

IdealWatches Exclusive Guide to Scams

Think you found this EXACT same watch cheaper elsewhere? Think again!

What is considered a Lower Quality Swiss Replica?

There are many qualities of Rolex replicas out there. Most of them aren't made in Switzerland, and don't even have a **Swiss-made movement**. How do you know? **You don't - that's why you rely on inspection of the replica, detailed photos, and the ability to receive and inspect the replica before you pay.**

Most so-called Swiss Replicas out there are either **high quality Japan-made replicas**, or simply **Japan-made replicas**. If you were to give your credit card information or send a money order to a company who does not have detailed photos of claims they make, you will probably receive a lower quality replica. **If you think you can fight with your credit card company... keep reading.**

These cheaper “Swiss Replicas” (if they should even be called that) have the following poor qualities:

- **The gold is not 18k, and is not solid.** Again, there is no way for you to tell until 6 months down the road when the gold starts to wear off and the company has disappeared.
- **The stainless steel also is not solid.** And once again, there is no way for you to tell until it starts to wear off.
- **The weight of the watch is not exact to the real thing.** This also cannot be told until you have received the watch.
- **The watch has a generic replica of the Swiss-made ETA movement, or a lower quality (perhaps 21-jewel) ETA movement.** This is another aspect that cannot be judge until you have received the watch.
- **Poor quality markings and engravings which they hide with poor photographs.** Nothing is more embarrassing than someone recognizing that your replica is a fake. It is better not to even pretend you wear a Rolex, because stories like those spread like wildfires. Take a look at the photos carefully and make sure they back up all their claims with consistent photos.
- **The watch is not completely waterproof to 30m (100ft).** But when you put it in the water, you've already paid for your watch and the dealers will obviously not send you another.

Why be Cautious?

There are many companies offering Swiss-made replicas. Whether they are genuinely Swiss-made or not remains a mystery.

The reason you have to be cautious is because **you cannot see the product** before you buy. Unlike a physical store, you can't touch and feel the product, and you don't have a physical glimpse at the company. All you see is a computer-generated website, which can disappear as fast as it appeared.

You only have **one way** to judge the quality of the product... **by pictures.**

- But can you see quality in a photo?
- Can you see Swiss-made craftsmanship from the pictures alone?
- Is it possible to judge solid gold from a picture?
- How about the finest markings and engravings? Can you tell whether the markings on the dial are laser-engraved or just printed?
- Or better yet, what about a genuine Swiss-made movement?
- Are you able to feel genuine sapphire crystal, or be sure that this company is going to be around (or even obligated to) honor their warranty and return policies?

As much as you would like to convince yourself that you **know** a company is offering a credible product, **there is no way to prove it.**

The only way you can safely purchase a Swiss-made replica and be **sure** you are receiving the quality you deserve, is to **observe for obvious mistakes on their website.**

Mistake #1: Low prices... TOO low to make sense

SOLID 18k Gold, Swiss-Made Watch, Swiss-Made ETA Movement, Laser-Engravings on the Dial, Sapphire Crystal... all for under \$700? Ask your jeweler if that's possible!

There is **no way** a genuine solid 18k gold Swiss-made watch can be sold for under \$700. Some are even foolish enough to price their so-called solid 18k gold Swiss-made watches the **same price as their solid stainless steel watches!** So are they claiming that solid gold is the same price as stainless steel?

Swiss-made Replicas come in **2 different types** of qualities – **older versions (2006/2007) and newer versions (2008)**. But the problem is, most websites are just selling Japan-made replicas because the wholesale prices are \$300-400 cheaper! The quality is still very good, but it does not have all the fine qualities of a genuine, Swiss-made replica. For example, 2-tone watches are **solid 18k gold on Swiss Replicas**, while it's only **triple-wrapped gold on the old versions**. Also, all-gold watches are **triple-wrapped gold on the new versions**, while it's only **single-wrapped gold on the old versions**. There are also other minor variations, such as a **less-sharp face**, and

missing engravings between the lugs, and other small areas. But because the watches look **virtually identical** through **unclear pictures**, you can easily be fooled by cheaper watches at a slightly lower price. Get close-up photos of the replica.

DON’T make the mistake of purchasing a Japan-made Rolex replica for the price of a Swiss-made Rolex replica!

Read on to find out how these companies can get away with giving you fake specifications for the watches... **and you’re the only one who has to pay for it!**

Mistake #2: No COD allowed, or no inspection allowed

There are many sites out there that won’t take a COD order, or won’t allow the courier to let you inspect the replica. Is that a bad sign? **Absolutely.**

COD (Cash on Delivery) orders guarantees you will get your product before you pay anything. You don’t give your cashier’s check to the courier until the product arrives.

You can tell yourself that you can dispute a credit card charge easily if you pay by a credit card, **but it’s not as easy as you think.** Firstly, telling your credit card company that you purchased a counterfeit watch, and that it didn’t look like the real thing, sounds a bit ridiculous. Secondly, credit card companies allow only a certain number of disputes and you don’t want to waste it on a preventable problem.

