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Dyer Business Feature

Angel's Cash for Gold stands out in competitive market

The bright yellow sign on the wall at Angel's Cash for Gold at 1546 Joliet St. (U.S. 30) in Dyer promises the highest payout for gold compared with large regional jewelers. That's a promise owner Alex Ziady keeps every day.

"Trust is so important in life and in business, treating people honestly," says Ziady.

In fact, Angel's Cash for Gold was highly recommended in The Times article "Good As Gold" that surveyed local Cash for Gold stores.

"We have customers who come here from Valparaiso, Portage, Hegewisch. We appreciate the referrals and repeat customers," he says.

Angel's Cash for Gold caters to senior citizens, Ziady says. Many are on fixed incomes and wonder if the jewelry they have is gold or costume jewelry.

When a customer brings in jewelry or other items, Ziady carefully explains the various tests used to test for gold.

"We will spend as much time as it takes to test and evaluate the gold or silver. We can even help customers with diamonds," he says.

Angel's Cash for Gold also offers coupons for a 50% cash bonus paid on the sale of gold.

"Recently our offer was 74% higher than our competitors' bid for the same jewelry," Ziady says.

In an increasingly competitive market, Angel's Cash for Gold stands out because of the education and encouragement the staff gives customers.

For example, Ziady regularly takes a piece of his own gold jewelry to other shops to see what he is offered and how

they operate.

"People can do their research and figure out if you're getting the best price, and they should. We encourage it," he said. Ziady also consults with coin collectors about the value of coins brought in by customers.

Broken and unused gold and silver jewelry are among the items most often evaluated for the precious metal content. There is also "giant money in sterling silverware," he says.

Customers who sell their items to Angel's Cash for Gold actually receive a check.

Angel's Cash for Gold is where "friends send their friends to sell their Gold." The store is open from 10 a.m. to 6 p.m. Monday through Friday and 10 a.m. to 3 p.m. Saturday. Closed Sunday.



Barbara Ziady inspects gold jewelry at Angel's Cash for Gold in Dyer.