

## ♥ Reputation Report

The tool will discover your 5 star average and also the total number of reviews on top review sites. The Reputation Report is meant to give you an idea if you have a reputation problem or not.

### Details

Number of Reviews 93  
 Last Review 36 Days  
 Star Average 4.2 out of 5



## Reviews

**g+ Justin Blackburn** via google 1/28/2016 ★★★★★

Amazing experience. With a tight timeline to get a ring made Shapiro Diamonds pulled a rabbit out of the hat! Outstanding quality and service! If you want a genuine 'One of a Kind' ring this is the place! Extremely professional and highest quality service you will find in the DFW area!!! Thanks again for being exceptional!

**g+ Austin Norville** via google 10/19/2015 ★★★★★

This was such a perfect experience, especially going into something as important as buying and engagement ring. I just moved to Dallas and needed to find a jeweler to make me a custom wedding ring. Of all the places I researched I found nothing but great things when looking at Shapiro Diamonds. Lance did an AMAZING job with the set and design I showed him. He did the ring 110% of what I imagined it to be and the process was simple and easy. Lance took great care of me and made sure I got the deal done at my budgeted price. Thank you Lance and I highly recommend coming here! Austin

**g+ Sandra Gavino** via google 10/7/2015 ★★★★★

Lance and Kendra are a pleasure to work with. I am very specific in my taste. My hubby wanted to have a diamond ring made for our 40th wedding anniversary. We went to several places and were not at all happy, THEN WE FOUND SHAPIRO DIAMONDS. Lance worked with us to design a beautiful ring, it is just the most beautiful ring I have ever seen. It is tasteful and elegant. I cannot say enough about how much they want to make their clients happy. Lance searched and found me the most beautiful radiant diamond and then created a setting that I get constant compliments on. Thanks to you both.

**yelp** via yelp 8/25/2015 ★★★★★

Lance is hands down one of the best in Dallas. We went to the overpriced Robbins Brothers, then over to Marc Samuels, and then Diamond Doctor. We found an amazing Tacori ring at another store, and instead of buying it from there we took it Lance and he created the exact same ring with exceptional quality. He saved us THOUSANDS of DOLLARS just by taking off the Tacori name. Also, an opportunity came up so I could propose in California. While it was a short timeline he had no problem meeting it. My finance can't stop looking at her sparkly ring and we are extremely pleased. Go see Lance, it's worth your time.

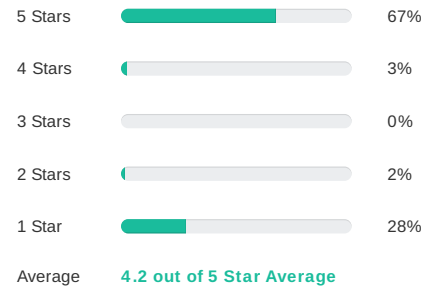
**yelp** via yelp 7/29/2015 ★★★★★

Shapiro diamonds is amazing! Not only was the process seamless and enjoyable when my husband and I purchased our wedding bands from them in 2012, but I call them three years later with pregnant swollen hands and a wedding band that won't budge and he took such great care of me and my ring! Thanks Lance Shapiro!

**yelp** via yelp 7/28/2015 ★★★★★

Quit looking because you're not going to find anyone better than Lance in Dallas. (Check all the other reviews saying the same.) He's a solid dude and a total pro in every aspect of the process: his expertise on ring types, his honesty in negotiating a fair price (in both buying and selling), and the professionalism in customer service of both him and his staff. Rest easy and enjoy working with Lance on finding your ring. Best of luck.

## ★ Star Distribution




## Review Sites

Site	Reviews	Star Avg
Yelp	13	★★★★★
Kudzu	0	★★★★★
Google	55	★★★★★
Four Square	3	★★★★★
Yellow Pages	22	★★★★★
Site	Tips	
Four Square	3	

