

CASE STUDY RAPNET®

THE DIAMOND GUY



CHALLENGE

LIMITED BY A SMALL NETWORK AND VULNERABLE TO RISKY DEALS

Before joining RapNet in 2002, Mark D'Ottavio aka The Diamond Guy's business was being held back due to the constraints of traditional networking. His contacts were few, and he often struggled to find trustworthy and reliable suppliers.

He also faced challenges with memo deals, which often led to financial losses due to untrustworthy suppliers. This limitation restricted his business growth and left him vulnerable to financial instability.



The bottom line was to expand my business and meet new contacts, big sources, big companies. And since then, it's been wonderful.

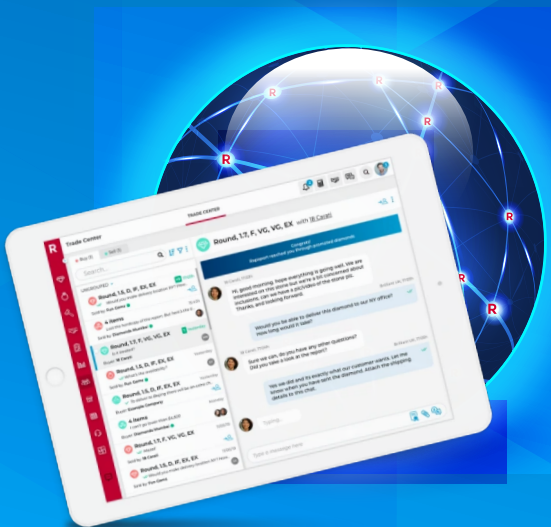
Mark D'Ottavio, The Diamond Guy



SOLUTION

ACCESS A VAST NETWORK OF VERIFIED DEALERS AND RELIABLE SUPPLIERS

In 2002, The Diamond Guy joined the RapNet community, looking to expand his network by connecting with suppliers around the world who were vetted and verified by Rapaport. This allowed Mark to operate his business on a level playing field with other more sizeable companies.



✓ RESULTS

Since joining RapNet, Mark's business has flourished and his yearly earnings have more than doubled, thanks to the connections and opportunities offered by his expanded network.

RapNet helped transform The Diamond Guy, giving him the tools to secure better deals on diamonds and save significant amounts of money. With access to crucial pricing and market information, Mark spends about an hour daily reviewing market trends, reading industry news, and searching for specific diamonds. This not only keeps him up-to-date on market trends but allows him to make well-informed purchasing decisions, ensuring that he remains competitive.

Using RapNet's search features to compare prices across various suppliers, helps Mark to secure the best deals for his clients. For example, when looking for a specific 5-carat diamond, he was able to find a significant price difference between two suppliers, ultimately saving him tens of thousands of dollars. Moreover, RapNet's platform has helped Mark avoid the pitfalls of dealing with unreliable suppliers.



+200% YEARLY EARNINGS

With Expanded Network and Opportunities



SECURED THE BEST DEALS

Using The Search Features to Compare Prices



REMAINED COMPETITIVE

With Up-to-Date Market Trends

RapNet has made me. My business wouldn't be where it is today without it. The platform is like a book of knowledge, and I rely on it daily to stay ahead in the industry. Anyone serious about the diamond business should be on RapNet.

Mark D'Ottavio, The Diamond Guy

RAPNET®

GIVE YOUR BUSINESS THE COMPETITIVE EDGE

- Over 1.5 million diamonds, rings, necklaces & watches
- Source at the most competitive prices
- Buy from verified suppliers

JOIN THE WORLD'S LARGEST AND MOST TRUSTED DIAMOND & JEWELRY MARKETPLACE

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