

Sell or Buy Diamonds in our Auctions

HARMONY DIAMOND AUCTIONS

ONLINE SINGLE STONE AUCTIONS FOR THE TRADE
QUICK, TRANSPARENT & RELIABLE

In collaboration with:

Polygon

powered by mdf commerce

Scan this QR code to learn more.

SELLERS SHIP US THEIR DIAMONDS

BY THE SUBMISSION DEADLINE

WE INSPECT, GRADE & PHOTOGRAPH THEM

WE OFFER THEM ON A 48 HOUR ONLINE AUCTION

BUYERS BID ONLINE - ALL BIDS ARE VISIBLE

SELLERS GET 24 HOURS TO ACCEPT THE HIGHEST BID

BUYERS SEND PAYMENT & GET THEIR PURCHASES

SELLERS GET PAID SIMPLE & HASSLE-FREE

Our cutting-edge online auction platform connects motivated diamond sellers with qualified buyers all over the world!

Combining ground breaking technology and extensive expertise provides you with the best way to buy and sell recycled diamonds in the marketplace.

Auction features include:

- Comprehensive diamond information including grading and 360 views
- Completely transparent process allows buyers to bid from anywhere in the world!
- Quick, efficient, and effective process with unique tracking tools!
- Innovative auction features and notifications to help maximize value!

BUYING DIAMONDS? Try our newest feature!

AUTO-BIDDING (beta) allows you to put in your MAX and let the system bid for you! See website for details.

Sell at our auctions:

- Innovative auction features that help maximize your selling price!
- Worldwide outreach allows you to connect with the most qualified buyers
- Quick, efficient, and effective process with unique tracking features so you always know the status of your diamonds!
- Expert evaluation and grading so you never undersell your diamonds!
- No risk review period allows you to accept or reject the highest offers
- Peace of mind, knowing your diamonds are safe with Hoover & Strong

Buy at our auctions:

- Access to a large selection of recycled diamonds directly from pawnbrokers, jewelers and gold buyers
- Interactive online platform enables you to easily filter through stones, save your favorite stones and place bids from your desktop or mobile device at any time of the day
- Strict stone verification and grading process conducted by diamond experts provides credibility to all stones that enter the auction platform
- Multiple high resolution images and detailed descriptions for all stones
- No deposit required in order to place bids and 24 hour review period allows you to buy with confidence!
- Unique bidding options and notifications to help maximize your chances of winning!

myAuction

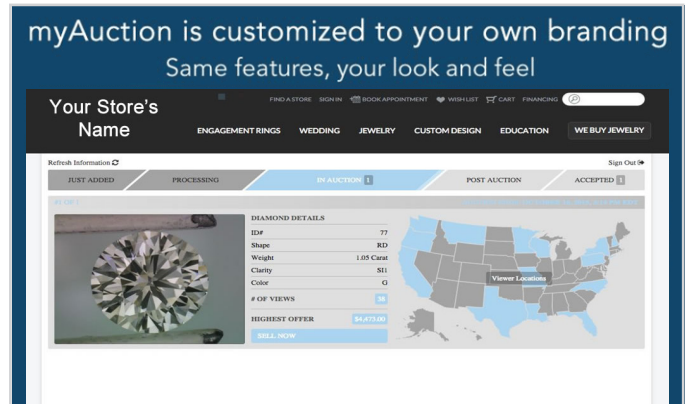
White Label Auction Service for Retail Jewelers

myAuction™ is a new way for retailers to buy goods over the counter (OTC) and sell back to the trade. **See how it works in the info graphic below.**

Customers can add diamonds & jewelry they want to sell to a live B2B auction, track the bids on your website, and decide to accept or reject the highest offer. Buyer info is anonymous, and your commission is built into the offers. myAuction is FREE and can be set-up on your website within a day.

Start buying more OTC with myAuction™ today!

Contact one of our specialists: auction@hooverandstrong.com or 1-800-759-9997 ext. 485



HOW IT WORKS?

<p>TAKE YOUR CUSTOMERS' DIAMONDS AND JEWELRY ON CONSIGNMENT</p> 	<p>SHIP THEM TO HOOVER & STRONG</p> 	<p>WE WILL INSPECT, GRADE & PHOTOGRAPH THEM IN PREPARATION FOR AUCTION</p> 	<p>WE WILL OFFER THEM ON OUR AUCTIONS ONLINE</p> 
<p>DOZENS OF QUALIFIED BUYERS WILL COMPETE FOR THE ITEMS</p> 	<p>YOUR CUSTOMER WILL LOG ONTO YOUR WEBSITE TO REVIEW THE HIGHEST BID</p> 	<p>YOUR CUSTOMER GETS PAID (OR GETS STORE CREDIT)</p> 	<p>YOU GET A COMMISSION IT'S THAT SIMPLE!</p> 

FREQUENTLY ASKED QUESTIONS

How much does myAuction cost?

The service is free. This includes embedding the plug-in onto your website, as well as training and service. You will be responsible for the shipping fees of any items shipped into the auction or returned from the auction.

How are payments processed?

Payments are processed immediately after the auction ends. We offer both check or wire payments, which can be sent to you or directly to your customers.

What if an item doesn't sell?

When an auction ends, we ship all unsold items back to your store so you can return them to your customers.

I'm already buying any OTC goods I can from my customers, can I still benefit from this service?

While you can make an offer on any item your customers offer you, not all of your offers are accepted, so instead of turning your customers away, you can offer the auction service as an option if the offer you made isn't accepted.

I don't feel comfortable buying OTC goods, can I still benefit from this service?

Of course. Instead of turning away your customers that are looking to sell their unwanted jewelry, you get to offer them a service which will expose their item to hundreds of qualified buyers, allowing them to receive the best market offer for their item.