

# Another New Year... Same Old Advice

It's been **another year** already since our last annual "New Year's Buying Advice" article. **Countless people have benefited** from our advice last year, and we have **saved consumers hundreds of thousands of dollars** in money that would have otherwise been loss to scams.

Since the last year, the dealers in the replica industry have not changed too much. Again, as we have mentioned last year, other than idealwatches.com and goreplicas.com, the other large sites on the Internet, have all been **raided and removed** from the Internet. Replica Center has provided more **valuable warnings** to many customers, and **prevented thousands of customers** from being ripped off by the many scam sites out there, including many of those shut down. We are **very happy** to be an important part of taking down the scammers out there.

In a new look at this year, the focus should be on the **innovative ways** that bad dealers try to **utilize old scams to trick customers**. The replica industry itself has not evolved as much in the past year; you have your large, credible sites, and you have the many other fly-by-night dealers who offer you "\$500 Swiss replicas" with "2 year warranty" and "double your money back if the quality isn't good". The **bad dealers** will **try anything and everything** to trick you into handing over your credit card information.

The **bad dealers** who **purchase watches for \$50** and **re-sell them for \$700-\$800** **earn more money than cocaine dealers**. And the ones who **take your credit card information** (with obvious high limits) and **re-sell them to the mafia for duplication** earn even more money. You can then understand why so many customers are **tricked** into buying simply by the dealers' claims that the **\$700 replicas** are identical to the **\$900+ Grade 1 Swiss replicas** out there – after all, **who wouldn't save over \$200 if they think they can?**

Sorting through the good and bad dealers has again been **a chore** for our editors. Fortunately, in the past year, it has not been so hard; there aren't any new, credible dealers on the market.

Just like last year, this small article is designed to last for the year, and to **provide tips and helpful comments** from Replica Center's **knowledgeable staff**. You can learn about some things we consider important to look out for in the upcoming year. **You don't deserve to get ripped off for your hard-earned money**. And we hate it just as much to see the crooks out there profit from their victims' wallets.

These timeless principles for a safe purchase on the Internet have shown that even 10 years from now, it makes sense to follow them.

## Top 3 Anticipated Scams for 2007

Here is a list of the **top 3 most anticipated scams** to watch out for in 2007, based on how the replica industry has evolved in 2006. Be on the lookout for many warnings from Replica Center, and make sure to tell us when you've had a poor experience.

### 1. Credit Card Phishing

This scam has **easily risen to the top of the list** for 2007. In 2006, we mentioned that **'phishing'** has **decreased** because **Replica Center has informed the general public** about this widespread scam. It involves **fake dealers** who set up websites to **gather your credit card information**, only to duplicate your credit card and use it for other purposes. A valid platinum

credit card can **easily fetch \$1000** or more. If you can attract only 10 new customers a day, do the math yourself. The **crooks earn more than the lawyers** who chase after them.

It seems like this scam is still becoming **ever-increasingly more common**, especially all over the Internet. Many dealers **hire professional webmasters** to set up **fancy-looking websites** which look very credible. One simple tip-off is usually the **lack of detailed photos**; since they don't even have the watches, they rarely have detailed photos of every watch they sell!

The **one and only way** to prevent this is simply to pay by the most recommended payment method: **COD (Cash on Delivery)**. Basically, you purchase a bank-issued Cashier's Check, and give it to the courier **when they arrive** to deliver your product. This way, not only do you not have to hand out your personal credit card information, you are **guaranteed quick delivery of your product**.

## 2. Take Your Money and Run

Believe it or not, there are still a **good number of dealers** who use this scam. Particularly the **newer dealers** who have been around for a short time. They **rip off a few customers, shut down the website, and set up a new one**. This is the easiest way for them to make some quick and very easy money.

**In particular, this involves credit card 'phishing' as well.** They will open up also for up to a year, then shut down and do it all over again. Therefore it is always considered **unsafe**, in our opinion, to **purchase from new sites, or sloppy looking sites with undetailed photos**. Any dealer who does not take the time to make the site and their photos of watches look good will most likely **not take the time to care for their customers** either, from our experience.

## 3. Sell Cheap Replicas as Expensive Replicas

We expect this scam to **decrease a lot more** this year. Replica Center has done an **excellent job** of cutting down on the number of people who charge \$700 for a \$15 Asian-made cheap replica. The reason most dealers favor this so much is because this is **not considered 'fraud'** by the government, and very few law enforcement agencies will investigate it.

