

# DIAMOND & FINE JEWELRY REGISTRIES

- "Extended service policy" protection plan for Diamond, Gemstone, Gold, P4, Titanium and Tungsten jewelry.
- All customers buying applicable items must be offered Registries.
  - The customer must be present whenever a Registry sale is recorded on the POS.
  - The amount to charge the customer for each Registry is stated on page 3 in this section.
- Each store's Registry sales should equal a minimum of **10%** of the stores sales, and each associate's Registry sales should equal a minimum of **10%** of his/her total sales.
- When a Registry is sold the selling associate or manager is entitled to a cash spiff equal to **5%** of the amount of the registry **plus you will receive commission on that registry in your monthly commission check at your commission rate in the month it was sold.**
- No spiff can be collected if Registry is sold at an unauthorized price.
- The majority of Registry repairs will be covered by the store manager, who will authorize the jeweler to repair items covered under the guidelines of the program to a maximum cost of a \$100. Repairs with a cost over a \$100 or that require the matching of diamonds/stones should be sent to SMC for evaluation and coverage.
- All Registry Repairs sent to SMC MUST include a copy of the customer's F8 or receipt showing proof of registry purchase.
- *See next two pages for details regarding benefits of and how to sell Registries.*

# ITEMS COVERED BY REGISTRIES

## DIAMOND REGISTRIES

### Diamond Item

(All sku's beginning with a 1)

100 SKU's

- *Free replacement of any diamond (1/2 Carat or smaller) which, in normal use, separates from its mounting and is lost. If the customer has a registry for a piece with a diamond larger than 1/2 ct. and that diamond is lost, the customer will be allowed the value of a 1/2 ct. diamond.*
- *Free ring re-sizing up to two sizes.*
- *Free tightening of stones.*
- *Free re-tipping.*
- *Free smoothing of prongs to prevent snags.*
- *Free polishing, cleaning and inspection.*
- *5% bonus trade-in value while Registry is in effect (diamond merchandise trade-in policy allows trade-ins of diamond merchandise for other diamond merchandise at least two times the trade-in amount).*

*Note: Due to the nature of the metals, a **Titanium or Tungsten ring** with diamonds that needs to be re-sized up to two sizes will be exchanged for a new ring. All exchanges **MUST** be sent to SMC in a repair envelope with the customer's old ring in the envelope. **There are NO in-store, over the counter replacements.***

## FINE JEWELRY REGISTRIES

(All sku's beginning with a 3)

300 SKU's

- *Free replacement of any stone lost in normal use.*
- *Free ring re-sizing up to two sizes.*
- *Free polishing, cleaning and inspection*
- *Allow a trade-in of the ring for one at least **three times** the trade-in amount (without a Registry, we allow no trade-ins on non-diamond merchandise).*
- *5% bonus trade-in value. Registry must be valid (not expired) at the time of trade-in.*

*Note: Due to the nature of the metals, a **Titanium or Tungsten ring** that needs to be re-sized up to two sizes will be exchanged for a new ring. All exchanges **MUST** be sent to SMC in a repair envelope with the customer's old ring in the envelope. **There are NO in-store, over the counter replacements.***

### Chains & Bracelets

(All sku's beginning with a 4)

400 SKU's

- *Free repair of any break that occurs in normal use.*
- *Free repair of any clasp that breaks in normal use.*
- *Free polishing and cleaning.*
- *Allow a trade-in of the chain or bracelet for one at least **three times** the trade in amount (without a Registry, we allow no trade-ins on non-diamond merchandise).*
- *5% bonus trade-in value. Registry must be valid (not expired) at the time of trade-in.*

**All Registries provide coverage for three years at which time, upon inspection, customers should be encouraged to renew.**

***NOTE: Rhodium plating is NOT covered by Registry unless it is done as part of a white gold item being sized or repaired.***

# SELLING REGISTRIES

- All associates must attempt to sell a Diamond, Fine Jewelry or Watch Registry for every item sold. Multiple Registries may be sold on the same sales ticket.
- Moissanite is a colored non-diamond stone, therefore it is covered under Fine Jewelry Registry.
- Titanium and Tungsten with a diamond is covered by a Diamond Registry, and by Fine Jewelry Registry if it doesn't have a diamond.
- Customers can purchase Registries at a subsequent date, only upon store associate/manager inspection of the merchandise that was previously purchased at Daniel's. When selling Registries at a later date, merchandise must be in like new condition.
- Registries are available on most special order merchandise (merchandise that is not part of our regularly sku'd inventory, excluding ArtCarved).

