

The new way to shop for a diamond

Up to a 20% larger appearance, less weight, less cost!

Isaac Jewelers offers “Carat Smart” diamonds. Don’t know what those are? You’ll want to. Buying a diamond is a truly momentous occasion, and when you choose one, you want to make sure you’re being offered the most value and best diamonds for your investment.

In May 2009, Frank Isaac teamed up with Carat Smart, one of the largest wholesale diamond companies in Arizona, for a partnership that gives Isaac Jewelers the exclusive opportunity to offer the most exquisite diamonds at prices never before available to the retail consumer.

Carat Smart diamonds are proportioned to retain the maximum amount of the diamond’s table, that crucial facet on top of your diamond that everyone sees the most. This patented faceting gives your diamond an appearance that is 17 to 20% larger than other diamonds of the same weight, and enhances the fire and brilliance generations have come to expect in fine quality diamonds. As a customer, that means that you are getting a diamond that appears to be larger, but actually has less weight, so the price is less.

“So, for examples, if you can’t afford a 2ct diamond, you can by a 1.5ct that looks like a 2ct,” Frank explains.

Carat Smart also purchases its diamonds from wholesalers or stores that are going out of business, which means additional savings. Because Isaac Jewelers is able to purchase these diamonds at lower than wholesale costs, they can offer the



diamonds for, on average, 50% lower than any other jeweler.

“Nobody can compete with our prices because we’re not dealing with the diamond markets,” Frank reassures.

Isaac Jewelers has diamonds ranging from .25ct to 30-40cts. in all colors, clarities, shapes and sizes. All diamonds are certified.

They offer bridal brands and Isaac brands, or can create customized pieces within two weeks.

“We buy right so we sell right,” says Frank, “and Isaac Jewelers will guarantee you are 100% satisfied with every diamond purchase.”



Typical Diamond



Carat Smart Diamond



Typical Diamond



Carat Smart Diamond



Typical Diamond



Carat Smart Diamond

Isaac Jewelers is located at Kierland Commons, 15205 N. Kierland Blvd, Scottsdale, AZ 85254. Corner of Scottsdale Road and E. Greenway Parkway. They can be reached at 480.941.9090.