



# THE ESSENTIAL BUYER'S GUIDE TO JEWELRY INSURANCE

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How can jewelry insurance from  
Jewelers Mutual help you?

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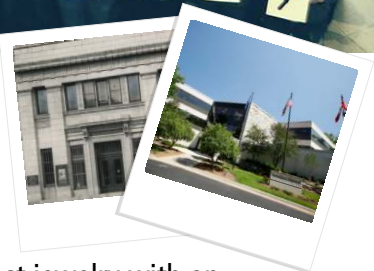



# THE JEWELERS MUTUAL ADVANTAGE




We do jewelry insurance differently.

We were formed by jewelers over 100 years ago and still specialize in protecting jewelry and only jewelry. Because of this expertise, you get service from jewelry insurance experts who help you replace your lost jewelry with an indistinguishable piece of like kind and quality. Ask us why we do what we do, and here's what we'll say:



 We love jewelry. Our staff even includes GIA Graduate Gemologists and AGS Certified Gemologists. When we say we're [jewelry experts](#), we mean it.

 Because jewelry is our passion, we want to protect yours the same way we want ours protected – with comprehensive [repair or replacement coverage](#).



Coverage that includes [additional preventive repairs](#) to lessen the worry of a larger, more painful loss.



And we made sure our coverage extends [worldwide](#). Because who doesn't have a little wanderlust in them?



Yet, when it's time for repair or replacement, there's no place like home. Which is why we let you [work with your jeweler](#), not one we pick for you.



And the choices don't stop there. You also get to [choose your own deductible](#), starting at \$0.



Sound too good to be true? It's not. Even with a \$0 deductible, your coverage will cost [1-2% of your jewelry's value, annually](#).



Speaking of value, we also know how much your time is worth. We provide a suite of features that makes [managing your account hassle-free](#).



[Claims](#) won't be a hassle either. In the unfortunate event you suffer jewelry damage or loss, you can expect a fast, professional, compassionate repair or replacement experience.



All in all, we know it's more than jewelry. Each piece tells a story, and we want to help you protect that memory [for all its worth](#).



## CHAPTER 1:

# JEWELRY EXPERTS

### Experience

By definition, an expert is someone who is a specialist in his or her field. While it seems a lot of people claim to be experts these days, we can say with confidence we are **the only insurer in North America solely dedicated to jewelry insurance** for over 100 years.



### Education

Not only do we have the experience, we have the education too. We employ both GIA Graduate Gemologists and AGS Certified Gemologists, plus many staff members have experience in the jewelry industry.

## GIA Graduate Gemologist

The Graduate Gemologist program through the Gemological Institute of America teaches both technical expertise and practical skills to evaluate gemstone by the 4Cs, the International Diamond Grading System™, and the Colored Stone Grading System.

## AGS Certified Gemologist

A Certified Gemologist has taken advanced studies in diamonds and colored gemstones through the American Gem Society, and demonstrates mastery of diamond, gemstone, and precious metal testing procedures.

## What It Means to You

- 1. Our coverage is built around the properties of fine jewelry and the common ways it gets damaged or lost.**
- 2. If you ever need a replacement, our experts can use your recent appraisal to match the finest intricacies of your piece to ensure the new is truly indistinguishable from the old.**
- 3. You'll get expert advice throughout the life of your policy on cleaning, care and safety tips to keep your jewelry in good condition and sparkling like new.**

### TESTIMONIAL:

"I was expecting a hassle and for things to take a long time. I was pleasantly surprised on both. Your employees were kind, compassionate and professional. Calls were answered quickly and I didn't get different answers from different people... Thank you for making a difficult and emotional time and experience much easier." – Amy

## CHAPTER 2:

REPAIR OR REPLACEMENT  
COVERAGE

## Repair or Replacement vs. Reimbursement

Many traditional insurance policies simply reimburse you for the cost to repair or replace your lost or damaged jewelry. In these cases, you're left to deal not only with the emotional toll of losing a sentimental symbol, but also the stress of trying to get an equal replacement for your original piece.



With a repair or replacement policy, like Jewelers Mutual's, we step in for you and deal directly with your jeweler of choice. You don't have to worry about explaining every detail of your original piece or producing any documentation at the time of claim to help the jeweler recreate an exact match. Our jewelry experts use your most recently submitted appraisal to do that for you.

*“What if my tastes have changed or I want to upgrade?”*

In either case, the jeweler can simply invoice us for the cost to replace what you had, and you can choose something of equal value or pay the difference if you want something more expensive.

### Coverage Limits

Many policies not specifically designed for jewelry have a reimbursement limit. For example, a policy might only pay up to \$1,000 for jewelry claims, regardless of the value of the piece. Consequently, you would have to pay the difference out-of-pocket to get an equal replacement.

With a Jewelers Mutual policy, YOU choose the coverage limit based on the value of the jewelry insured.

### What We Cover

While some insurance policies may only cover jewelry theft or loss due to a disaster claim, such as a fire or flood, we cover real life.

We realize you can't always pinpoint how or where your jewelry disappeared, so we cover mysterious disappearance – a coverage often overlooked by other carriers.

