



BLOWERS

EST. 1970

The Complete Guide to Selling Your Luxury Watch with Blowers





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Introduction

The luxury watch resale market is booming. Never before has the industry been viewed in such a positive and viable manner. Studies of consumer trends indicate that people are spending thousands of pounds more on second-hand luxury watches than ever before.

Gone are the days where a luxury watch was purchased with the sole intention of turning heads and attracting compliments at fancy soirees, the industry has changed. Over time, luxury watches have become viewed more and more as feasible investment pieces that you can purchase with the intention of holding on to for a period of time and selling on at a profit.

The market for second hand luxury watches has never been bigger, particularly when it concerns some of the most prestigious brands in the world. If you own a Rolex, a Patek Philippe, Breguet, Panerai, or a Tudor there has likely never been a better time to consider selling.

However, whenever a market sees an increase in popularity and viability, new businesses will pop up all the time. These companies are unlikely to have quite the same level of expertise as more established second-hand luxury watch jewellers, and likely exist solely for the purpose

of making a profit — sometimes at the expense of the best interests of the seller. In doing so they can attempt to offer considerably less than the watch is worth, or try to deceive you by coming up with various reasons to lower their initial quote to get a better deal for themselves.

If you have invested a significant amount into a luxury timepiece and are looking to sell it on for an even higher sum, netting a tidy profit in the process, it is vital that you only deal with truly reputable experts and minimise the chances of being taken advantage of.

Understanding the process of selling your luxury watch will allow you to avoid any unscrupulous sellers looking out only for themselves. It will allow you peace of mind and mean you are guaranteed to have a better experience, and likely receive more money.

This guide will work to help talk you through the process of selling your luxury watch with Blowers. It will go into detail on each and every step involved, to ensure that you remain in the loop and in the know throughout.



ABOUT BLOWERS JEWELLERS

Founded back in 1970 by Ian Blowers, Blowers Jewellers have worked tirelessly to establish themselves as a jeweller of choice when it comes to stunning watches, jewellery, and horology accessories.

Ian's son, Mark, joined the company back in 1995, before taking over from his father just under 10 years later. In that time Mark has worked to improve the global representation of Blowers through drastically bettering their online presence, allowing for global shipping to enthusiasts of the finer things from across the globe.

Despite some of the changes to Blowers, the heart and soul of the business remains, in the exact same location in Kingston Upon Hull. However, a boutique was also opened in the

heart of London in Mayfair to more directly serve the needs of the capital's watch and jewellery enthusiasts.

In 2020, Blowers Jewellers celebrated 50 years in business. A golden anniversary is a huge marker of success in any business, but for a jeweller it seemed a little more apt.

In the years since its inception, Blowers have retained the work-ethic, wide breadth of knowledge, and client-centric approach that allowed us to carve out a place in the industry, while adding to our offering to better serve a digital age and bring the company into the future with aplomb.



Step 1

Preparing for Sale

Before the process of selling your luxury watch can even properly begin, it is important that you make sure you have a few key things to hand. This will ensure that the transaction can progress as smoothly as possible.

In particular there are a few important documents to make sure you have in your possession. This includes the original document guarantee of your watch, its entire service history, as well as a proof of purchase receipt. This will come from the particular jeweller or establishment that you bought your timepiece from initially.

Another thing to consider is whether you still have the original box/paper instruction manual. These items will have come with the package when you initially made the purchase and can not only make the process go smoothly, they can also add a premium.

If you find that you do not have any of the original documents, it may still be possible to order archive documents of your watch. Some watch brands have extensive records of all of their timepieces and may be willing to send you a copy.

A complete set that includes the watch with its original box and documents will fetch considerably more than one without, and the deal will likely go through much faster. Collectors want as much authentic and original material as possible – for the proof of legitimacy it brings, as well as the evidence of the timepiece's provenance.

It is important to remember that a reputable buyer such as Blowers will almost always review any requests on a case-by-case basis, meaning that even if you are missing any of these items, it is still worth contacting us as we might still be able to assist you.

Step 2

Contact Your Buyer

Getting a good idea of what to expect from a buyer like Blowers during the initial enquiry can be excellent in simplifying the whole process, as well as ease any anxiety or confusion you may feel going in. When you're parting with such a valuable item, it is important that you understand exactly what is going to happen.

When contacting Blowers there are be a number of things we will request of you, including:

- A photograph of the watch in question. No stock images will be accepted
- An accurate description of the piece — how old is it, was it purchased new or second hand, etc.
- A form of identification (passport/driving licence)
- Official proof of address
- The watch's warranty information. Please note that only the original manufacturer's warranty will be accepted

Once this required information has been sent across, Blowers' team of experienced valuers will provide an approximate value for your timepiece based on the information supplied to that point.

Blowers aim to always provide an estimate as close to the final valuation as possible. We aren't going to try to hook you in with an inflated valuation, then whittle it down to the real cost once you're through the door. Honesty is our policy.



