

## **UPDATED: Pre-Owned Rolex - Program Points**

### **LOSS PREVENTION**

- Unless you have a specific override from Loss Prevention, all watches must be in protective sleeves **INSIDE THE SAFE**. Only Pictures of the Watches can be displayed in the showcase.
- In order to display an actual watch from the safe:
  - Use the 210 security code and have another associate observing from a position between the customer and the most likely store exit
  - You must have the customer's state or government picture ID locked in a showcase
  - Only one Rolex watch can be shown at a time. After showing each watch, they must be returned to the safe before presenting another one to the customer
- Watches must be immediately returned to the safe if they are not sold.
- Watches must be kept on a separate Rolex Watch Case Count and each time they are counted, the associate must look in the safe and visually verify each watch is there.

### **ROLEX SELLING POINTS**

- We are NOT an official authorized Rolex dealer, we DO NOT sell new Rolex watches.
- Each Rolex watch has been previously owned and customers **MUST** be told so.
- Each Rolex watch was chosen based on their clean history and verified to have a Rolex movement, case, crown and band. The majority of diamond dials/bezels are aftermarket
- Refer to "Winding Instructions" on the Intranet to understand how to care for the watch
- One of the finest quality watches made. Swiss and handmade.
- Officially Certified Chronometer – Each watch meets very stringent quality standards.
- All watches are mechanical and automatic/self-winding, NOT Quartz, NO Battery.
- All Rolex watches have been refinished to like-new condition, no expense has been spared by the vendor in terms of any refurbishment needed when acquired.
- All Rolex watches have been professionally cleaned and movements overhauled.
- We offer a 2 year limited warranty.
- All Rolex watches come with a Certificate of Authenticity, with additional information.

### **DISCOUNTING/DEPOSITS/RETURNS**

- Charge sale, see Photo album for pricing.
- Cash sale, credit cards or 3<sup>rd</sup> party credit, see photo album for pricing.
- Contact your RDM with offers (depending on the model, they could authorize further discount depending on the model.)
- In order to request a Rolex watch be transferred to your store to show/sell, each customer **MUST** be pre-qualified to confirm their seriousness and a \$500.00 deposit **MUST** be obtained/recorded on POS. *Any watch not sold MUST be returned to the original store.*
- All Rolex watches are sold as a Final Sale, must be rung up as SW.
- A manual Final Sale Ink Stamp has been supplied, **MUST** be stamped on each POS receipt and signed off by each customer to assure their understanding of our program.
- Any/All Rolex returns **MUST** be approved by an RDM, be taken in under normal repair procedures, and sent to vendor to verify authenticity prior to any refund being processed.

### **POINT OF SALE MATERIAL**

- Each store must utilize their Rolex sign package that needs to be displayed prominently. Including lobby stand, counter top, **NOT AN OFFICIAL ROLEX DEALER** plaques and sales brochures. Watches, boxes and displays must be kept clean and free of fingerprints.