

PRICING POLICY

An enquiry sent to us read as follows:

Hello, I am interested in the medal, what is the best price you can give me?

Kind regards

(name withheld)

Our reply explains our pricing policy and business practice, and is applicable to all the items we offer for sale:

Dear *****,

I am at a loss as to how to reply to you, as a refusal often offends and you are clearly a man with discernment, taste, and perhaps money. How could I refuse a customer with such potential ?

However, please look again at the illustration of the medal. The piece is attractively toned and accurately graded. Further, this medal is of the quality which puts it in the sector where it is about as good as you will find, and better than most. It is not cheap, but equally, it is probably rather less than it would make at auction and in my judgement, and I have been selling coins, medals and books for over 50 years, it represents extremely good value for money.

Though you might expect otherwise, many of my customers are not collectors, but fellow dealers. This piece has only recently been added to our website, and this is not an e-bay offering where the price is grossly inflated. I could certainly not replace it at this figure and I have already turned down an offer very close to the price I am asking.

I may be old fashioned, but we do not generally give discounts to anyone except known dealers.

Yours sincerely,

Paul Withers

Incidentally, the image has not been retouched and is not "improved" in any way.