Jewelry that's loved and worn often doesn't stay pristine, either. So if your jewelry gets damaged, that's covered.

### Perils Covered



Loss



Theft



Damage



Mysterious  
Disappearance



## Loose Stones

Our policy also covers loose stones while they are being set by your jeweler. This coverage is not found in all insurance policies.

### What It Means to You

**1. You can wear your jewelry without worry, knowing our coverage is built around your life.**

**2. In the event of a claim, you won't be left to fend for yourself in securing an equal replacement or having a damaged piece restored like new.**

### TESTIMONIAL:

"The lost diamond was a very unique cut and it was difficult for our jeweler to find a replacement. [Jewelers Mutual] insisted that the replacement be the exact same cut and had a stone specifically cut for us." – Jay

## CHAPTER 3:

# ADDITIONAL PREVENTIVE REPAIRS

While we'll certainly be here to help if you suffer a loss, our true goal is to prevent that from ever happening. We think you'll agree that's the best scenario!



To help you avoid a larger, more painful jewelry loss, we cover the following six additional preventive repairs:

- ✔ Prong retipping
- ✔ Repair of broken, worn or bent prongs

- ✔ Clasp replacement
- ✔ Restringing of broken or stretched pearl strands
- ✔ Stone tightening
- ✔ Repair of broken earring posts

All six covered repairs are aimed at keeping the main feature of your jewelry piece secure. Retipping, or repairing prongs, for example, helps ensure your center stone does not loosen enough to fall out, become lost and need to be replaced.

Additional preventive repair coverage helps bridge the gap between what a typical retailer warranty or service plan may include and what our coverage provides.

### What It Means to You

1. If you choose a \$0 deductible, you won't have to pay out-of-pocket to repair common damages to your jewelry.
2. Your jewelry will last longer because you'll be able to take excellent care of it with less cost.

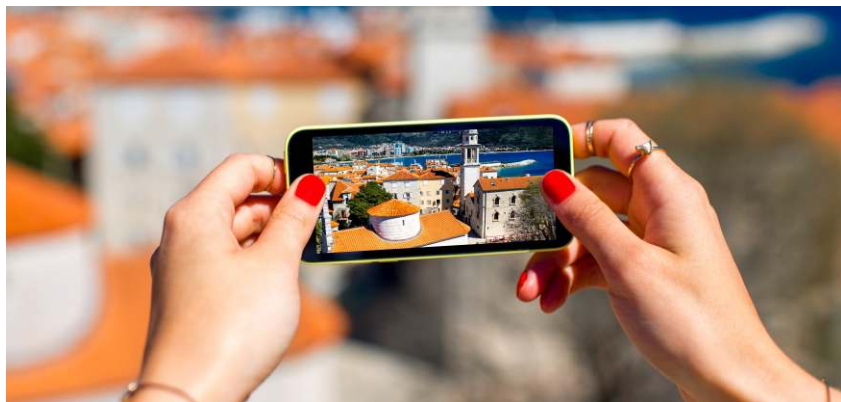
CHAPTER 4:

# WORLDWIDE COVERAGE

While the home address of both the jewelry wearer and applicant, if different, need to be in the United States or Canada\*, our coverage does travel with you worldwide.

Whether you travel to another state or province within the U.S. or Canada, or to another country, you are still covered for all the same perils you would be at home.

You can jet-set across the globe and not have to worry about wearing your favorite jewelry. We've got you covered!



*\*Coverage not available in Québec.*

### What It Means to You

1. You can travel the world without worry of losing your treasured pieces.
2. You can access your account online and add new jewelry purchases to your policy, giving you peace of mind your vacation mementos are safe on your travels home.



## CHAPTER 5:

# WORK WITH YOUR JEWELER



You know how many insurance companies have a network of providers for you to choose from? Jewelry insurance carriers may also have specific jewelry repair or replacement companies you are required to work with.

## Your Jeweler of Choice

With Jewelers Mutual, we understand the important relationship you have with your jeweler. Often, your trusted jeweler may be the same one your parents, and their parents, worked with. We don't want to come between that, which is why we work directly with your jeweler of choice.

You're also much more likely to get a same kind and quality replacement from the jeweler who sold you the original piece. After all, they know it best!

### Multiple Estimates

It is also common for many jewelry insurance companies to require multiple estimates before covering a repair or replacement cost.

**Jewelers Mutual does not require more than one estimate.** Your choice of jeweler will be the one we work with, period.

### What It Means to You

1. You will get to work with whichever jeweler you'd like.
2. You won't have to worry about negotiating for the best price to satisfy your insurance company.

## CHAPTER 6:

# CHOOSE YOUR OWN DEDUCTIBLE

With many insurance companies, your deductible is either chosen for you, or you have two options, one high and one low. That doesn't allow you much leeway to find a plan that works for your budget.

For jewelry insurance from Jewelers Mutual, you have options. And, your choice could be \$0!

## Time Out: What's a Deductible Again?

A **deductible** is the amount of money you have to pay out-of-pocket when you file a claim for jewelry damage, theft or loss. After the deductible is met, your insurance company pays their portion to cover the cost for your jeweler to repair or replace your jewelry with the same kind and quality as the original.

