

# JOIN JIBNA'S GROWING TEAM OF APPRAISER-AGENTS

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*Returning customers and an  
increasing revenue stream—*

*Isn't that what appraisers have been  
asking for? JIBNA delivers.*



**JIBNA** **PERSONAL JEWELRY INSURANCE**  
JEWELRY INSURANCE BROKERAGE OF NORTH AMERICA



# JIBNA's Appraiser-Agent Program

JIBNA offers Appraiser-Agents a complete marketing program, designed to promote both your current appraisal business and your new business as an appraiser-agent.

Marketing can be the most difficult part of having a business. JIBNA smoothes the way for Appraiser-Agents by offering extensive marketing support. The Marketing Guide provides detailed information, suggestions and advice on all aspects of promoting your business and increasing your customer base. In addition, JIBNA has prepared consumer-oriented brochures, handouts and mailers to ensure that you attract potential clients and keep your customers returning to you.

## Marketing Support

JIBNA offers a number of support materials that make the nuts-and-bolts of business easier, including:

- Detailed Marketing Guide
- Client Brochure
- Post Card Campaign
- Mailers & Handouts
- Topics for Presentations
- Custom Business Card
- Tips on Photographing Jewelry
- Ad for Publications
- Trade Show Support
- Jewelry Insurance Page for Your Website
- Website Templates
- PowerPoint Templates
- JIBNA Gems Email Newsletter

### JIBNA's Marketing Guide for Appraiser Agents



**JIBNA** PERSONAL JEWELRY INSURANCE  
JEWELRY INSURANCE AVAILABLE IN NORTH AMERICA





***As an Appraiser-Agent for JIBNA, get ready for a steadily swelling revenue stream.***

- You continue writing appraisals, for your usual fee.
- You submit JIBNA applications, which gain you a commission when the policy is accepted and every year when it renews.
- JIBNA keeps your clients coming back to you each year.

## Low-Cost E&O Coverage

*A great breakthrough for independent appraisers:* Through JIBNA, jewelry appraisers and appraiser-agents can finally get professional liability insurance at an affordable price. Until now, E&O insurance has been out of reach for most appraisers.

Under the policy now available through JIBNA, jewelry appraisers can get \$500,000 in professional liability (E&O) coverage, at a cost of from \$299 to \$399 depending on your credentials.

**You need not be affiliated with JIBNA to qualify.**



## Killer Incentives!

JIBNA is offering appraisers the opportunity to attend the Conference of the Scottish Gemmological Association with all travel and conference expenses paid.

The SGA conference, held the first weekend of May, attracts some of the most respected gemologists and gem scientists in the world.

You'll have a chance to hear talks and participate in workshops led by experts in their professions. You'll connect with colleagues from other countries, go on a gemological field trip in the Scottish countryside, and wrap up your adventure at a memorable Scottish ceilidh. (And what is that? You'll have to go to find out.)

This is not a contest—any number of appraisers may qualify. Call JIBNA for details on how to get in line for this unique trip: **877-542-6254 x 107**

**CALLING  
GEMOLOGIST  
APPRAISERS**



**EXPENSE-PAID TRIP TO  
SCOTTISH GEM  
CONFERENCE**

# Let **JIBNA** help you grow your business!

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[www.insure-jewelry.com](http://www.insure-jewelry.com) • (877) 542-6254