

# Internet vs. Street Dealers

You may have seen fake Rolex watches all over the Internet, and also available on the streets. If you can buy one immediately from the streets, why use the Internet? Or, if you can purchase one more safely from the Internet with a credit card, why buy from the streets?

There are many advantages and disadvantages of purchasing fake Rolex watches from the streets and from the Internet. Our overall recommendation is definitely to purchase from the Internet, but you can see the differences and form your own conclusions.

## Quality Difference

The first, and most obvious difference, is quality. The truth is, there are many, many different types of qualities of fake Rolex watches. Dealers love to swap parts (to save money), so there can be an infinite number of different Rolex replicas in the world. However, in general, there are 3 main countries which manufacture the top quality Rolex replicas – China/Taiwan, Japan, and Swiss. These 3 qualities will be discussed in another article.

On the streets, you will generally find many cheap, cheap fake Rolex watches. Almost all of the cheap ones are manufactured from countries such as Thailand, Indonesia, Malaysia, China, and Japan. The cheap qualities are battery-operated, have a ticking second hand, feel very flimsy, and look very cheap. In general, if you have less than \$100 to spend on a replica, you will only be buying the cheapest qualities for \$20-80. Don't expect to get anything that looks or feels like the real thing (depending on your expectations, of course).

Occasionally, you will find the higher quality replicas with a sweeping second hand. But these high quality replicas are on the lower-end of high quality replicas. They wouldn't usually cost more than \$200 to purchase.

The main reason you find only cheap quality replicas is because most people don't carry a lot of cash with them. You can't try to sell \$800-1500 Swiss-made replicas because very few people carry that much cash. The only people who would have that much cash are private investigators and prosecutors trying to retrieve evidence.

Street vendors are also prone to confiscations. If Rolex hired investigators, they can easily walk in with a warrant and seize all their merchandise. A typical seizure could result in up to tens of thousands of dollars in losses for the dealer... another reason why they keep very little inventory and would rather lose low quality watches rather than high quality ones.

They also risk prosecution by carrying higher quality. Rolex tends to ignore dealers who sell cheap fakes which look completely different from the real thing.

## Minimal Audience Reach

A local street vendor only has the local market as its target audience. Because of this isolation, Rolex has ignored street vendors selling fake Rolexes for decades just a few blocks away from their head office.

However, the Internet poses a new threat – a worldwide reach. This fuels the expansion of fake Rolex watches, and really dilutes their brand name. Tens of thousands of transactions can be conducted over the Internet daily, whereas a street vendor can only handle one sale at a time.

This also means that Rolex is much more concerned about prosecuting dealers over the Internet, as opposed to their street counterparts. Rolex is more likely to pursue the manufacturers rather than street vendors alone.

This limited audience reach also means you are less likely to find fake Rolex dealers on the streets, and so it is less competitive. However, over the Internet, competition is considerably more fierce, and that is why 90-95% of dealers need to lie and have large fluctuations in their prices.

## Try Before You Buy

Although most Internet sites claim to have a money-back guarantee, purchasing from a street vendor is truly the only way to be able to see, touch, and feel the replica watch before you buy.

Most Internet sites don't even honor their money-back guarantees. As mentioned in previous articles, only credit card purchases can be enforced.

You really have no idea what you are buying online, because people over the Internet can (and will) lie with their words and pictures. In general, expect replicas to be at most 85% as good as they are described. If you are buying with a money order, expect them to be at most 75% as good as they are described.

## Scams

The Internet has a false sense of security. Anyone with design and web skills can build a website to look like a Fortune 500 company in a matter of days. If you read our articles on scams, you will find many ridiculous scams that are all too real on the Internet.

However, when purchasing offline, you can see what you are getting, and know for sure you will get it. There isn't really a risk of the dealer swapping parts as well, because the watches are so cheap that it would be a waste of time to save a couple bucks by swapping a band or the movement.

The only real scam is if the dealer lies to you about the watch. For example, they tell you it is solid gold, waterproof, sapphire crystal, etc., but if you find out later that it is fake gold and is not waterproof, you'll never get a warranty exchange or your money back. Also, street vendors will never accept credit cards.

In general, however, purchasing a fake Rolex is much safer on the streets, even though the quality is rarely as good as the Internet.

## Size of Selection

Street vendors carry a smaller selection, simply because they can only buy so much with their cash. Internet dealers, however, will put all the watches available from several different suppliers, and carry no inventory themselves.

Also, street vendors are prone to raids, where their inventories can disappear within hours. This can cost them thousands of dollars, and so they have to keep their selections small to minimize the amount of watches that can be seized.

In addition, criminal prosecution is based on the number of watches in stock. The more you have in stock, the greater the punishment.

So look out for a small selection and smaller inventories when you purchase from a street vendor.

## Summary

There are 2 main worries you have when you purchase a replica watch – poor quality, and scams. The reason we say that we recommend purchasing over the Internet is because Internet only automatic Rolex replicas, and some might even carry genuine Swiss-made replicas.

As long as you call in and order with a credit card, you will know that they are actually there and your credit card helps you get good quality.

Make sure to read our articles on scams to see the latest scams and how to avoid them, as well as our articles on the truth about the different types of replicas available on the Internet and how to choose only the best ones.