

Survey of Major Yellow Pages Advertisers *

Appraisers

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	<p>Serving Individuals, Banks, Insurance Cos., Executors, Attorneys, CPAs, etc.</p> <p>Real Estate Appraisals - Commercial/Residential (Details)</p> <p>Entire Estates Appraised</p> <p>Business Appraisals - Tangible & Intangible Assets</p> <p>Bankruptcy/Divorce Valuations</p> <p>Insurance/Tax Appraisals</p> <p>Land Appraisals</p> <p>Written Appraisals/Full Documentation</p> <p>Antiques/Fine Arts – Buy/Sell</p> <p>Market Value Appraisals</p> <p>Expert/Court Testimony</p> <p>Jewelry/Diamond Specialty “Family Matters”</p> <p>Autos – Custom & Classic</p> <p>Acquisitions/Mergers</p> <p>Boats/Trucks</p>	<p>Buy Appraised Items Outright</p> <p>Collectibles (Detailed List)</p> <p>Estate Brokers/Buyers/Liquidators</p> <p>Market & Feasibility Studies</p> <p>Probate/Trust Appraisals</p> <p>Farms/Livestock</p> <p>Oriental Rugs</p> <p>Color Photos Provided</p> <p>Gems/Jewelry/Estate Jewelry</p> <p>Porcelain/Glass/China</p> <p>Grading/Identification</p> <p>Gemprint/Fingerprint</p> <p>Furniture - American, European, etc.</p> <p>Machinery/Equipment</p> <p>Personal Property / ESOPs</p> <p>Damage/Loss</p> <p>Tax Deductible Contributions</p> <p>Buy/Sell Antiques, Jewelry, etc.</p> <p>Fixed Asset Accounting Systems</p> <p>Restorations / Consignment Sales</p>	<p>(Estate) Auction/Liquidation Services</p> <p>Fine Art/Paintings/Statuary</p> <p>Silver & Gold /Watches/Furs</p> <p>Bronzes/Precious Metals</p> <p>SPECIALTIES NOTED IN AD</p> <p>Computers/Office Equipment</p> <p>Historical Documents</p> <p>Business Specialties - Restaurants, Farms, Hotels, Hospitals, Contractors, Heavy Equip., etc.</p> <p>Model Trains/Autographs</p> <p>Horses/Business Machinery/Mobile Homes</p> <p>Coins & Stamps/Rare Coins</p> <p>Equitable Property Distribution (Benefit)</p> <p>Oriental/Japanese Art</p> <p>Jewelry Repair/Sales</p> <p>Complete/Partial Estates (Clean-Out)</p> <p>Liquid Market Value Appraisal</p> <p>Closely Held Securities / Goodwill Value</p> <p>Corporations/Partnerships/Proprietorships</p> <p>LISTS OF ITEMS APPRAISED</p>
Confidence Factors:	<p>Years in Business</p> <p>Recommended by Banks, Museums, etc.</p> <p>Specialty Area(s) Emphasized</p> <p>Gemologist - AGA/GIA</p> <p>Licensed/Insured/Bonded</p> <p>Accredited/Certified</p>	<p>Certified Appraisals – Accepted by IRS, Courts, FDIC, etc.</p> <p>“Independent Due Diligence”</p> <p>Intl./Amer. Society of Appraisers</p> <p>"We Don't Buy or Sell Gems"</p> <p>"Flat Fees - No Percentages"</p> <p>Recognized by Insurance Cos.</p>	<p>Discretion Assured / European Certification</p> <p>Nat. Assn Jewelry Appraisers</p> <p>AGA Certified Laboratory</p> <p>Other Assns – ANA, AAA, ASA, etc.</p> <p>Name(s)/Credentials of Appraiser(s)</p> <p>Equipped Gemological Laboratory</p> <p>Accredited Senior Appraiser (ASA)</p>
Convenience Factors:	<p>Days/Hours of Operation</p> <p>Areas Served/House Calls</p> <p>Location Data/Map</p> <p>Will Travel to Banks, Homes, Business Offices, etc.</p>	<p>Credit Cards (A Few)</p> <p>Same Day Service/"Call Anytime"</p> <p>Moving & Storage Available</p> <p>Toll-Free/Fax Number</p> <p>Auction Room On Premises</p>	<p>On-Line Auctioneers</p> <p>Invitation to Visit Website</p> <p>Immediate Cash for Items Bought</p> <p>Appointments/Free Consultation</p> <p>Website/E-Mail Address</p>
Special Services or Extras:	<p>Buy-Sell Agreements</p> <p>Photography/Video Services</p> <p>Cash Flow Analysis</p> <p>Research Consulting</p> <p>Worldwide Valuation</p> <p>Hourly Rates / Estate Planning</p>	<p>No Percentage Fees</p> <p>Household Furnishings</p> <p>Moving Claims / PMI Removal</p> <p>Estate Sales / Vintage Guitars</p> <p>Consultation Services</p> <p>Licensed Auctioneer</p>	<p>Tag Sale Services/Repair Disputes</p> <p>Items Bought (Specified) / Art Restoration</p> <p>Surpluses/Business Liquidations</p> <p>"Jewelry Appraised While You Watch"</p> <p>Property/Records Management</p> <p>Computerized Diamond Appraisal</p>
Typical Related Headings:	<p>Real Estate Appraisers</p> <p>Antique Dealers</p>	<p>Auctioneers</p> <p>Liquidators</p>	<p>Jewelers</p>