, Each of YOU need to personally get in contact with other Professional Appraisers in YOUR AREA and JOIN FORCES, Become Allies and who knows You all might become REAL FRIENDS later on when you recognize and realize YOU ARE ALL WORKING for the SAME CAUSE and ALL WANT THE SAME OUTCOME FOR YOUR PROFESSION.

**You all what to be Recognized and Seen as Professionals and YOU ALL WANT and NEED TO BE Compensated and Paid a Professional Wage as well, for Your Professional Services you provide to your clients.**

The TRUTH and REAL FACTS are on Your Side, so work together to Inform and Educate the Consumers in YOUR LOCAL AREA Together.

There are several things all of you can do.

- A. Start Your Own Local Professional Gem & Jewelry Appraisers Organization or Association.

Just look for a moment. Nearly Every Major City has various Professional Organizations such as Professional Association of Registered Nurses, Professional Dental Hygienists, Professional Trial Attorneys Association, the list is nearly endless.

Have a Monthly or Bi-Monthly (Every other Month) Meeting at night for an Hour and a half to Two Hours (1 ½ to 2-Hours) on a weekday night.

I would suggest a Tuesday Night or Thursday Night as most Wednesday Nights are Church Nights.

Meet at a Local Restaurant with a small meeting room or even meet at each other's place of business to discuss various topics and subjects. Devise a Game Plan together as a Small Well Organized Group to help get the word out to the consumers about Why they should only deal with Professional Appraisers with Actual Verifiable Credentials.

Each and every one of you can easily find and dedicate One (1) to Two (2) Hours of your time Once a month so that ALL OF YOU can increase Your Business and Your Profitability and Income. The Point is, YOU ALL WANT TO BE Successful and Make More Money because that is what it is all about.

#### B. Build a Joint Web Page Together

Such as; “Professional Gem & Jewelry Appraisers of L.A.” or “Professional Gem & Jewelry Appraisers of San Francisco”, “Professional Gem & Jewelry Appraisers of Denver Metroplex Area” and so on and so forth.

You can also do it at a State Level as well, such as California Professional Jewelry Appraisers Association, Texas Professional Jewelry Appraisers Association and with that site break it down to various Cities that have those Professional Appraisers.

The Sites would only have to be updated twice a year, once all the information Content has been loaded. Only to change the member’s info when new one become qualified or when other move or quit or die-off.

Do you see where this is all heading?

Keep the Site SWEET & SIMPLE and it is also a Low Cost Investment when you split the costs between several members.

In fact, it could be done at a National Level by ALL of the Professional Appraisers in the Entire United States by Hiring One (1) Web Designer who would be in charge of building Mirror Sites and use one (1) or Two (2) or Three (3) Different Web Page Formats that are nearly identical and all that needs to be done is have the Main Name Changed and Change the Individual Members in the Area listed and keep all of the Basic Information (Consumer Education Information remains the same).

This would save everybody money and time and yet at the same time it would Uniform and Standardized so as to Inform and Educated Consumers on a National Level.

Something to Seriously Think About.

**Now imagine for a moment what will happen once the Local Jewelers find out about this site in their area?**

They will have no choice but to seriously think about hiring a Professional Appraiser of Gems and Jewelry so they can also be listed on the site.

That means other So-Called Appraisers will then have no choice but to knuckle down and get Registered, Certified and/or Accredited so that they too can join and be listed on that site as they will be losing money and clients once the consumer find this site in your area.

The Site and Members will start growing in a short amount of time once they are made aware of its existence.

## **You don't ask them to change, YOU FORCE THEM TO CHANGE.**

They will have no choice but to Re-Act and respond accordingly to Your Actions.

We all know it is better to ACT than Re-Act, because you are able to control the way others will have to re-act. You are forcing others to Play YOUR GAME By YOUR RULES.

## **The Game is Already Won, They just haven't figured it out yet that they already Lost.**

It is Better to be Pro-Active than Re-Active.

## **Being Pro-Active means YOU LEAD!!!!**

**Being Re-Active mean you have to scramble and play catch up and make excuses as to why you are behind the curve instead of being in front.**

YOU are on the Offensive instead of being FORCED to playing Catch-Up and being on the Defense.

## **Simple Strategy**

Think about this Seriously for a few moments and let it really sink in.

They ONLY have One (1) Way to Re-Act.

## **They will have No Choice but Comply.**

What are they going to do?

They can't argue and claim they know more than a Registered, Certified and/or Fully Accredited Professional Appraiser of Gems and Jewelry from a Nationally and/or Internationally Known and Respected Appraisal Organization and/or Society.

They have no verifiable credentials to back them up.

Those that publicly put up a fight will be publicly exposed and instantly discredited and publicly embarrassed.

The Light of Truth will burn them BIG TIME

## **This is a No Brainer People.**

**You want to make \$150,000.00 to \$300,000.00 a Year!?!? This is the way to do it.**

We don't need Federal Laws, Rules and Regulations.

We Don't need State Laws and Rules and Regulations

WE JUST HAVE TO TELL THE TRUTH and the Consumers will take our side, hands down!!!

