

# RDI

## DIAMONDS®

STOCK · MEMO

## Why RDI Diamonds?

*With over 8,000 diamonds in stock, RDI has the selection you want and the quality you need!*



## Why RDI Diamonds?

“ RDI Diamonds gives me peace of mind. Their prices are always competitive, and their lifetime trade-up policy assures me I will never get stuck with a diamond that is not selling. Whether I am looking for something specific or wanting to explore ideas to increase my business, RDI Diamonds is always there to partner with my needs. ”

- Susan McClain, Scheherazade Jewelers



## 1 *One of the Largest Inventories in the World!*

- RDI specializes in diamonds ranging from .50 – 10.00 ct
- Huge selection of everyday “bread and butter” diamonds
- Every stone is “cherry-picked” – we do not parcel buy
- We fill 90% or more of our daily orders – compared to the industry average of 33%

## 2 *Memo: Leverage Our Inventory*

RDI Diamonds is one of the largest memo houses in the country. When we send you a diamond on memo, there is no financial obligation to purchase anything. You’re able to leverage our inventory, without hitting the bank!

**Flexible Memo Terms** – Customer indecisive? We understand the “big sale” can take some time. We give you the time you need to make a hassle free sale.



“ *With over 8,000 diamonds in stock, finding the perfect diamond has never been easier!* ”

# RDI DIAMONDS<sup>®</sup>

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“ Guaranteed to never  
make a bad inventory  
buy again! ”



## 3 Stock Programs to Maximize Sales

Tired of not having the right diamond at the right time? With RDI's stock programs, you'll never lose a sale again due to being out of stock.

You Me  e

  
ARIEL  
DIAMONDS

BEAUTIFULLY ENHANCED

TRUE<sup>™</sup>  
CUSHION BRILLIANT

We offer flexible terms and discounts for all stock purchases. Visit our next page to learn more about each program.



*This isn't your traditional stock program,  
it's a flexible program of top sellers!*

No matter where you are, you can position yourself as the go-to jeweler that has the popular items customers are looking for... **GUARANTEED!** You Me We™ gives you the inventory you need with the marketing tools you want and more!

**Choose A Grading Report You Prefer** AGS & EGL USA  
**100% Sell Thru Guarantee**  
**Inventory Multiple Categories To Simplify Buying**  
**FREE Display Available in 2, 3 and 4 base**  
**Marketing Kit Social Media Collateral, Print & Radio Ads**  
**Coming Soon! TV Ads**



*Nothing Excites Like A Big Diamond*

Beautifully enhanced diamonds are the best value for your customers. This emerging market for millennials allows for a bigger diamond when their budget just isn't enough. No matter where you are, you can position yourself as the go-to jeweler that has the popular items customers are looking for...

**100% Sell Thru Guarantee**  
**Re-Enhancement Guaranteed For Life**  
**Inventory Multiple Categories To Simplify Buying**  
**FREE Display Available in 2, 3 and 4 base**  
**Marketing Kit Social Media Collateral, Print & Radio Ads**  
**Coming Soon! TV Ads**



*TRUE Cushion Brilliant™ Diamonds...*

A True Cushion Brilliant™ contains larger facets and does not have a "crushed ice" look. Rather, they resemble the appearance of round cut diamonds with a pillow like or cushion shape.

**FREE Display Available in 2, 3 and 4 base**  
**Marketing Materials**  
*They are so RARE, desirable and popular  
that higher end stores prefer it and only  
GIA identifies it as a True Cushion Brilliant™.*

*All programs include access to a Brand Specialist!*

## 4 **Your Diamond Consultant**

Tired of dealing with order takers?  
RDI's Account Managers are true industry experts.

- Trained extensively on diamonds and the industry
- Ability to accurately provide description/specifications for every diamond in our 8,000 plus inventory
- Save time – let us know what you need, and we will search for you!

## 5 **Insurance Replacements Are Fast and Easy**

- RDI Diamonds is an approved insurance vendor for diamond replacements.
- Just provide us with the claim number, and we'll take care of the rest.
- We bill the insurance company directly; You won't have to worry about the paperwork or billing!

## 6 **We Offer EVERY Grading Report** – *Creating More Choices For You!*



### Accurate Identification Process

We have a process in place to specifically accurately identify EGL grading reports  
– so you're never left guessing!

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“ We offer quality diamonds from all certifications to create more choices for you! ”



“ Upgrade your  
diamond at anytime.”



## 7 **FREE** *FedEx Overnight Delivery*

Did you know we ship for FREE Monday through Friday? That's right, we could potentially save you up to \$6,000 a year in shipping fees. And we're fast! Need a stone for an appointment tomorrow? No problem - it's on the way!

