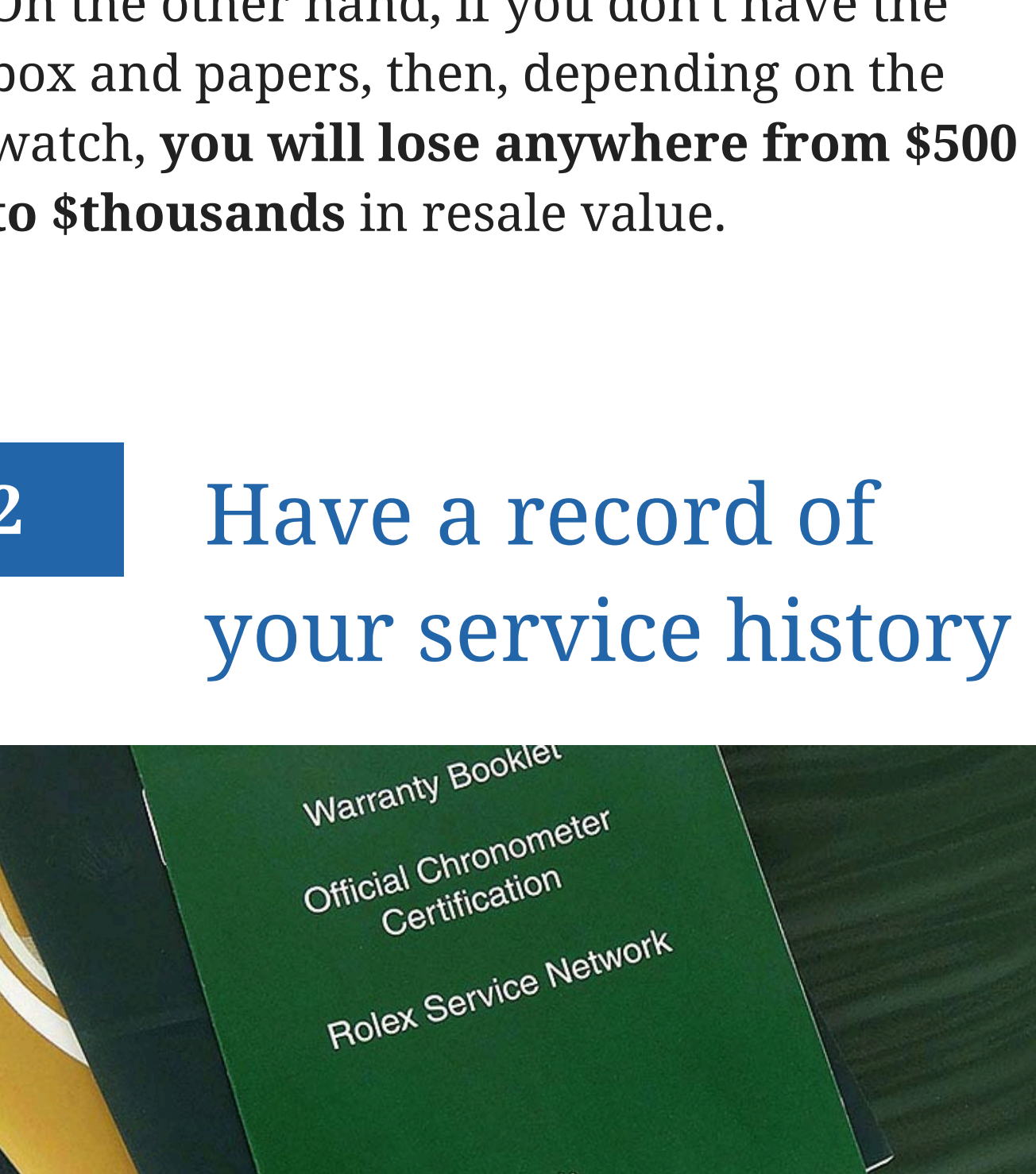


7 Keys to Getting Absolute Top Dollar For Your Rolex or Other Luxury Watch



1 Always keep your box and papers.



This always increases resale value. When the box and papers are in like-new condition, that further enhances your watch's value.

On the other hand, if you don't have the box and papers, then, depending on the watch, **you will lose anywhere from \$500 to \$thousands** in resale value.