ArtCarved Class Rings 398-10030	<b>DO NOT SELL REGISTRY</b>	
Bogarz Family Jewelry 398-10010	Sell Fine Jewelry Registry at 24% of Authorized Sale Price (no trade-in's allowed)	Cash Spiff= 5%
Celebrations Jewelry 398-10020	Sell Fine Jewelry Registry at 24% of Authorized Sale Price (no trade-in's allowed)	Cash Spiff= 5%
*Frederick Goldman 398-30005	Sell Fine Jewelry Registry at 24% of Authorized Sale Price (no trade-in's allowed)	Cash Spiff= 5%
Diamond Eternity Ring 198-12015 thru 198-12247	Sell Diamond Registry at 24% of Authorized Sale Price Trade-in's allowed following standard policy.	Cash Spiff= 5%
Personalized Jewelry 498-10010	Sell Fine Jewelry Registry at 24% of Authorized Sale Price (no trade-in's allowed)	Cash Spiff= 5%
Quality Gold 498-10000	Sell Fine Jewelry Registry on gold items at 24% of Authorized Sale Price (no trade-in's allowed on personalized or engraved jewelry)	Cash Spiff= 5%

\*Added

# CHARGING REGISTRIES ON DANIEL'S ACCOUNT

- Following the proper approval procedure, a Registry may be added to a Daniel's account.
  - Registries of any amount may be automatically added on to the customer's account with any approved Daniel's charge purchase.
  - Registries \$500 or less can be sold to a customer without a current sale approval from Central Credit (*decisioned credit application required*).
  - Registries more than \$500 without a current sale approval from Central Credit must be sent in for a separate approval and must receive proper approval before being charged to a Daniel's account.
- A Registry is not refunded if the covered merchandise item is traded-in.
- You must properly calculate and charge correct Registry prices.

## **REGISTRY COST**

**12%** of the ticket price for all classes EXCEPT:

Classes 129, 130, 188, 189, 303, 389, 489: These sell at 8% of Ticket Price.

*The MINIMUM Registry Selling Price is \$39.95.*

*The MAXIMUM Registry Selling price on 403's and 404's is \$599.95.*

*The MAXIMUM Registry Selling Price on any item is \$999.95.*

## **DISCOUNTING REGISTRY**

**We should always attempt to sell the Registry on every qualifying item at the correct calculated price stated above. When necessary, on a CASH SALE you can discount the selling price of the Registry by up to 20%. EX: Ticket price of \$2,999.95 x 12% = a \$360 Registry price, \$360 – 20% = You can discount to as low as \$288 and still earn your spiff.**

### **How To Process Once Customer Agrees To Purchase Registry**

- 1) *Determine Registry price.*
- 2) *Add price to sales slip on "(DMR) Registry" line toward bottom.*
- 3) *Run through POS (SKU #720-00000) with sale, as an additional item sold.*
- 4) *Complete appropriate Registry Card (see examples on following page) and give to customer.*

# DIAMOND & FINE JEWELRY REGISTRY CARD EXAMPLES

- Registry number is the same as the sales slip number.
- A Diamond Registry card (purple) or a Fine Jewelry Registry card (pink) must be completed and given to the customer for every registry sold.