C. MASSIVE Media Advertising Campaign on Multiple Fronts

- #1. Send an Email to Each of the Fifty (50)  
State's Attorney General's Office of Consumer Fraud Division  
We could Build an On-Line Petition so it would be easier for everyone to sign
- #2. Send an Email to each of the Fifty (50)  
State's Insurance Commissioners  
We could Build an On-Line Petition so it would be easier for everyone to sign
- #3. Send an Email to Each of the Fifty (50)  
State's Better Business Bureaus  
Along with sending one to the Company's Washington D.C. Head Office  
We could Build an On-Line Petition so it would be easier for everyone to sign
- #4. Send a Letter to the Various U.S. Trial Lawyers Association  
Along with sending an Email to each of the Fifty (50) Bar Associations at the  
state level  
We could Build an On-Line Petition so it would be easier for everyone to sign
- #5. Send a Email to each of the Various Insurance Companies Nation-Wide to their  
P.R. Departments  
We could Build an On-Line Petition so it would be easier for everyone to sign
- #6. Send an Email to each of Federal Legislators, Congressmen and Senators  
We could Build an On-Line Petition so it would be easier for everyone to sign

Now that ALL of the Big boys have been alerted, notified and informed you can now go after the others on the lists.

- #7. Now Email each of the National Jewelry Publications  
National Jewelers Magazine  
JCK

InStore  
Rapaport

We could Build an On-Line Petition so it would be easier for everyone to sign  
Asking each Publication to add a New Monthly Colum for Jewelry Appraisers and issues  
associated with it and the jewelry industry and insurance industry issues with appraisals  
and appraisers

Make sure to keep a record of when you sent those emails and what response if any you  
got back from each one as this will play a very important role.

Now Go After the News Media, Print, Radio and T.V. and even the Internet.

- #8. Email Local T.V. Stations directed towards their Investigative Reporters or their  
Consumer Affairs Department
- #9. Email Local / Area News Papers Letter to Editors or their Consumer Affairs  
Department
- #10. Email Local Talk Radio Stations and their Talk Show Hosts
- #11. Email Local Community Cable Shows and their Directors and Show Hosts
- #12. Send out emails to all the local Jewelry stores in the area or state  
Simply explaining what we are doing and that they should make the necessary changes  
when consumers start coming in asking questions about jewelry appraisals and who  
really is Professional Trained and Formally Educated with REAL Appraising Credentials
- #13. Send out emails to all the Local Insurance Agents in the area or state

Then sit back and watch everyone scramble to play catch up with US.

We also need to set up Several On-Line Petitions for everyone to sign and date and it will automatically  
be sent to the various Government Agencies at both the State and Federal Level

The Same Kind of On-Line Petition also needs to be done for each of the National Insurance Company's  
P.R. and Consumer Affairs Department and also their V.P. of Agents, Claims and Underwriters.

**We also need to set up an On-Line Petition politely asking  
Consumer Reports Magazine to Produce and Publish an**

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**Annual Special Edition Issue on Diamonds, Precious Gems, Jewelry, Diamond Grading Labs, Appraisals, Appraisers, Jewelry Stores and Insurance Issues concerning jewelry.**

**This could easily be a 75 to 120 Page Annual Publication for Resale to Consumers just like their Annual Camera, TV or Car and Truck Issues.**

## Sneak Peek to what's Coming

- A – Resource Page for Appraisers
- B – How many Professional Jewelry Appraisers are there?
- C – I'm a Gemologist, now what!?!?!?
- D – So YOU want to become a Jewelry Appraiser?
- E – How Much Do You Charge for an Appraisal?
- F – TIME, How Much Time do YOU Really have to make a Living Appraising Jewelry
- G – The Future of The Jewelry Appraising Industry
- H – Why YOU Should Hire a Professional Appraiser with REAL Credentials
- I – A Spreadsheet IS YOUR NEW BEST FRIEND
- J – Complete History of Your Professional Education
- K – Complete History of Your Business Employment and Experience
- L – Complete Current Listing of Your Gemological Laboratory Equipment
- M – The Dreaded Appraisal Phone Call Question, "How Much does an Appraisal Cost?"
- N – Advertising Your Professional Appraising Titles to EVERYONE
- O – The Business Card – The BEST & Cheapest way to Advertise Yourself and Your Business
- P – Setting Up Your Web Browser so it is More Functional and More Importantly Productive
- Q – A 101 Uses for Your Cell Phone in Your Lab
- R – The EGL International Diamond Grading Controversy and How it effects Jewelry Appraisers
- S – The EGL International Diamond Grading Controversy and How it effects Jewelry Stores
- T – The Take-In Disclosure and Agreement Sheet
- U – Job Interviewing Topics and Subjects to Bring Up
- V – Negotiating Skills, Topics and Subjects to Bring Up
- W – The Advantages of Working with a Retail Jeweler
- X – Designer Jewelry Their Prices and Mark-ups
- Z1 – Specialty Cut Designer Cut Diamonds
- Z2 – Grading Scales – Quality of Cut Grade – Major & Melee Colored Stones
- Z3 – Grading Scales – Quality of Cut Grade – Major & Melee Diamonds
- Z4 – Grading Scales – Quality of Enameling – Over-All
- Z5 – Grading Scales – Condition of Enameling – Over-All