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BriteCo Integrates GIA Grading Results to Bolster Tech-Driven Appraisal Tools for Jewelers

Market Leader in Jewelry and Watch Insurance Integrates GIA Grading Results Data into its Innovative Appraisal Management System, Strengthening Valuation Accuracy for Retail Jewelry Partners

CHICAGO, IL - (May 25, 2023): [BriteCo](#), a leading tech-driven provider of jewelry and watch insurance, has announced today the integration of Gemological Institute of America (GIA) grading results to BriteCo's Appraisal Management System. The gold standard of gemstone analysis and valuation, GIA is the largest, most respected nonprofit source of gemological knowledge in the world. Its grading reports are the most trusted resource to independently confirm gemstone quality characteristics and determine value among retail jewelers. The GIA grading results integration to BriteCo's Appraisal Management System helps retail jewelers provide faster and more accurate appraisals for their customers and better determine adequate jewelry insurance coverage.

GIA established the standard and benchmark credentials for gemological identification, analysis and grading in the jewelry industry. Its pioneering method was created in 1940 and the first in the world to evaluate and determine gemstone characteristics to identify and confirm quality, authenticity and value. Its proprietary Four Cs standard of color, clarity, cut and carat weight has been the most agreed-upon standard by which gemstones are evaluated for nearly a century. Retail jewelers across the globe rely on GIA grading reports to serve their customers and can now be accessed in appraising jewelry through BriteCo's Appraisal Management System for all BriteCo retail jewelry partners.

Available free to qualified retail jewelers, BriteCo's Appraisal Management System is the best-in-class appraisal system in the market, used by thousands of BriteCo retail jewelry partners to accurately appraise jewelry.. Its proprietary software has revolutionized jewelry appraisals with digital forms that replace traditional paperwork, faster processes and superior accuracy. The BriteCo system enables retail jewelry partners to leverage technology to quickly and comprehensively appraise jewelry, while allowing customers to insure their jewelry with BriteCo's top-rated jewelry and watch insurance..

“There are over 200,000 appraisals in our Appraisal Management System from thousands of independent retail jewelers across the United States,” said Dustin Lemick, founder and CEO of BriteCo. “The integration of GIA grading results to our system continues our commitment to provide the very best, tech-powered innovation to our partners.”

“BriteCo has helped our company to access and use technology to improve processes and better serve customers in ways we couldn’t before,” said Andrew Elawar of Chrysella Fine Jewelry and Diamonds of Woodbridge, Virginia. “For a retail jeweler, it means we can stay ahead of the competition while meeting customer demand for innovation.”

GIA grading results integration is available now in the BriteCo Appraisal Management System for all BriteCo retail jewelry partners. Retail jewelers interested in joining BriteCo’s jeweler partner program can learn more at (LINK). <https://brite.co/for-jewelers/>

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About BriteCo

BriteCo is a leading tech-driven provider of jewelry and watch insurance. Created by a third-generation retail jeweler, BriteCo offers best-in-class jewelry and watch insurance, available in all 50 states. Its top-rated insurance is accessible to customers wherever they prefer, directly online, through an independent insurance agent or broker, or at luxury jewelry retail partners around the country. BriteCo policies have \$0 deductibles, are backed by an AM Best A+ rated insurer, and provide worldwide coverage. For more information, visit brite.co

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