## Latest Negative Review


**yp Tyler Beas** 4/27/2012 ★☆☆☆☆

I had a terrible experience with Shapiro Diamonds. I called their office to discuss what I am looking for a certain cut and style of loose diamond. I then called back to confirm our appointment the next day and also confirm that they would have a number of loose diamonds for me to look at in a specific cut. When I arrived for my appointment, I like another reviewer, had to wait in the "doctor's lobby". view more He greeted me on an intercom and I waited for 10 mins until he was free. Again, like the other reviewer, no mention of the fact that he had me wait. When we finally went back to his office, he proceeded to show me every OTHER cut other than the one that I ACTUALLY CAME TO THE PLACE for. I had called 2 times to confirm that they had a certain type of cut. He showed me a total of ONE diamond of the actual cut I was looking for. ONE!!! When I asked to see other similar diamonds he told me that was the best

yelp  via yelp 6/30/2015



Lance was an incredible guide for navigating the high pressure waters that is engagement ring shopping. He made me feel very relaxed, and was incredibly honest with me every step of the way. He had no problem telling me (politely) when I was being crazy, and let's be clear: he was right. I'll obviously be going back for the wedding bands, and I recommend everyone looking for a ring to start here. I could have saved days if I did.

yelp  via yelp 5/12/2015




Well, it's been six short months since we ordered and received my second wedding band to celebrate our five-month anniversary. Ordering was easy peasy. I communicated with Lance via email and telephone (when I was in the US). Lance used measurements and other details from our original wedding band. He then mailed the ring to a relative's address and my husband collected it on a recent trip to the US. My first look at the band was when it arrived back in the UK. It's full of awesomeness just like my other two rings!

 **Shapiro Diamonds** via foursquare 5/8/2015




Shapiro Diamonds is an engagement ring showroom and jeweler Dallas, TX. We specialize in creating custom, one-of-a-kind diamond rings and fine jewelry pieces.

yelp  via yelp 3/16/2015




My fiance went to Lance Shapiro for my engagement ring and I couldn't be happier. Recommendations from his close friends have quickly made him the "family jeweler" in our close-knit circle. And it's easy to see why. It's a family-owned business that really gets the importance of such a significant purchase. Obviously I wasn't there during the meetings to create and design the ring, but I did return with him after his proposal to inquire about a few things and to get resized down 1/4 a size. Still, without me present during the initial visits, he asked my fiance many questions about my style, interest, name, and our story to get a better idea of who we were as a couple. I appreciated that. He also sketched many designs and discussed what I would like until my fiance got it right. My ring is a gorgeous 1.5 carat round brilliant diamond with incredible clarity that seems to sparkle in every light. It's fixed on a white gold custom band with a style that I have never seen before. It's classic, sparkly and unique. Because Lance has such an incredible selection of diamonds, operates in a beautiful upscale, personalized, yet very intimate environment, and has taken the time to know us we are very likely to continue using him for our wedding bands (and hopefully a pair of diamond earrings) in our near future. His diamonds are wholesale so you know you are getting a good value compared to the mega jeweler store markup, especially considering the quality and options you get here. Their custom diamond engagement rings begin at \$5,000 and go up from there, so you can imagine the quality of product he is committed to carrying. He was recommended to us and we are very pleased, so naturally I'd like to share the recommendation with my fellow Yelpers.

yelp  via yelp 2/7/2015




I can't say enough good things about this business. Honestly, I almost passed them over, because everything about their luxurious website (especially the high-end photos of their showroom) screamed "out of your budget." But a friend insisted I make an appointment, and when I walked in, I was instantly put at ease by Lance and Kendra. They are as nice, and down-to-earth, and low-pressure as anyone I've done business with. Best of all, when I told Lance what my microscopic budget was, he didn't faint! He got right to work, and found the best stone for my money, and (based on some photos I provided) designed a setting that was EXACTLY what my fiancé was hoping for. On time, on budget, with no haggling or hassles. And a final product that looks FAR more valuable than what I paid for it.

yelp  via yelp 1/7/2015



Lance is an amazing person to work with! My fiancé purposed with an amazing ring custom designed by Lance and himself that completely took my breath away. And still, a year later, people that have seen it millions of times are still amazed by it as well! We are now in the process of designing our wedding bands and the process is easy and care free. Lance is very straight forward about design and is very keen at picking up on creative cues you have as well. He understood immediately what I wanted for a wedding band and knew how to make it even better. I can't wait to see the wedding bands and am very excited to keep having work done by Lance in the future!


yelp  via yelp 11/19/2014



Let's start at the beginning, January 2008, the date my husband bought my beautiful solitaire engagement ring from Shapiro Diamonds. He was referred by a co-worker who was referred who was

that he had and THEN PROCEEDED TO TRY TO SELL ME SOMETHING ELSE OF A DIFFERENT CUT. Lance also started asking personal questions to me and about my boyfriend, so much so that it made me uncomfortable. My advice to anyone in the market for diamonds - AVOID SHAPIRO DIAMONDS. I left feeling like I NEEDED TO TAKE A SHOWER, BECAUSE LANCE WAS SUCH A SLIMY SALESMAN. I cannot believe the positive reviews on this site after my experience. I think that Citysearch needs to screen the reviews more; only Lance himself could have written such a positive review of what I considered to be such a joke of a place.