2 Have a record of your service history

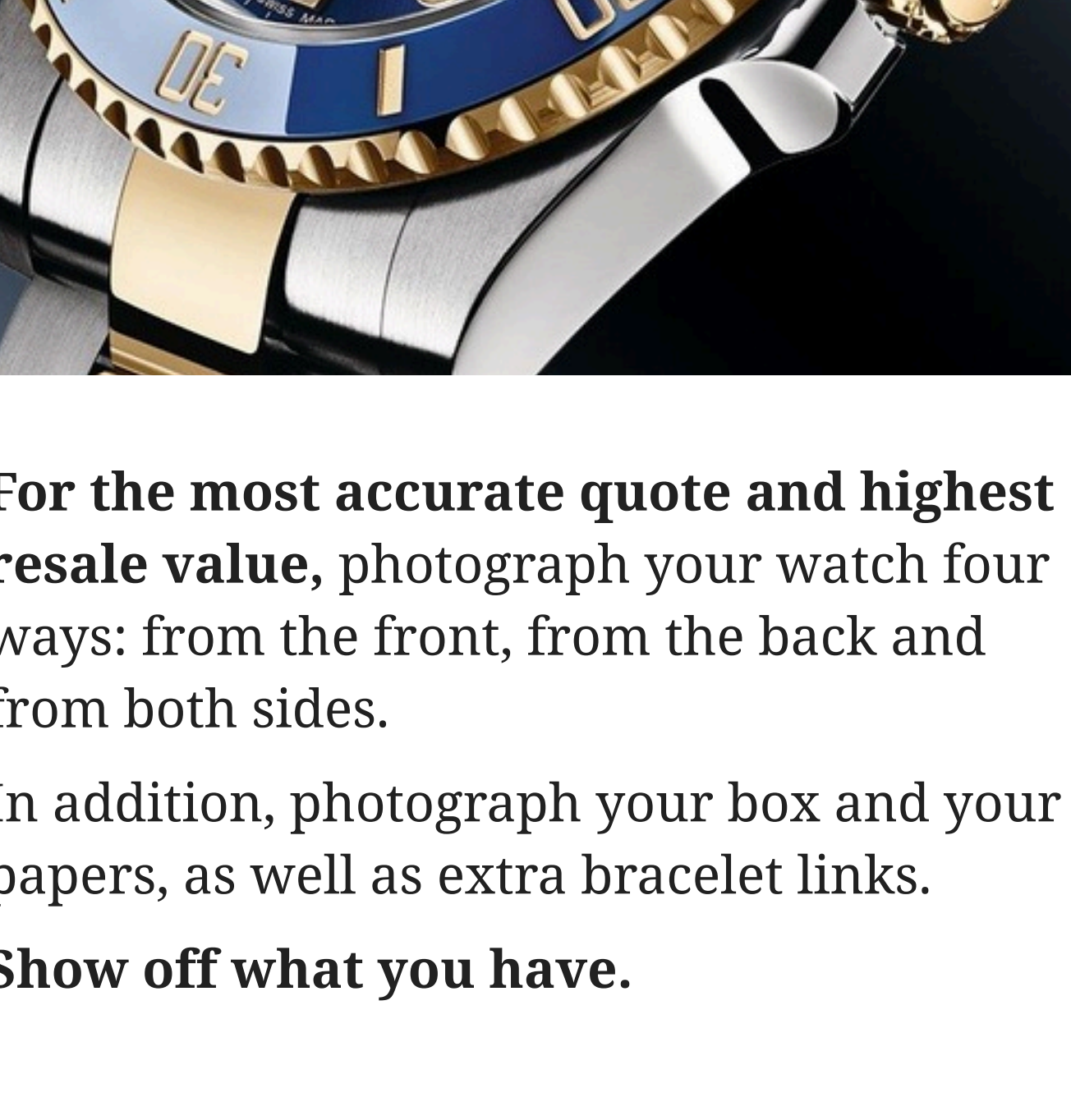


Luxury watches like Rolexes are like cars. If you don't properly service them, they suffer in value and performance.

If your watch hasn't been serviced in 5 years, then **get it serviced first** or **you will lose \$300-\$1000** in resale value (depending on the brand/model).

If you don't have a **service history record**, but you know who serviced it, contact them to have them send you proof.

