

Juniper Ridge Fire Opal Gem Evaluation and Retail Pricing Guide:

This Juniper Ridge Fire Opal gem pricing guide was developed by informal research of published prices found in several different Opal pricing sources, with widely varying prices and differing price structures. The depicted prices were not derived by averaging, but rather by "middle of the road" subjective weighting.

There is no intent to represent this guide as an official or established pricing reference. The guide should be used with caution, and with the understanding that other references may differ in price significantly. Where formal pricing is required other references should be consulted. It is also important to note that Fire Opal colors extend over a wider range than the table lists. The some rare and vividly saturated gems are significantly more expensive than indicated by this guide.

Due to the complexity of Opal quality and price relationships, this guide is actually a calculation table. A full pricing table with the full range of parameters would be exceptionally large, and perhaps more difficult to use than a series of simple multiplication's.

That said, this guide has proven useful in providing the framework for first effort or preliminary pricing approximations. As price change trends are detected this guide will be updated. Any feedback or input on Fire Opal pricing would be appreciated.

| <u>Retail Pricing Calculations:</u> | |
|--|--|
| Basis Value: (Basic Price) | \$240.00 per carat (Juniper Ridge Specific) |
| Modified Basis Value: | Multiply "Basis" by <u>each</u> applicable "Modifier" |
| Price Calculation: | "Modified Basis" times gem weight in carats |

| <u>Color Modifiers:</u> | | |
|---|---|-------------------------|
| <u>Color:</u> | <u>Description:</u> | <u>Modifier:</u> |
| <i>Rich reddish-Orange or orangy-Red</i> | <i>Strong saturation, moderate tonal value, rich "candy" like appearance</i> | <i>X1.25</i> |
| <i>Light to medium reddish-Orange</i> | <i>Medium saturation, lighter tonal value, bright and lively</i> | <i>x1.00</i> |
| <i>Light to medium yellowish-Orange or orangy-Yellow</i> | <i>Light to medium saturation, lighter tonal value (Golden), bright and lively</i> | <i>X0.95</i> |
| <i>Moderate to strong Orange only</i> | <i>Medium to strong saturation, medium tonal value (No red or yellow), bright</i> | <i>X0.90</i> |
| <i>Light to medium Orange only</i> | <i>Light to medium saturation, lighter tonal value (No red or yellow), bright and lively</i> | <i>X0.85</i> |
| <i>Any Yellow</i> | <i>Any saturation or tonal value (No orange or red), bright</i> | <i>X0.80</i> |
| <i>Dark, any color</i> | <i>Darker tonal value, somber appearance</i> | <i>X0.60</i> |

| <u>Clarity Modifiers:</u> (Judged by Brilliance vs. Glow) (See note 1) | | |
|---|--|-------------------------|
| <u>Clarity:</u> | <u>Description:</u> | <u>Modifier:</u> |
| Transparent | No visible haze/glow | X1.10 |
| Very slightly hazy | Very faint glow/haze | X1.00 |
| Slightly hazy | Moderate glow/haze | X0.80 |
| Moderately hazy | Equal glow/haze, silk or zoning | X0.60 |
| Eye visible internal flaws | Dendrites, inclusions, color zoning | X0.50 |
| Translucent | Appearance mostly haze and glow | X0.30 |

| <u>Size:</u> | |
|--------------------------|------------------|
| <u>Weight: (carats)</u> | <u>Modifier:</u> |
| Over 5.00 carats | x1.30 |
| Over 1.00 to 4.99 carats | x1.15 |
| Over 0.65 to 0.99 carats | x1.00 |
| Under 0.65 carats | X0.85 |

| <u>Gem Cutter Premium; (See note 2)</u> | |
|---|------------------|
| <u>Cutter:</u> | <u>Modifier:</u> |
| Commercial Cutter, Cutter not named | x1.00 |
| Named Cutter /Artist, faceted girdle) | x2.00 |

| <u>Cut Style and Execution: (See note 3)</u> | |
|---|------------------|
| <u>Cut:</u> | <u>Modifier:</u> |
| Complex Cut, Eye flawless (more than 57 facets) | x1.20 |
| Standard cut, Eye Flawless (57 facets) | x1.00 |
| Simple Cut, Eye Flawless (less than 57 facets) | x0.95 |
| Any Cut, Slight eye visible cut flaws | x0.90 |
| Any Cut, Notable face up cutting flaws | x0.70 |

| <u>Marketing Factors: (See note 4)</u> | |
|--|-----------------|
| <u>Sellers Motivation</u> | <u>Modifier</u> |
| Very eager to sell with posted discount | x0.33 to x0.50 |
| Very interested to sell with feature promo | x0.70 to x0.75 |
| Listed to sell as standard product | x1.00 |
| Inquiry required, posted without price | x1.50 to x2.00 |
| Not posted as item for sale, by inquiry | X2.00 to x5.00 |

Note 1.

To further assist in grade assignments, the clarity of a gem can also be judged by observing the back facets throughout the table and noting their appearance as follows:

TRANSPARENT: Facet edges are very clear and sharp.

VERY SLIGHTLY HAZY: Facet edges sharp, with slight blurring.

SLIGHTLY HAZY: Facet edges seen with slight blurred.

MODERATELY HAZY: Facet edges are significantly blurred.

TRANSLUCENT: Facet edges are difficult to define.

Note 2.

Artist cut gems are assumed to be better than commercially cut gems, but the enhanced modifier is not applicable if eye visible flaws are present.

Note 3.

The appropriate modifier is applicable for each eye visible flaw.

Note 4.

The "Listed to sell" modifier is the default modifier unless there are specific indications by the seller to the contrary.

**Last Update: August 3, 2009
Lincoln gems and Craft**