referred, etc. It seems like an eternity ago when we got engaged. So much has happened during that time, including a move to the UK and a five-year wedding anniversary which brings me to this review. For our five-year wedding anniversary, we planned to get another band to accompany my solitaire ring and wedding band. I have an upcoming trip to the US and have been considering making a side trip to Dallas to purchase said anniversary band but before I could plan a side trip, I needed to confirm Shapiro Diamonds was still in business. After all, the economy has not been good. I turned to Yelp and, well, here we are. I've read the reviews for Shapiro Diamonds. All of them. Hmm, I thought when I read one particular one-star review with accompanying photos written in May 2011. Then I felt the overwhelming need to defend Shapiro Diamonds because my husband and I have had very good experiences with Lance/Shapiro Diamonds. So good that I'm considering making a special trip just to buy my next ring from Lance Shapiro! My rings are beautiful. The diamonds are amazing. The quality is exceptional. I do not understand how anyone could have an experience that is nothing short of excellent. I just don't get it. Let's return to January 2008 for a moment, the birth month and year of my solitaire ring. I've attached a photo (of both the solitaire and wedding band) which shows the imprint of "plat" which signifies platinum. As you can see in my photo, the imprints are tiny. So tiny that I was barely able to get a photo which captures the imprints. I can barely read them with a naked eye. They are, for all intensive purposes, invisible. Exactly how they should be. Note 1: My rings are nearing seven and six years old and are a bit dinged up as expected. They've literally been around the world. I've worn them while pumping iron (do not recommend doing this). They've been ziplining in Hawaii, on three safaris in Kenya, to 23 different countries, to the top of the Burj Khalifa (world's tallest man-made structure), and on nearly 140 flights. They've made it through three Oktoberfest weekends in Munich, Germany. They are solid, well made, everlasting rings. Note 2: I've never had my rings polished and they are entirely too dirty to even be taking photos of at the moment but I'm pressed for time and I don't have a jeweler in the UK who I trust. Forgive me. Now, my rings were born in January 2008 and March 2009 which equates to at least two years, if not nearly three years before the review posted in May 2011. The imprints on my rings were made with a stamp. The imprints on the rings in the May 2011 photos look to have been made with an ice auger. The odds are unlikely that Lance switched from using an imprint stamp to an ice auger. The odds are even more unlikely that this switch, or even the workmanship outlined in the May 2011 review would have allowed his business to flourish all of these years (grown greatly on referrals). It's just common sense. Yes, there is a waiting room where you are queued up before your appointment but this is to be expected. Lance is a custom jeweler who sees clients on an appointment-only basis. I've been to other custom jewelers who do not have a waiting area and I have had to wait in the hallway of their office building until they were ready to see me. If you don't want to make an appointment or possibly have to wait a bit past your appointed time, then don't do business with a custom jeweler because that's how they operate. All of them. Go to the mall and pay 500 percent more for a smaller and lesser quality diamond. I learned one valuable lesson from writing this review: Taking photos of jewelry, specifically getting a close-up shot, is very, very difficult. I give props to all jewelry photographers in the world!

 via yelp 10/29/2014



Lance designed my engagement ring 5 years ago. It was gorgeous and when my husband proposed to me, I loved it. However, after a few months, my fiance' felt like it needed a little something more as the band was a simple band with no embellishments. We met with Lance, he gave us some ideas of what he could do with my ring and a few weeks later it was done. My ring was gorgeous the day we picked it up and I get complements on it almost every time I am in public. If you would like a more custom and boutique jewelry experience - visit Lance.

 **Andy Stewart** via google 7/18/2014




From start to finish the process was perfect. We chose a design similar to a setting they had on hand, and modified it to what we (my fiance, Lance, and myself), would fit my budget and her idea of the perfect ring. I still find myself enamored over her ring. Absolutely stress free and an enjoyable experience.

