



In the beginning... Before financial advisors, S&P 500, DJIA, stocks, bonds, or paper money existed, “hard” assets ruled the world. Wealth status was physical in nature. Royalty and the well-to-do possessed a most magnificent mineral – diamonds.

Today, we’ve seen the proliferation of equities, commodities and real estate. The Great Recession proved that these traditional vehicles of investing only left the affluent with financial hangovers while the alternative, investment-grade diamonds, outshined the competition.

Portability, concentration of wealth, portfolio leverage, spectacular returns and natural beauty can only be found in investment-grade diamonds.

Diamonds – Affluent Influence... Although I love watching diamond investors exceed their financial goals I’ve learned an industry secret - the diamond “value chain.” De Beers (producer link) recently invested \$1 billion in another Canadian diamond mine. Their Canadian “Victor” mine produces some of the world’s highest valued gem stones.

Berkshire Hathaway’s (Warren Buffett) value-based investment philosophy led to a winning jewellery store acquisition (retail link) from which Bill Gates bought an engagement ring.

So, how do diamonds and value relate to you?

A recent Barclay’s Wealth Insights report proves that over 2000 high net worth individuals surveyed in 17 countries declare diamonds to be “... real estate in

your pocket...”. Diamonds don’t deteriorate like other “treasure assets” such as fine art, classic cars, wine, etc. Diamonds were the only tangible asset favored in all 17 reported regions. Paper wealth (cash, equities, bonds, etc.) is risky, so it was no surprise Ledbury Research revealed that diamonds won the hearts of the affluent as a superior storehouse of wealth.

Want proof? Christie’s and Sotheby’s regularly auction multi-million dollar diamonds. Now that’s a value chain worth investigating and linking into!

AFFLUENCE

Multifaceted Sparkle

Securing Wealth And Paying It Forward – With Abundance. My passion for diamonds began as a little girl and it was the abundance mindset that later nourished my entrepreneurial drive. After founding and growing Autism Today, I refocused on my “first love” - diamonds. Having been around the world, I love witnessing how diamond trips enhance client’s lives, build abundant wealth, and allow us to share the blessings that come about as a result.

In *Perfectly Clear: Buying Diamonds For Pleasure And Profit*, I write about the natural value of diamonds. People, businesses, and diamonds all share the trait of being multifaceted treasures with powerful potential. True value is revealed by exploring the source. And, lucky for you, diamonds come from many exotic and “treasure” rich countries and so do many other gems. From safaris to The Blue Train to other great getaways such as Thailand, Sri Lanka, Australia and Canada, feel free to discover your opulent side by joining me in our newest ventures.

May your new year be filled with bright abundance and the light of joy.

Be affectionately affluent,
Karen L Simmons



Karen Simmons is author of *Perfectly Clear...Buying Diamonds For Pleasure And Profit*, a World Federation Diamond Bourse member, a graduate Gemologist of the Gemological Institute of America, proprietor of Gem Gallerie Jewellers, “Let Your S.P.A.R.K.L.E. Shine”, gemstone connoisseur and investor. Her love of gems, forged as a child revealed a bonafide talent for delivering “shine” and sustainability to client investment portfolios. When Karen speaks diamonds, people listen. Karen has traveled all around the globe on gem buying trips searching for many precious and semi-precious gems from such places as Sri Lanka, all across Europe, Thailand, Japan, Hong Kong, Africa, South America and throughout the United states and Canada.

For more information, please visit www.PerfectlyClearAdventures.com