

# Gem Pawnbrokers Opens Branch in Astoria

*The right business, at the right place, at right time*

*Written by Joe Cicchelli*

Originally opened in 1947 in Brooklyn NY, Gem Pawnbrokers has grown to a staggering 19 locations (with over 120 employees) with the newest branch just opening at 3600 Broadway NYC. But the one that is most near and dear to our hearts is right here at 22-01 31st St. in Astoria, Queens. Due to the upscale area and the lack of a professional pawnbroker or jewelry repair center, Astoria was chosen as an excellent opportunity.

In this challenging economy we find ourselves in, it's heartening to know that Gem's layaway program is the longest of any jeweler at 10 months and only 10% down. Additionally, all loans are in cash and transacted on location and takes only about 10 minutes. Pawn loans are good for 4 months and the interest

rate is New York State regulated at only 4% of the principle. Gem Pawnbrokers also makes large and small cash loans on gold, diamonds, estate jewelry, fine gold watches. Rolex, Cartier, Patek, are their specialty.

What I personally like best about Gem is that every manager has some form of certified Gemology or diamond training in order to

identify the customers' items and offer them the best service. You can, of course, also purchase fine jewelry at Gem at huge discounts - they keep a case in each store that is up to 75% off.

So if you are in the market for a cash loan, purchase, or sell, visit Gem because they take pride in customer service. Gem even has a team that visits branches and takes care of customer service issues when they arise. Gem Pawnbrokers is known to always loan more than any other pawnbroker and is willing to prove it. Gem is a proud member of the Queens Chamber of Commerce. Every Gem location is easy accessible by Subway or bus and business hours are 9AM- 5PM Mon-Sat. In addition, be sure to access their impressive website: [www.gempawnbrokers.com](http://www.gempawnbrokers.com) for additional store information, call 718-721-0058.

