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Finding jewelry stores in Greensboro, North Carolina is easy enough, but how do you know you've found the most trustworthy and reliable jeweler? How do you know that you're really getting what you pay for? That you're making a good investment in your purchase of engagement rings or other diamond jewelry with this particular North Carolina jeweler? Here are 3 important things to look for to help you make a diamond purchase with confidence.

Jewelry Stores in North Carolina Should Have a Vast Selection

Especially in the purchasing of engagement rings, or even anniversary rings, you can't afford to be choosing from a limited selection of styles. Your love is unique, and so the ring should be, as well. A small jewelry store is great, as long as they have what you're looking for or, at least, are willing to work with you to design your own ring in a style of your choosing. This doesn't necessarily mean that "bigger is better," when it comes to diamond retailers, but it does mean that the best jewelry stores in North Carolina "and everywhere else" are the ones that are willing to do whatever it takes to make the "perfect ring" happen for you.

Diamond Certification

It doesn't matter where in the world you're shopping for diamond jewelry, the jeweler should be able to provide you with assurance of the stone's certification. There are many jewelers in North Carolina, but whichever one you decide to deal with, make sure that they are willing to provide you with the certificate on the specific diamond that you purchase. This is the only way to be sure that, not only is this diamond worth the price you are paying for it, but also that it has come through legitimate channels. In other words, diamond certification tracks a diamond's origin, as well as grading its inherent qualities. This is the only way to be sure that you are not unwittingly purchasing a "blood diamond."

The Guarantee

There's no guarantee that she'll say yes, but you should expect a reasonable return policy on your purchase of any type of diamond jewelry. The standard policy of jewelry stores in North Carolina is 30 days. That's plenty of time to plan your proposal, pop the question, and also to ensure that she's truly happy with the ring. That's important, as she'll be wearing it every single day from here on out if you're lucky!

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