



A SquareTrade Success Story



From Beanies to Gems:

Michael Jansma, the owner of a jewelry business for more than 10 years, began selling online in the summer of 1998. "I originally started selling beanie babies on the recommendation of a friend," he remembers. He began selling other items, mostly jewelry, and out of a tiny idea, the seeds of a new business began to grow. Today Michael is an eBay Powerseller, and sells hundreds of items per week online. ●

Providing the ultimate online experience:

Michael's highest priority is to provide the best customer service possible and he believes that most online sellers also uphold the same values, and are not trying to take advantage of buyers. However, he also knows that, "buying jewelry or any item over the internet is an unnatural and sometimes scary experience. Many people are not used to it yet and others are just plain terrified and unwilling to try it. Unfortunately there are also those who have met with unscrupulous sellers and have been taken advantage of." ●

What the SquareTrade Seal does for Michael:

Michael has an outstanding feedback record, and customers can take great comfort in knowing that thousands before them have been satisfied with the way he conducts his business. But in addition to his feedback, being a SquareTrade Seal Member conveys to his customers an added insurance of knowing at a glance that Michael upholds the following standards: ●

- Disclosure of contact information and credentials
- Clear and accurate descriptions of good and services
- Disclosure of pricing, including all applicable fees
- Clear policies on after sales services, such as refunds and warranties
- Maintain privacy policy
- Transact only on secure sites

and is committed to using any means necessary to make sure his customers are happy. ●



Where to find Michael's SquareTrade Seal:

Michael not only displays the Seal on every auction listing, but also on his payment pages. "When someone wins my auction, I send an email link to my payment page - not only is the Seal seen on my auction, but also before sending payment. I want them to know that I am not just saying, someone else agrees with me but that I am safe to purchase from and that I am willing to make this the best online purchasing experience possible." ●

Interested in getting your own SquareTrade Seal?

[Click here](#) to see if you qualify.



eBay User ID
gemaffair

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The SquareTrade Seal in Action

I had a lady buy a Tahitian black pearl and diamond ring from me - I think her ending bid was about \$1,800 dollars. She was asking questions prior to bidding she expressed some hesitation about spending that kind of money on an item online. ●



I said to her - please read my feedback - don't just look at the number. I also told her to click on SquareTrade Seal and look at what the Seal does for her in the event that my feedback and policies or reputation aren't what I say they are. ●

I don't believe she had any questions after that and she bid won! And of course she was satisfied. ●

[Click here to see Michael's current auctions.](#)

The SquareTrade Seal in Action

I actually had a guy in the past who didn't agree with me in regards to an auction. I suggested to him that he want to contact SquareTrade. ●

I feel value in my own use of SquareTrade as a seller as I am able to say, "I'm communicating well or we're not so why don't you go to SquareTrade this was actually a good way for me to diffuse a potentially bad situation."

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