*Pictured below is an accurately completed Diamond Registry Card and a Fine Jewelry Registry Card.*

DANIEL'S DIAMOND REGISTRY	
◆ Complete Diamond Protection Plan ◆	
REGISTRY No. <u>6362335</u>	
For a period of 3 years from the date shown hereon, Daniel's agrees to provide the following services for the diamond item(s) listed:	
<ul style="list-style-type: none"> <li>• Free replacement of any diamond 1/2 Carat or smaller which, in normal use, separates from its mounting and is lost.</li> <li>• Free Re-sizing up to 2 sizes. (Does not include initial sizing at time of purchase.)</li> </ul>	<ul style="list-style-type: none"> <li>• Free tightening of stones.</li> <li>• Free re-tipping.</li> <li>• Free smoothing of prongs to prevent snags.</li> <li>• Free polishing, cleaning and inspection.</li> </ul>
• <b>SPECIAL 5% BONUS TRADE-IN VALUE</b>	
Customer Name <u>John Smith</u>	
Daniel's Account No. (if applicable) <u>N/A</u>	
Diamond SKU# <u>152-12186</u>	
Diamond Purchase Price \$ <u>2599.95</u>	
Registry Purchase Price \$ <u>312.00</u>	
Issued By <u>Jane</u>	Date <u>4/15/21</u>
Emp. No. <u>0123</u>	Store <u>101</u>
<ul style="list-style-type: none"> <li>• To keep your jewelry looking its best, have it checked EVERY 3 MONTHS by a Daniel's professional.</li> <li>• Daniel's offers FULL TRADE-IN VALUE on your diamond jewelry. Come in to trade-up for the diamond jewelry of your dreams.</li> <li>• Remember to RENEW YOUR DIAMOND REGISTRY every 3 years!</li> </ul>	

DANIEL'S FINE JEWELRY REGISTRY	
◆ Complete Fine Jewelry Protection Plan ◆	
REGISTRY No. <u>6362335</u>	
For a period of 3 years from the date shown hereon, Daniel's will provide the following services for the Gold and/or jewelry item listed below:	
<b>For KARAT GOLD CHAINS &amp; BRACELETS we will:</b> <ul style="list-style-type: none"> <li>• Repair any break that occurs with normal use.</li> <li>• Repair any clasp that breaks with normal use.</li> <li>• Clean and/or polish free of charge.</li> </ul>	<b>For RINGS &amp; PENDANTS we will:</b> <ul style="list-style-type: none"> <li>• Re-size ring free of charge up to 2 sizes.</li> <li>• Replace any stone lost in normal use, free of charge.</li> <li>• Clean and/or polish free of charge.</li> </ul>
Excessive wear or obvious abuse is not covered by the registry.	
105% TRADE-IN GUARANTEE	
The item listed hereon may be traded in at any time toward the purchase of an item in the same merchandise category whose selling price is at least three times the trade-in amount.	
Customer Name <u>John Smith</u>	
Daniel's Jewelers Fine Jewelry Registry Price \$ <u>234.00</u>	
Item SKU# <u>309-06861</u>	Purchase Price \$ <u>1199.95</u>
ISSUED BY <u>Jane</u>	ASSOC. # <u>0123</u>
STORE NO. <u>101</u>	DATE <u>4/15/21</u>
<ul style="list-style-type: none"> <li>• To keep your jewelry looking its best, have it checked EVERY 3 MONTHS by a Daniel's professional.</li> <li>• Daniel's offers FULL TRADE-IN VALUE on your jewelry. Come in to trade-up for the jewelry of your dreams.</li> <li>• Remember to RENEW YOUR FINE JEWELRY REGISTRY every 3 years!</li> </ul>	

- \* Although the Registry price is calculated on the ticket price of each item, the actual purchase price of the registry is indicated on the card.

# NEW WATCH REGISTRY

- All associates are expected to explain the benefits and encourage each customer when they purchase a new watch to purchase a New Watch Registry.
- The Registry provides two years of hassle-free, buckle-to-buckle watch protection from normal wear and tear from the date of the purchase.
- A New Watch Registry can only be purchased within 10 days of purchase.
- All service is administered by a 3<sup>rd</sup> Party company named Haft Financial. No Registry work is done in the In-Store or through at SMC (*see detailed service contract on page 7*).
- When a Registry is sold the selling associate or manager is entitled to a cash spiff equal to **5%** of the amount of the registry **plus you will receive commission on that registry in your monthly commission check at your commission rate in the month it was sold.** No spiff can be collected if Registry is sold at an unauthorized price.
- You must properly calculate and charge correct Registry prices.

