

# Jewelry Values

What's it worth? We want you to know!

## retail value

The price at which a jeweler sells a new piece of jewelry. This may be **keystone** (double its wholesale value) or even **double keystone** (triple its wholesale value). **Appraised value** (*insurance value* and *replacement value*) falls into this range.

## wholesale value

The price at which a jeweler can buy a new piece of jewelry from a distributor or manufacturer. Generally, this is one-half to one-third of its retail value.

## resale value

The price at which a piece of used (**estate**) jewelry can be resold to the public (**retailed**) after being reconditioned. That's anywhere from 1/3 to 1/5 its retail (appraised) value and, generally, this is no more than double its scrap value for commercial-grade pieces, but may be much more for antique or collectible pieces. When reselling a piece of used jewelry, a dealer must pay less than full resale value in order to make a profit.

## scrap value

The price at which a piece of jewelry can be dismantled into its component parts to be recycled, based on the metal's **spot price** and the resale value of the stones (if any). Generally, that's between 10% and 20% of its retail (appraised) value. When scrapping a piece of jewelry, a dealer must pay less than full scrap value in order to make a profit.