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ANTI-COUNTERFEITING WATCH SOLUTIONS

PROBLEM: Pawnbrokers v. Counterfeit Watches

Due to the nature of the pawnbroker's business, they are exposed to increasing numbers of counterfeit watches being targeted for loans or second hand purchases. Counterfeits are on the increase. An estimated 40 million counterfeits were produced in 2009 (an increase of approx. 52% compared to 2008). Due to the high demand / high retails of most Swiss watch manufacturers, counterfeiters are investing more time and money in development of fake watches that can rival the visual finish of some of the best brands. With this increase in counterfeit quality, there is an increase in the amount of fakes purchased unknowingly by pawnbrokers worldwide. Even the experts are being challenged.

The Damage of Unknowingly Purchasing Counterfeit Watches is as Follows:

- Immediate loss of investment dollar (usually significant due to high retails of watch brands such as Rolex). We can help you Protect Your Money.
- Due to the high quality level of many counterfeit watches, they may actually be sold into the market unknowingly as an original, causing significant damage to the store owner's company brand, damaging the trust factor and reputation, and basically putting all other watches and jewelry originality in question. We can help you Protect Your Reputation.
- Lawsuits may arise from the sale of counterfeits that violate trademarks. Example: A Rolex sold to a customer that's turns out to be a fake or has a fake part such as a bracelet (and you were not aware of it) can lead to expensive liability issues. We can help you Protect Yourself From Liability.



PRODUCT SOLUTION: CREATE ANTI-COUNTERFEITING WATCH SOLUTIONS TO BUST FAKES

COUNTERFEIT BUSTERS DATABASE

- Membership Level: Counterfeit Busters Premium Member or Platinum Service Package member
- Search from over 85 top brands
- The database currently has over 40,000 reported “Known Counterfeit” watches
- The database has an estimated growth of approx. 1500-2000 reported fakes per month
- Within 18 seconds, users can filter an estimated 2 out of 3 top tier fakes (Breitling Cartier, Rolex etc)
- No watch experience or training necessary
- Print Counterfeit Buster Database reports for your customers as an “added value”

Significantly Reduce fakes while increasing efficiency. Typically, having to have inexperienced front end sales staff pull the store manager or buyer off of a project to go through the trouble and liability (case and sealing problems) of opening a potential customer’s watch, only to find after investing a significant amount of time in the process, that the watch is a counterfeit. Imagine streamlining the process by allowing the front end sales staff to simply enter the case back serial number of the watch into the database and within seconds, filter most counterfeit brands. No wasted time and no damage to the product!

“Bust your first fake and you basically pay for your entire yearly membership”

Protect Yourself From Liability



EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

Enter the case back numbers and hit send...it's that easy!



COUNTERFEIT BUSTERS™

If you are a second hand buyer, our FRAUD tools are at your disposal:

Make searching our database the first step in your buying process. WCSA Fraud Reporting changes on an hourly basis. Enter the model and/or serial number from the exterior case back and begin your Search Now!

Help make our database a dragnet for busting counterfeits and filtering stolen watches. Click the link below to:

[Report a FAKE or STOLEN Watch.](#)

Brand Name : Breitling

Model Number : A25362

Serial Number : 713071

Search Known Counterfeits

Search Stolen Models

Having trouble locating the model number & serial number on your watch? Click the button below to see where to look on a few popular brands.



The beautiful thing about the Counterfeit Busters Database is its simplicity. First, just select the brand from a dropdown list.

Enter the case back numbers easily found on the exterior case back (examples of location are illustrated in photos below the buttons.)

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Click on "Search Known Counterfeits" or "Stolen Database"

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EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

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COUNTERFEIT BUSTERS™

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Make searching our database the first step in your buying process. WCSA Fraud Reporting changes on an hourly basis. Enter the model and/or serial number from the exterior case back and begin your Search Now!

Help make our database a dragnet for busting counterfeits and filtering stolen watches. Click the link below to:

[Report a FAKE or STOLEN Watch.](#)

IMPORTANT!

Users must enter the case back numbers EXACTLY as viewed on the case back. For example, if the serial number is "No. 1234", you would have to enter it as seen; "No. 1234". A modified entry such as "1234" or "No 1234" would result in an invalid and inaccurate search. Use every single letter, number, dash, dot, and punctuation mark exactly as they appear on the watch.

Brand Name :

Model Number :

Serial Number :

Total files Searched:45430

Having trouble locating the model number & serial number on your watch? Click the button below to see where to look on a few popular brands.