Don’t just listen to what people promise you. Talk is cheap. Prevent the problems before they happen. Swiss dealers who don’t allow you to inspect the replica via a COD order are likely up to something.

Mistake #3: Assuming Credit Card Order Protects You

Most consumers are under the **false impression** that **ordering by a credit card** means you are **fully protected. Nothing can be further from the truth.**

Most people believe if you pay by a credit card, you can just call your credit card company and ask for your money back. But anyone who has disputed a charge in the past will know it is much more difficult than that. The credit card companies do not generally like to be the mediator, and will always say that they are just a **payment processor**, not a guarantor for the merchant. They can only help in disputes where you paid for something and nothing arrived, but they **can’t arbitrate disputes where you receive a poor product.**

Now imagine how difficult it will be to tell your credit card company that you **purchased a counterfeit watch** and expected it to look like the real thing, **but it wasn’t counterfeit enough.**

Idealwatches.com – “Don’t Trust Cheap Replicas”

A second, and more disturbing problem, is that **replica dealers take your credit card number**. 12 months later when they receive letters from Rolex’s attorney, they shut down their website. But they take your credit card number and sell it for \$500 to fraudsters who duplicate it. Imagine the headache of trying to resolve that with your credit card company, and having to cancel your credit card. This is known as ‘**phishing**’ and the FBI describes it as:

"... Phishing is the creation and use of fraudulent but legitimate looking web sites to obtain Internet users' identities and financial account information for criminal purposes. Internet users ... are duped into providing their sensitive personal information to criminals ..."

An InformationWeek NY article quoted a chief security analyst as saying that there is a **rapid rise in the number of targeted phishing attacks**, and a spokesman for KPMG said high-tech cons such as phishing and online scams are providing new opportunities for criminals.

Don’t be caught in this web of crime. Even if you are able to successfully dispute a credit card charge, **they still have your credit card number to sell**. In fact, most make more from selling your credit card number than they do from selling you a replica watch.

Mistake #4: Not Having 2008 Features

Only **certain features** are found on **2008 Swiss-made Rolex replicas**, such as a **laser-engraved Rolex crown** on the crystal. Some dealers shipping Japan-made replicas **try to fool you by manually engraving the Rolex crown on the crystal**. But our homepage shows photos of how a fake engraving looks like and how a real engraving should look like. Don’t be fooled!

Make sure you see **photos of the laser-engraved Rolex crown at the 6 o’clock position on the crystal**, from multiple angles, and make sure there is the **serial number engraving between the dial and the crystal**.

Mistake #5: Using Genuine Rolex Pictures

How can you tell? The hour and second hands of genuine Rolex watches are set to 10:10 on their pictures. If you see this, then beware – **it could be a scam**.

You can’t expect to purchase an item from someone who can’t even take pictures of their own products. Of course, a good picture never guarantees a good quality product. **But a poor picture usually means it is a poor quality product**. And no real picture of their own product means... no product.

Mistake #6: Japanese Dealers, or ‘Multiple Qualities’

There are **2 types of sites** you should be careful when dealing with.

First are the sites who offer both Japan-made and Swiss-made Rolex replicas. Many of them are **selling you the exact same replica for hundreds more**. Their supplier carries only Japan-made replicas, but because many consumers have not seen a real Rolex watch before, **they can’t tell the difference**. So they ship the exact same Japan-made replica, but **earn hundreds more** from presenting it as a Swiss-made Replica.

Second are the more dangerous sites: those offering you **the option of selecting from different grades of quality**. They show you a photo and ask you **if you want the 21 jewel, 25 jewel, or 31 jewel version**. Remind yourself of **dishonest, but slick-talking salespeople** who are able to **raise the prices on consumers for the exact same product**. Here’s how it works: they tell you they have 2 products, one which is a higher quality for just 10% more. Of course you pick the higher quality one, but the truth is, they only have 1 product. **Therefore, they’ve sold you the exact same product for 10% more.**

Above All...

- ...You can’t do anything if they **lie with their pictures**
- ...You can’t do anything if they **lie with their words**
- ...And you clearly can’t do anything if they lie **about the quality of their products**

But... you **CAN** do something if you notice certain mistakes on their websites which clearly point to a poor quality!

You, too, can successfully order a Swiss-made Rolex replica...

1. By **checking all the specifications** to make sure it is a genuine Swiss-made replica...
2. **See photos** of the things they claim to have...
3. Making sure the **price sounds reasonable** (\$600 for a solid gold Swiss watch?! Impossible)...
4. ...And **order by COD** so you can **see the replica before you give your money**, and **avoid ‘phishing’ scams** which take your credit card and use it for other purposes.

Remember the old adage: If it sounds too good to be true... it probably is!

“Sometimes saving a few cents just costs too much”