## 8 **Lifetime Trade-Up Policy**

- Every diamond purchased from RDI comes with a lifetime trade-up
- That means an undamaged diamond can be upgraded at any time, towards another diamond of equal or greater value. (New diamond needs to be at least \$1.00 more than original diamond)
- Original paperwork must accompany returned diamond
- The original diamond must not be damaged

## 9 **Competitive Pricing**

Daily internet comparisons assure we are consistently priced in the industry's lowest 10% (when comparing comparable diamonds).

## 10 **Credit** *That Meets Your Needs*

- We issue our own line of credit to every customer
- We accept all major credit cards
- We accept ACH payments
- We offer terms up to 90 days on stock purchases

## 11 **Supportive** *Admin Staff*

- Ensures accurate and consistent procedures
- Never deal with shipping mistakes – no hassle!
- Always providing the follow-up you need
- Accurate billing statements

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“Our supportive admin staff ensures hassle free diamond selection, delivery and follow-up.”





“Our marketing team provides resources to drive traffic into your store.”



## 12 **Responsive Customer Service**

- We monitor every call for quality assurance
- Our quality assurance team partners with Account Managers to serve you better

## 13 **RDI Marketing Team Supports Your Marketing Efforts**

- Focused on driving traffic into your store
- Educational webinars and articles
  - Social Edge Program
  - Social to Sale Program
- Marketing Plus Program - FREE email and social media collateral



# 14

## RDI Invests in Technology to Serve You Better

- Constantly striving to make technological advances to make your business better
- Customized software specifically created for this industry means less wait time for you!
- Here to answer technical questions with website, mobile app link, etc

# 15

## Valuable Website Connects You with Our Diamonds

- Quickly and easily browse our vast inventory of over 8,000 stones
- Dynamic, real-time inventory status
- Online training for you and your sales staff
- 6 pictures up to 300X magnification of every diamond
- View and print certifications for every diamond
- Access to a tiered pricing structure by price point or carat weight

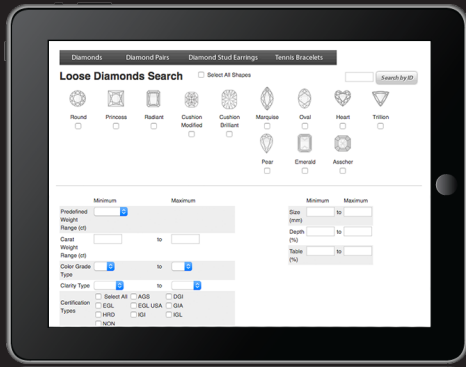
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“Quickly and easily browse our vast inventory of over 8,000 stones.”



# RDI DIAMONDS®

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“Leverage our inventory on your website or tablet.”

## 16 **Mobile Application** *Improves Your Sales Efforts*

Mobile Diamond Connection is the perfect qualifying tool for you and your sales team.

- Make more sales
- Reduces no-show appointments
- Helps convert weaker sales associates into Sales Superstars!

## 17 **Expand Your Diamond Selection with Our FREE Inventory Link**

- Allows customer to leverage our inventory on their website. Giving your customers access to our vast inventory of 8,000 stones
- Customized with your retail prices and mark-ups
- Provides web presence for jewelers who don't have website
- Setting up is as easy as 1-2-3
- After setting up your markups, we provide your custom i-frame code

# 18 *Partnering with Industry's Biggest Groups*

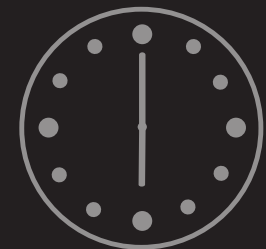


# 19 *We Are Available to Meet Your Needs*

- Monday – Friday 9:30 – 6:00 EST
- Extended Holiday Hours
- If FedEx is open, we are open!

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“We are open until 6pm EST to assist you with your diamond needs. Give us a call today!”



*Let Us Find Your Diamond Today!*

800.874.8768 | [rdidiamonds.com](http://rdidiamonds.com)

### *Our History*

It all began back in 1987. That's when Michael Indelicato, RDI Diamond's Founder and CEO started Rochester Diamonds Incorporated, out of his mother's basement. His sister, Sara, joined him 4 years later in 1991 and trained as a Gemologist. In 1992, the brother-sister team moved from Mom's basement to their first office which was located in the historic Sibley Building in downtown Rochester. Cousin Nico soon joined the team, and together they set on a path to make their mark on the wholesale diamond industry. With over 25 years of double digit growth and 3000 retailers nationwide, RDI has established itself as one of the leading diamond wholesalers in the world. With all of that success, there is still much more to do! RDI Diamonds continues to strengthen its brand by leveraging marketing and technology to its jewelers in 2014 and beyond.