## Registry Cost

*12.5 % of the Retail Watch price or a minimum \$39.95.*

## Registry Sale Steps

- 1) *Determine Registry price.*
- 2) *Add price to sales slip on "(DMR) Registry" line at bottom of sales ticket.*
- 3) *Run through POS (SKU #712-00000) with sale, as an additional item sold.*
- 4) *Complete appropriate Registry Card (see examples on following page) and give to customer.*

# ITEMS COVERED BY WATCH REGISTRY

## Coverage

- Battery Replacement
- Crystal scratches or breaks (limit one per Registry Period)
- Case or bezel damage
- Broken watchbands
- Broken stem or crown
- Broken clasps
- Water damage to water-resistant watches
- Movement failure not covered by the manufacturer's warranty
- Pitting or fading of case / band finish or plating

## Excludes

- Cosmetic scratches and dents to the bracelet and clasp
- Damage caused by excessive wear or abuse


This Registry coverage period is for two years at which time, upon inspection, customers should be encouraged to renew.

# NEW WATCH REGISTRY CARD SAMPLE

- Registry number is the same as the sales slip number
- A watch Registry Card must be completed and given to the customer for each Registry purchased.
- The customer must retain the card and proof of purchase in order to receive service.

*Pictured below is an accurately completed Watch Registry Card.*

DANIEL'S WATCH REGISTRY	
◆ Complete Watch Protection Plan ◆ SKU: 712-00000	
REGISTRY No. <u>6362335</u>	
Your Hassle-Free Watch Protection Plan is a comprehensive two-year protection from normal wear and tear on your watch from the date of purchase.	
<b>Watch Protection Plan Includes:</b>	
<ul style="list-style-type: none"> <li>• Crystal scratch or break (limited one per Registry Period)</li> <li>• Case or bezel damage</li> <li>• Broken watchband</li> <li>• Broken stem or crown</li> <li>• Broken clasp</li> </ul>	<ul style="list-style-type: none"> <li>• Water damage to water resistant watch</li> <li>• Movement failure not covered by the manufacturers warranty</li> <li>• Pitting or fading of case/band finish or plating</li> </ul>
<b>Watch Protection Plan Excludes:</b>	
<ul style="list-style-type: none"> <li>• Cosmetic Scratches and dents to the bracelet and clasp</li> </ul>	<ul style="list-style-type: none"> <li>• Damage caused by excessive wear or abuse</li> </ul>
Customer Name <u>John Smith</u>	
Receipt No <u>6362335</u>	Date of Purchase <u>4/15/21</u>
Watch Purchase Price \$ <u>550.00</u>	Registry Purchase Price \$ <u>68.75</u>
<input type="checkbox"/> LADIES <input checked="" type="checkbox"/> MAN'S Name Brand <u>Bulova</u>	
Watch SKU # <u>202-06736</u>	
Band/Strap Color <u>Stainless</u>	
EMP No <u>0123</u>	Store No <u>101</u>
Not transferable to other watches.	
<b>Remember to renew your Watch Registry every 2 years!</b>	

WATCH REGISTRY	
◆ Complete Watch Protection Plan ◆	
MAKING DIAMOND DREAMS COME TRUE SINCE 1948	
	
Please visit our website, <b>KPWCLAIMS.COM</b> to review our process, file a claim, or request an update. If you wish to speak with a representative, please contact us at <b>800-809-4699</b> .	
Upon completion of the claim, shipping envelope will be mailed to you. Covered services generally require 10 – 35 business days to complete after your watch arrives at the repair facility.	
4216 - July 2018	

Note: For future watch service, it's important to review contract details with the customer (*refer to the back of the Watch Registry Card*).