3 Keep your original bracelet links and other accessories

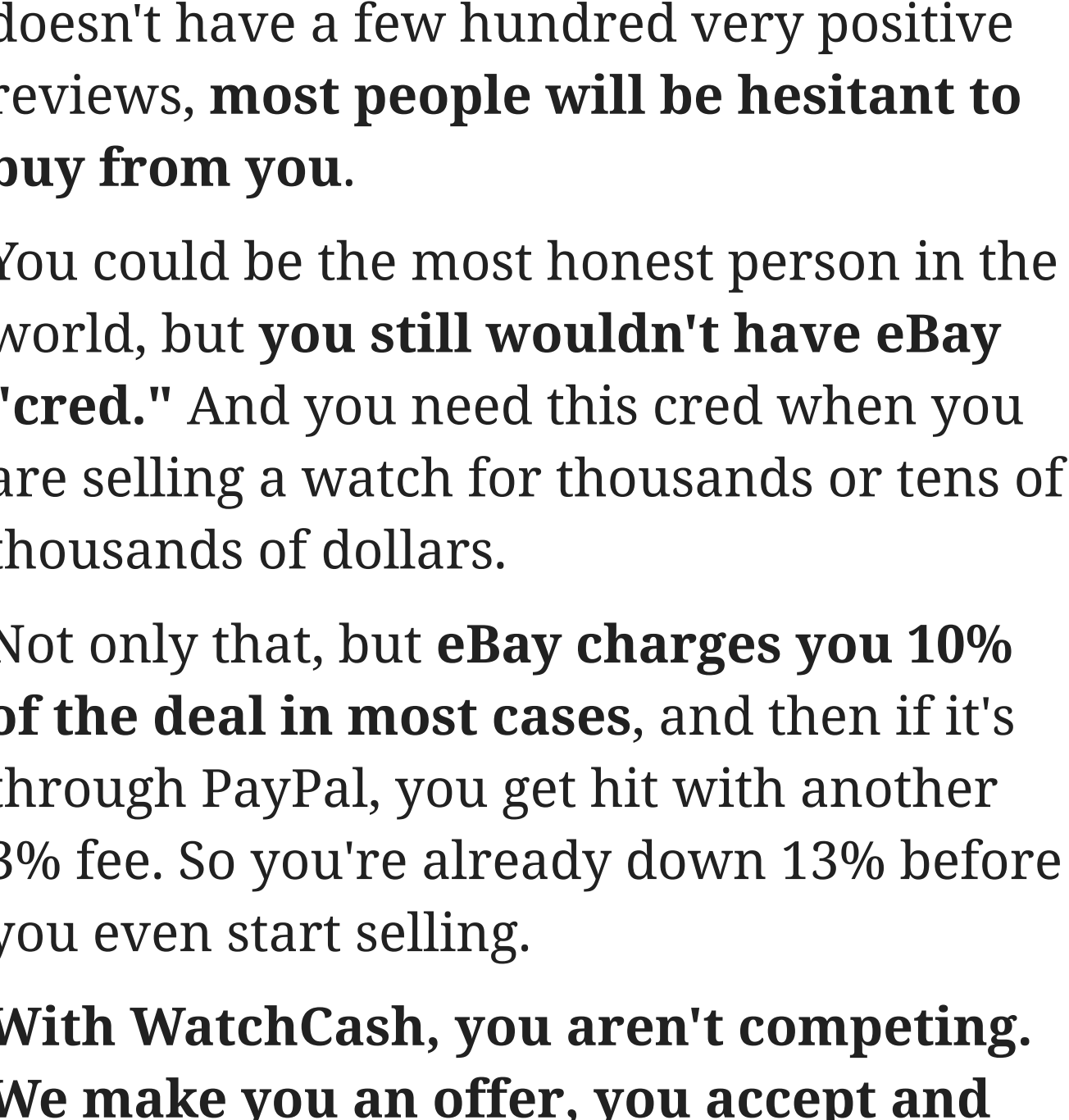


Never throw them out.

Your ultimate watch buyer may have a bigger wrist than you. They are **going to need those extra links** and other accessories your watch came with.

Be sure when you get your quote from us to indicate how many extra links you have.