Your serial number entry is searched against the entire Counterfeit Busters Database

Input of watch data is simplified with the seamless integration of WCSA with Data Age Pawnmaster!



EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

Enter the case back numbers and hit send...it's that easy!

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WC SA

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COUNTERFEIT BUSTERS™

STOP! Do Not Purchase

Our Database has reported this as a

KNOWN COUNTERFEIT

Brand Name :

Rolex

Model Number :

116718

Serial Number :

F520117

Search Known Counterfeits

Search Stolen Models

View Report

Get Values

Brand Name	Model Name	Dial Color	Case metal	Model Number	Serial Number
Rolex		White	Solid 316 Stainless Steel Case	114270	F520117
Rolex		Pink	Solid 316 Stainless Steel Case	114270	F520117
Rolex			Solid 316 Stainless Steel Case	116200	F520117

If you are a second hand buyer, our FRAUD tools are at your disposal:

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Counterfeits are alerted with a flashing and audible banner.

Variations of counterfeits sharing the same pattern of numbers will be listed for reference, if needed.

Input of watch data is simplified with the seamless integration of WCSA with Data Age Pawnmaster!

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AUTHENTICATOR PRO FOR ROLEX INSTRUCTION

- Membership Level: Auth. pro for Rolex Premium Member or Platinum Service Package member
- Web based software for identifying fake or modified Rolex watches
- Select and authenticate Rolex watches from a list of over 170 modern Rolex models
- Software evaluates approx. 32 key areas per model with 5 key segments covered: Case, Dial, Bracelet, Case Back, Movement.
- Video and watch model images direct user to area under inspection
- Print Authenticator Pro reports for your customers as an “added value”
- Automatically archive your Rolex reports to track, store important information to protect you from liability
- No watch experience or training necessary

We allow your inexperienced employees to evaluate Rolex like an expert. Until the development of the Authenticator Pro for Rolex, it took years of trial and error (yes, costly mistakes) to have a modest level of knowledge regarding the buying and selling of Rolex timepieces. Books give you a very general knowledge base and expensive consulting gave employees a false sense of security. With the release of the Authenticator and its integration with Data Age Pawnmaster, now you have the ability to never miss a sale because you have now empowered your whole sales staff with the ability to buy Rolex watches and price them to current wholesale markets. Authenticate, Price, and maximize profits seamlessly within your Pawnmaster pawn item window!

Rolex is a 1 Billion dollar a year business. We give all pawnbrokers the ability to enter this market and increase revenues! Bust fakes and maximize profits with our up-to-date market pricing. Add value to your sales with our Authenticator Pro Certification reports.



EVALUATION PROCESS FOR AUTHENTICATOR PRO FOR ROLEX

It's no deal until you certify it real!



SEGMENT 2 - DIAL



With a 10x loupe, inspect the dial for the presence of the following:

The printed Rolex logo and text are of flawless quality.



Video clips on the left show users the general area under inspection

Rolex images on the right are specific to the model selected



EVALUATION PROCESS FOR AUTHENTICATOR PRO FOR ROLEX

It's no deal until you certify it real!



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MEMBER HOME ROLEX AUTHENTICATOR PRO WATCH VALUES ROLEX RETAIL PRICES COUNTERFEIT BUSTERS INVESTOR'S CORNER MEMBER SUPPORT LOG OUT



Audio clips with tips on identifying Rolex counterfeits

SEGMENT 5 - MOVEMENT

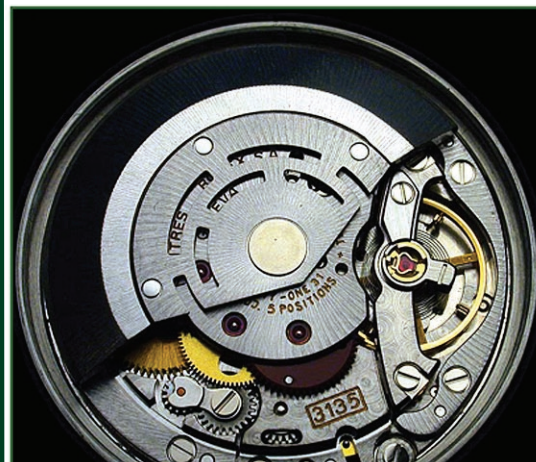
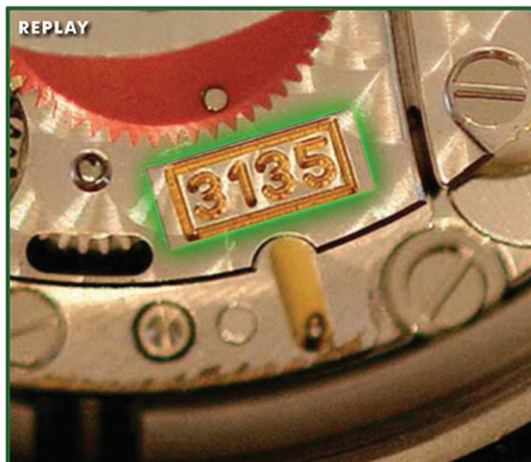
With a 10x loupe, examine the movement for the presence of the following:

Caliber number "3135" in gold text, surrounded in a gold rectangle.

Yes No



Progress bar indicates percentage completed towards Authentication Report



User answers interactive questions specific to the Rolex model they are authenticating



AVAILABLE SUBSCRIPTIONS

COUNTERFEIT BUSTERS™

- Unlimited search of known counterfeit watch database
- Search over 45,000 known counterfeit watches and over 80 Swiss watch brands
- Current data uploaded in real time
- Email alerts of local counterfeit fraud

30-day Money Back Guarantee

One Professional Yearly Membership
for one discounted payment

One Professional Monthly Membership
Pay month to month

AUTHENTICATOR PRO™ for ROLEX®

- Unlimited access to interactive authentication software for Rolex watches
- Authentication available for over 180 Rolex models in full detail
- Every Rolex authentication comes with a 4-page certification report for point-of-sale
- Current up-to-date Rolex trade prices

30-day Money Back Guarantee

One Professional Yearly Membership
for one discounted payment

One Professional Monthly Membership
Pay month to month

Counterfeit Busters & Auth. Pro Combined

PLATINUM SERVICE PACKAGE

Unlimited access to both the Authenticator Pro for Rolex and Counterfeit Busters

Platinum Service benefits:

- Unlimited Phone support for staff
- 2-HR online Rolex training focusing on product grading, knowledge, and profits
- Access to Watch Values Database
- Access to online training tutorials

30-day Money Back Guarantee

One Professional Yearly Membership
for one discounted payment

One Professional Monthly Membership
Pay month to month

For current pricing visit:
www.watchcsa.com/buynow.php

FREQUENTLY ASKED QUESTIONS

Q: We have a lot of experience purchasing watches and know a lot of the things to look for. Why would we need this system?

A: Counterfeits have reached a level where everything right down to the movement screws are perfect. Even the experts are using these anticounterfeiting tools. The old tricks in evaluating watches do not apply to the new age of fakes.

Q: I know that if I search a watch and get an alert, I shouldn't purchase it. But, what if it's not in the system?

A: If you search a watch in Counterfeit Busters and it is NOT found, you then have to follow through with your standard purchasing steps i.e. open the back and review the movement, etc. The Database is a "filtering tool" busting known fakes immediately and saving you time. Busting 2 out of 3 top brand fakes searched, it's an effective tool but not a guarantee of authenticity.

Q: We sell Rolex watches from time to time. Recently, we had a customer claim we sold them a watch with a fake bracelet and the wrong movement. We knew it was all correct when we sold it but we did not have the details to back up our claim. How can you help protect our business from customer fraud with returns?

A: The Authenticator Pro for Rolex creates a 35 point verification report that is archived to your account. It contains details on the model, serial, bracelet, movement, and inner case back numbers so you always have the data to back up a sale from individuals that are trying to scam you on the return.

Q: We are concerned that our staff may not know the difference between the model number and serial number on the watch case back, prior to entering the info into the database. Do they need training to learn these fundamentals?

A: No, actually the Counterfeit Database is programmed to recognize and reverse incorrect patterns between these numbers. If the serial number is entered as the model number and visa versa, the system will search the correct pattern of numbers so you do not have to enter multiple searches for one watch.

Q: I understand that the set of case back numbers does not have to be entered in any particular way. But, can I modify the numbers I see on the case back?

A: No, the one thing users must do is enter the case back numbers EXACTLY as viewed on the case back. For example, if the serial number is "No. 1234", you would have to enter it as seen; "No. 1234". A modified entry such as "1234" or "No 1234" would result in an invalid and inaccurate search. Use every single letter, number, dash, dot, and punctuation mark exactly as they appear on the watch.

**VISIT THE FOLLOWING LINK IF YOU
NEED ADDITIONAL INFORMATION**

www.watchcsa.com/supportfaq.php

EMAIL US
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