

Measuring a Watch's Resale Value

There are many factors that can impact the resale value of a watch. While some can influence it positively, most are negative. Like most things, the value of a watch tends to decrease rather than increase once it leaves the display case. Still, if someone has a luxury watch that they wish to sell, there are three factors they should to keep in mind. These factors are:

1. **Positive factors:** These are the aspects that actually improve the resale value of a watch. Perhaps the most important is the exclusivity or rarity of a particular watch. For example, if it is a vintage watch or a watch that has become hard to find in the current market, its price automatically jumps up. Sometimes manufacturers create limited editions of watches to celebrate an anniversary or other moment of some importance. Such watches also tend to enjoy a higher resale value. Because many people are willing to pay a good sum of money for watches that have an added value generated by a prestigious previous owner, it is important to consider whether a celebrity has owned the watch. Watches that have been worn in movies command a premium resale price. On the more mundane end of the scale, a watch whose warranty is still in effect (and is transferable) also retains a considerable part of its value.
2. **Mixed value factors:** Unfortunately many watch owners considers a watch to have a high potential resale value because it happens to be an allegedly rare or limited edition. But sometimes manufacturers dilute the value of such watches by selling them in vast quantities. In the process of doing this the value of the watch is lowered: a "limited edition" isn't very limited or rare if several hundred thousand units were sold. There is also a belief that a higher value can be expected if the seller retains possession of the original box and purchase papers of a watch. This is typically only a minor factor, however, and may or may not noticeably impact on the resale value. Also, while sometimes there are watches that possess 'remarkable' serial numbers, such as the date of manufacture of the watch or numbers with interesting or significant patterns. While this certainly adds a novelty interest to the watch, it does not tend to do much for its resale price.
3. **Negative factors:** There are certain factors that consistently reduce the resale value of a watch. For instance, watches that are heavily decorated with precious metals or stones tend to depreciate over the years. Many manufacturers create cheaper, bottom of the line models. While these watches may bear the premium brand name (such as Rolex), they do not command much respect or desirability. Finally, watches from which the serial numbers have been removed or defaced beyond recognition are condemned to the lowest rung of the resale ladder, as this is the mark of a stolen or "hot" watch.