4 Use detailed, high-quality photos to show your watch off.

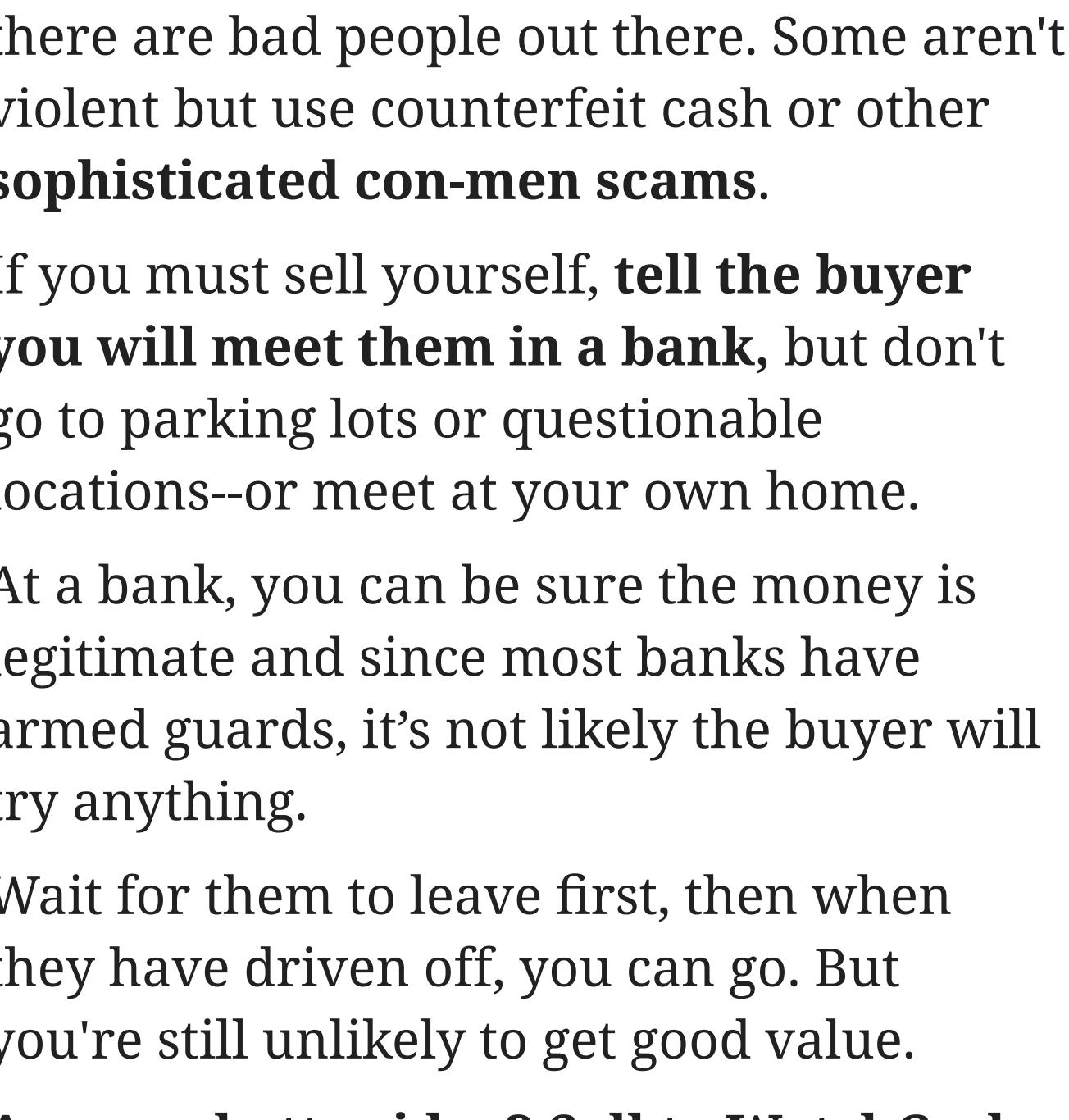


For the most accurate quote and highest resale value, photograph your watch four ways: from the front, from the back and from both sides.

In addition, photograph your box and your papers, as well as extra bracelet links.

Show off what you have.

5 Consider carefully the costs and risks of selling on eBay



Unless your watch is absolutely pristine and unless you want to deal with the eBay hassle, you will always end up competing with many others for the sale.