## How Deductibles Affect Premiums

Your premium is the set amount you pay each year to maintain your insurance coverage. You pay this portion regardless if you file a claim or not.



While deductibles and premiums are separate entities, they're interrelated:

**The higher deductible you choose, the lower your premium will be.**

### Deductible Options

With Jewelers Mutual, your deductible options start with \$0, \$100, \$250 and \$500.

Not sure which to pick? Check out our blog for advice on [how to choose the right deductible for you](#).

### What It Means to You

1. You can tailor your payments to fit your budget.
2. You have the option of paying \$0 out-of-pocket at the stressful time of a claim.



## CHAPTER 7:

## AFFORDABLE COVERAGE

Rates depend on where you live. But for most people, jewelry insurance will cost **1-2% of the value of their jewelry**.

For example, a \$5,000 engagement ring could cost as little as \$50 per year to insure.

To put that in perspective, jewelry insurance can cost less than getting one coffee every month for a year. We think protecting your jewelry is definitely worth that!



### The Effect of Deductibles

As discussed in [Chapter 6](#), the lower your deductible, the higher your premium.

You might then assume a policy with a \$0 deductible would have a sky high premium. Luckily, that's not the case!

See for yourself what your premium would be with a \$0 deductible by getting a [free quote](#)!

## What It Means to You

1. You won't have to sacrifice to fit jewelry insurance into your budget.
2. Those around you won't suffer from your lack of caffeine due to giving up coffee in order to afford jewelry insurance. (We jest.)



## CHAPTER 8:

# HASSLE-FREE ACCOUNT MANAGEMENT

We know insurance is the last thing you want to manage on a day-to-day, or even month-to-month basis. That's why we make it as effortless as possible with a suite of convenience features.

## Online Account Access

Through [JewelersMutual.com](https://www.jewelersmutual.com), you have the option to register for online access to your account. This gives you a safe, secure, convenient way to update your information, pay your bill or add new jewelry to your policy at whatever time of the day is convenient for you.

## Paperless Delivery

We might love the planet as much as we love jewelry. So, we encourage all policyholders to enroll in Paperless Delivery and help us save some trees.



Plus, it's an easy way to keep all those policy and billing documents in one place electronically!

## Auto Pay

We know insurance is one more thing you need to keep up with in your busy life. With automatic payments, you don't have to worry about a missed payment or a subsequent loss of coverage. We simply charge the account you have on file before your premium due date each year, and there's nothing for you to do but enjoy another year knowing your jewelry is covered!

### What It Means to You

1. You can manage your jewelry insurance the same way you manage the rest of your life – online.
2. You can pat yourself on the back on Earth Day for doing your part in saving the planet.
3. With Auto Pay, you *could* never think about jewelry insurance again, if you don't want to.

## CHAPTER 9:

## CLAIMS EXPERIENCE

At the end of the day, you have insurance so you can file a claim when you need to.

While we certainly hope you don't experience the damage or loss of your treasured jewelry, we are definitely here to help if you do.

### What You Would Do In the Event of a Claim

1. In the instance of theft, report the incident to police.
2. Login to submit a claim online or call 888-884-2424.
3. Visit your jeweler of choice for repair or replacement.
4. Pay your deductible amount, if applicable, and the jeweler will bill us for the rest!

### Claims Satisfaction

Jewelers Mutual has an excellent track record of servicing and paying claims quickly, with **more than 95% of responding customers rating themselves as "highly satisfied"** with their experience and the outcome.

#### TESTIMONIAL:

"My husband lost his watch. He took it off [to go through security] for a flight and it remained there – lost. When I went to submit the claim, I thought, 'This is going to be a nightmare. They will probably just engage me in so many questions and things I cannot prove, it will end up being a plain loss.' I was wrong...I called and explained and the lady was really nice and helpful...10 days later I had the authorization to go replace the watch! They know what they are doing and they do it right...I never thought losing an expensive watch would be 'such a pleasure.'" – Monica

### What It Means to You

1. You will have all the support you need during the stressful time of a claim.
2. You won't have to worry about dealing with both your insurance company and your jeweler. Just one place to click or call.



## CHAPTER 10:

## FOR ALL ITS WORTH

## How do you know if your jewelry is worth insuring with Jewelers Mutual?

Ask yourself these questions.

If my jewelry disappeared today, would I be ...

- ✓ Devastated about the sentimental loss?
- ✓ Afraid to wear my other uninsured jewelry?
- ✓ Unable to cover the cost to replace it?
- ✓ Subjected to coverage limits with my current insurance?
- ✓ Forced to work with a jewelry replacement company and not my preferred jeweler?
- ✓ Worried about having to settle for a replacement of lesser quality than the original?
- ✓ At risk of having my insurance rates go up?

If you answered "yes" to one or more of these questions, you're an excellent fit for the Jewelers Mutual family.

[GET MY FREE QUOTE](#)

*Underwritten by Jewelers Mutual Insurance Company, Neenah, Wisconsin. Coverage and pricing are subject to underwriting review and approval, and to policy terms and conditions.*