However, due to **Replica Center's aggressive campaign** in reducing this type of fraud, we have **knocked it down from #1 prospect in 2006 to #3 prospect in 2007**. Basically, the only way to prevent this type of fraud is to look for dealers who can offer **multiple detailed photos from several angles of the watch** if you are purchasing an **expensive replica**. If you are purchasing a cheap replica, the outcome is basically a flip of a coin; either you get a good replica, or you don't. There's not much to prevent the bad guys if you are buying a \$200-\$300 replica.

## Top 3 Prevention Measures for 2007

Here is a list of the **top 3 most useful ways** for you to **spot out scam dealers** and **prevent yourself from being ripped off**. There are always **many new dealers coming up**, so you have to **look out for yourself**. These are just some of the ways we believe will be most effective in the New Year.

## 1. Pay by COD with Well-Known Sites

Because credit card phishing will **by-far by the most anticipated crime in the replica community** in 2007, we **highly, highly recommend** that buyers use COD as their preferred method of payment. **DON'T** give out your credit card information **unless you absolutely must**. You really have no idea how they will be using it.

You can at least **guarantee you will be receiving a watch** and not a legal bill if you pay by COD. And if you order from a well-known site, at least you can be guaranteed you'll be receiving a good watch as well. **COD is the safest and most promoted method of payment by Replica Center in 2006**. Because of the positive response we received all of last year, we **highly, highly recommend it to all buyers in 2007 as well**.

## 2. Inconsistent Photos

Many dealers who don't have consistent photos of their replicas **most likely do not ship out the quality they claim**. What we mean by that are dealers whose photos appear to come from **several different sources**, rather than having all been taken at one location. A lot have **different backgrounds**, and the **light sources** on the photos all **look different**. If a dealer can't seem to have consistent photos of their replicas, then **most likely** they aren't able to get good replicas either.

There are also dealers who use **one photo** for **all different qualities** of replicas. One dealer, known to ship out poor quality replicas at high prices, uses the **same photo** and allows you to select from **different qualities**. How can all different qualities of the replica look **identical** to the photo? This usually means they are really shipping out only **one quality** of replica (not as shown in the photo) but **attempting to convince you to select the highest cost**.

If you are purchasing a Swiss-made replica worth \$800+, make sure to see at least **several photos from different angles of the watch**. The websites who show you just one small picture from the face-only is either a new dealer or ships out poor quality watches. If they **really, TRULY had all the watches**, how can they not take the time to just **take a few more photos of them?!**

## 3. Unbelievable Prices & Outrageous Claims

All too often, the **single and most convincing method** for scam artists to **scam customers** is to **make outrageous claims** about their replicas, or have **unbelievable prices** on their watches. One particular website claim their watches are "Grade A+++". There is **no such thing**, so how can you be selling an imaginary product? It is no surprise we have **received many complaints** about their **so-called \$700 Grade A+++ replicas**, which are the same quality as a \$50 watch that can be purchased elsewhere for \$200.

Another related factor is that a lot of them will make **too-good-to-believe price claims**. For example, if your Grade A+++ replicas are so good and better than the Grade 1 replicas, how come they can be sold for **considerably cheaper** than the solid 18k gold Grade 1 replicas found elsewhere? As you learned earlier, most consumers are **easily convinced by very low prices**, and you can usually use those low, low prices as a good indicator.

There are some who say that their watches sell for \$1000 elsewhere and they sell them for only \$500; is it **really necessary** to sell your watches for **half price** if it is the **exact same quality?**

You could give a 20% discount and you'll **still get all the sales** if word spreads around that they are the exact same replicas at 20% cheaper!

Then there are the ones who claim always to be the "wholesale distributor", "importer", or "manufacturer" for the Swiss replicas, which of course, is **never true**. They are giving the consumers a **reason** for why their prices are **so low**. The low prices are used to **dupe naïve and unsuspecting consumers** into buying a **cheap watch** at a **much higher price**.

Lastly, there are the ones who offer "double your money back" if the quality is not good, or a 2-year warranty. These are very, very, very obvious red-flags of dealers you'd want to keep away from.

## In Conclusion

All of us here at Replica Center hope you can have a **safe purchasing experience** when making your next purchase for a Rolex replica. **Just be careful**, and keep a **watchful eye** for the scams we have discussed above. We truly believe that **over 80% of the scams in 2007** will be related to the **top 3 scams** we have talked about. Just remember: **no one in this world deserves to be ripped off**. Consumers simply want to make an **honest, reliable, hassle-free purchase**, and we recommend that you **check out our Site Reviews** for the latest in **Reputable and Scam dealers**. Also, visit our website often for any updates. Most customers email us all the time, so whenever we see any new scams in place, we always notify all consumers about them.

Best of luck in 2007! And remember to keep us updated on your shopping experiences; other people deserve to know. No one deserves to be ripped off.