Step 3

Send in Your Watch

If you are happy with the quotation offered to you by our team, the next step will be to send the watch to Blowers for further inspection and verification. You can send your timepiece via courier service, or deliver it in person.

Our courier of choice is Royal Mail Special Delivery. However, this service will only insure an item with a value up to £2,500. If your watch's value exceeds this limit, we recommend you attempt to get it to our office yourself, for maximum security. If you are bringing your timepiece in person, please contact Blowers beforehand to arrange an appointment.

In certain circumstances; for extraordinary circumstances, specialist cases, or particularly high value pieces it may be possible for Blowers to cover the shipping under our own insurance. However this will be decided upon during the initial consultation stage.

Additionally, for private collections or specialist items, it may be possible for us to visit your premises, to view and collect items. If you feel that this service could be applicable to you, do not hesitate to speak to our team.

Step 4

Watch Verification

Once the watch arrives with us, Blowers first need to carry out a series of necessary checks to ensure that the watch is suitable and meets all our standards.

The first thing we will check is the authenticity of the piece. When it comes to a luxury watch there are a number of checks that you can undertake to ensure the legitimacy and quality of the piece. This includes:

- The weight
- A ticking noise — an authentic watch is unlikely to make any noise
- The serial number
- The motion of the watch hands

We will also check a national database to ensure that we are not in the process of purchasing a watch that has been flagged as lost or stolen. This is done to ensure peace of mind for both parties. If we sold a watch that was found to be stolen and we had not undertaken necessary checks then we could be faced with serious repercussions, the watch would be confiscated, and there would be a huge impact to our reputation. Similarly, you would want some form

of recompense if your luxury watch ended up being a forgery.

We will also undertake a general check of the piece — assessing it for signs of general wear and tear such as scratches or damage to the casing that may affect the watches resale value and could affect our offer.

These checks will usually take place on the day of arrival but may take up to 48 hours during busy periods. If your piece is still under some form of manufacturer's warranty, these checks will in no way do anything to compromise this.

All checks and appraisals are done by our highly skilled, highly experienced team — ensuring that your watch is in the best hands possible.

Once the watch has been checked and verified by our team, Blowers will contact you with the final offer.



Step 5

Complete Sale

With the most important elements complete, the process of selling a luxury watch now enters its final stage. If you are happy with the valuation, Blowers will forward the funds on to you – this is usually done on the very same day. However, please note that during busy hours it could take up to 48 hours.

It may be possible at any stage for either party to back out of the deal for any number of reasons. Blowers could opt not to proceed with the purchase because the piece was not delivered as described, or is not genuine; and the seller could decide that they actually wish to keep their watch, or they may be unhappy with the final offer. Should any of these scenarios occur, we will return the watch fully-insured at no additional cost to you as the seller.

In the case of part exchanges, for the deal to go ahead, all parties must be happy with the transaction – the seller must be happy with

both the watch they are due to receive and the final valuation, and Blowers must be satisfied with the watch received. If any of these factors are not present, the whole transaction will be reversed. This again will happen at no extra cost to you.

Because part exchanges are agreed on the premise that another timepiece will be included, as part of the transaction, the amount offered in our final valuation will be different than if it was a straight sale. Because of this, it is not possible to only carry out part of the transaction.

Should a part exchange be reversed for whatever reason, it may still be possible to negotiate a brand new transaction – whether that's a straight sale of your watch, a new part exchange, or you purchasing the timepiece we offered in exchange.



The Benefits of Selling Your Luxury Watch with Blowers Jewellers

Your luxury watch was likely an expensive investment when you first purchased it, so you'll want to make sure that you are dealing with a reputable buyer that you know you can rely on. When you are selling something with so much financial and emotional investment, it is important that you work with a buyer who is established in the industry, one with a reputation not only for the quality of their business, but their service.

Blowers are one of Europe's most trusted and highly-regarded second-hand luxury watch specialists, respected by collectors and enthusiasts around the world.

We have been operating for several decades and understand just how important trust and transparency is between a seller and a buyer. We pride ourselves in delivering a thorough service that you can trust – with no strings attached. When we offer you an estimate of a price, we do so with assurances that our final valuation offer will be as close to that figure as possible. There will be no dishonest whittling down of the price from us.

Selling luxury watches privately can be fraught with danger if you aren't careful, particularly if

you're inexperienced. So why take the chance by dealing with an unproven, potentially untrustworthy company to handle your watch?

A family-run business, we promise that your timepiece is in the safest and most trustworthy hands around. We know watches inside and out, and we know how to provide an unmatched level of care and service. We can assure you that the utmost care and attention will be taken when carrying out all of the necessary valuation checks, particularly to ensure that the manufacturer's warranty will be, in no way, compromised.

Contact a member of our dedicated team for more information about selling your luxury watch with Blowers. You can get in touch over the phone, via an appointment at our Mayfair office, or you are free to come by for a chat and to browse our selection of timeless pieces in our flagship boutique in Kingston-Upon-Hull. We look forward to hearing from you soon.

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