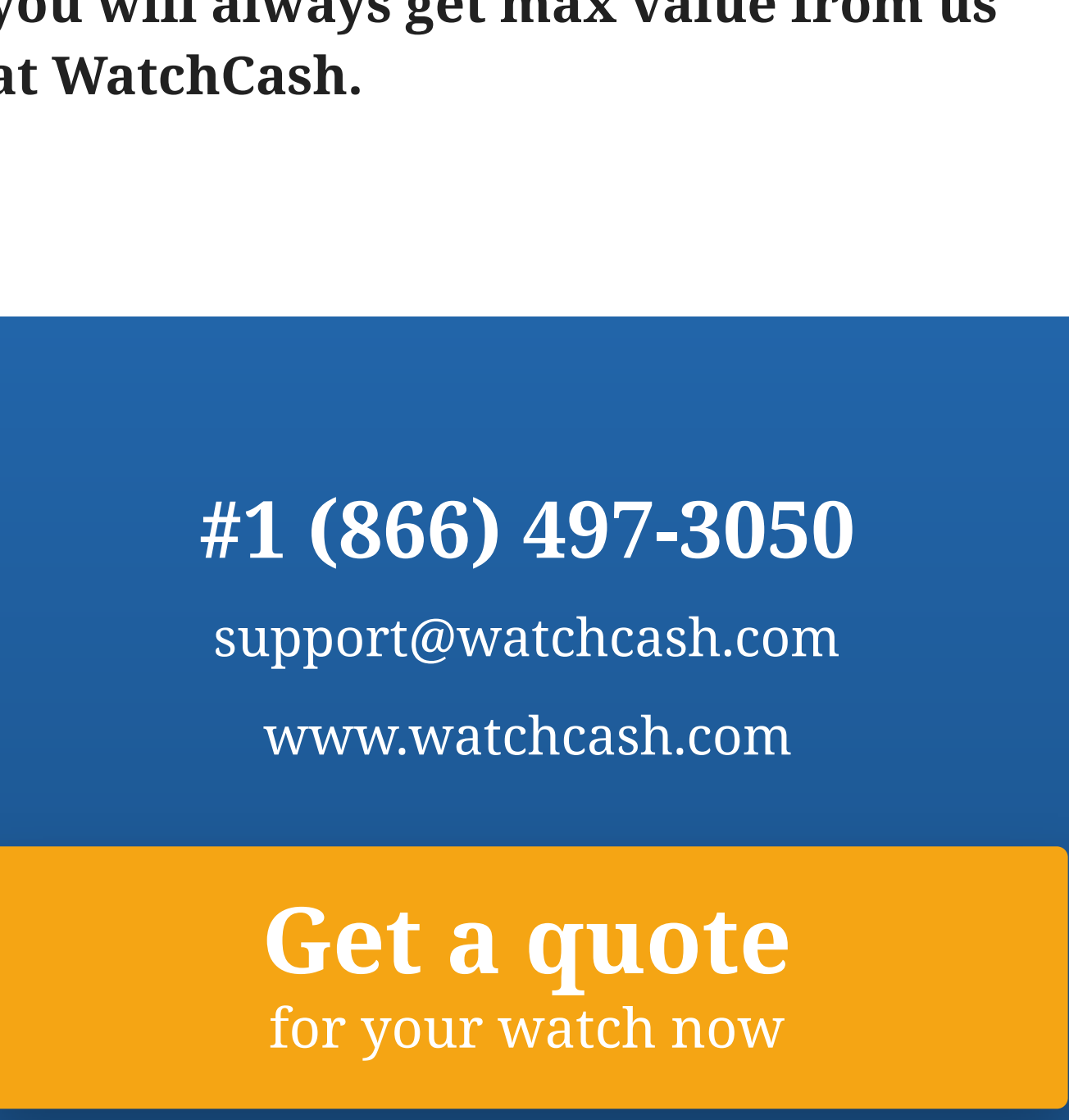
The only possible exception is if your Rolex or other luxury watch is **absolutely unique**. In addition, if your eBay profile doesn't have a few hundred very positive reviews, **most people will be hesitant to buy from you**.

You could be the most honest person in the world, but **you still wouldn't have eBay "cred."** And you need this cred when you are selling a watch for thousands or tens of thousands of dollars.

Not only that, but **eBay charges you 10% of the deal in most cases**, and then if it's through PayPal, you get hit with another 3% fee. So you're already down 13% before you even start selling.

With WatchCash, you aren't competing. We make you an offer, you accept and we pay. Faster, simpler, max value no transaction fee, no PayPal fee, no hassle.

6 Consider the very real risks



Consider the very real risks of a craigslist, kijiji and anywhere else where you have to meet a stranger in person.

Robberies and assaults do happen because there are bad people out there. Some aren't violent but use counterfeit cash or other **sophisticated con-men scams**.

If you must sell yourself, **tell the buyer you will meet them in a bank**, but don't go to parking lots or questionable locations--or meet at your own home.

At a bank, you can be sure the money is legitimate and since most banks have armed guards, it's not likely the buyer will try anything.

Wait for them to leave first, then when they have driven off, you can go. But you're still unlikely to get good value.

An even better idea? Sell to WatchCash. More money with no risk.

7 Pawn shop business model

Be aware that the pawn shop business model means it is impossible to get fair value for your watch there.

Even the best, most honest pawn shop in the world will never give you anything close to the retail value of your Rolex or other luxury watch.

In many cases, you'll be lucky to get 10-to-20 cents on the dollar. That's not dishonest--it's just how pawn shops make money--buy very low, sell low.

The WatchCash model? Buy anywhere from 80% to over 90% of retail value. The exact number depends on market demand, your watch's popularity, etc. We often pay over 90% of retail for Rolexes, for example.

So how do we make money? By expertly evaluating the cost of maintenance and repairs (if needed) and then adding about 5% for our time and effort.

Our knowledge and volume mean that you will always get max value from us at WatchCash.

#1 (866) 497-3050

support@watchcash.com

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for your watch now

Your time is money