 **Shapiro Diamonds** via foursquare 7/18/2014




Shapiro Diamonds is an engagement ring showroom and jeweler Dallas, TX. We specialize in creating custom, one-of-a-kind diamond rings and fine jewelry pieces.

 via yelp 7/16/2014



My partner and I ordered our wedding rings through Shapiro Diamonds and couldn't be happier. We had a one-on-one meeting with Lance, who "interviewed" us to gauge our interests, lifestyles and other criteria to help pinpoint the right ring style and design for us. Ultimately, we ended up with matching platinum bands that look and feel amazing. Also, we feel that they're a good reflection of our personalities - one of us is a little flashy and the other pretty subdued/conservative. The rings are a great balance of the two.

yelp  via yelp 2/3/2014




I have done business several times over the years with Shapiro Diamonds and I will continue to do business with them. From the first time I did business with them when they were just starting out to just a few months ago after years of success, they have the same warm, inviting, friendly disposition...not like some of the stuffy pretentious places in Dallas. They take their time getting to know you and your style. They work with you and are AMAZING at taking your ideas and developing the perfect piece. I have sent lots of business their way and will continue to do so. Great quality!! Great service!! And great prices!! (And really lovely people to deal with)

 **Levi Cowser** via google 12/15/2013




Working with Lance to create our engagement ring was an absolute pleasure! I had spent 2 months looking around at all of the big name jewelers, and I found myself running into a brick wall. I simply could not find a ring design that I liked with the asscher cut diamond that my girlfriend wanted. Lance not only had a perfect stone for our engagement ring, but I was able to design the ring myself. Even though it took me nearly 8 iterations to finally get everything absolutely perfect, I wouldn't have it any other way. I just picked up the ring on Monday, and it is even more stunning in person that I imagined it based on the CAD models. It is even more amazing because we now have a one of a kind ring that nobody else has. I would highly recommend Shapiro Diamonds to anyone looking for an engagement ring. You will not regret it!

 **Courtney Collie** via google 11/27/2013



Shapiro Diamonds created a one of a kind engagement ring for my fiancée to give to me. Lance is so easy to work with and takes care of you as if you're family. He is so attentive to his customers and is able to make their perfect ring become a reality. It was a pleasure meeting him and getting to thank him for the gorgeous ring. I had to get my ring sized up a little and he took care of me so quickly. I had my ring back within 5 days!! They do amazing work and have the highest quality customer service. Anyone who chooses to work with Shapiro Diamonds is making the best choice for their diamond needs and wants!

 **Tyler Beas** via google 10/31/2013



Lance took all of the stress and mystery out of shopping for a custom diamond engagement ring. His showroom is great, and he really takes the time to explain what you should be looking for in a ring. He takes a no-pressure approach to his business, and instead of trying to force a diamond onto you he takes the time to listen and make suggestions accordingly. In fact, he even cautioned against getting a diamond that was too big for the particular setting I was looking at! Give him a price range, and he'll find the perfect diamond. I wholeheartedly endorse Lance and Shapiro Diamonds, and have recommended him to several of my family and friends. I was able to get the perfect diamond engagement ring that would have cost me double in a normal retail store, and it looked twice as good.

 **Renada-Ken Addington** via google 9/12/2013



I got Lance's name from a friend and called him to set up a private viewing of several stones and mounts he told me about over the phone. When I arrived at his showroom I was very impressed with the personal service I received. He showed me many beautiful diamonds and did not try to over-sell me on a stone more expensive than my budget allowed. I had experienced that very thing at a "high-end" jewelry store in Southlake a few days prior so I was a little leary. I made my selection and Lance gave me a quotation that was very fair for the quality of the diamond and setting I wanted. He also made special arrangements for my finished ring to be delivered to a friend's house so I could keep it Top Secret until the big day. He saved me several thousand dollars on our rings. I would highly recommend Shapiro Diamonds to any of my friends!

 **Alex Miller** via google 9/10/2013



Lance is THE man to go to if you want to buy an absolutely gorgeous diamond engagement ring. Honestly, I was struggling to find a quality business to work with in Dallas - after 3-4 weeks of frustration I found Shapiro Diamonds (on Google) and connected with Lance. Lance made the entire experience very easy and enjoyable - he's a true professional and they'll practically create whatever you want - you'll be totally delighted with the result. My fiance (we're getting married in May 2014) still gets compliments almost everyday on her ring at her place of work and even when we're out and about. She couldn't be happier, and nor could I! I'll be buying my wedding bands and future jewelry from you.

 **Shapiro Diamonds** via foursquare 9/10/2013



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custom, one-of-a-kind diamond rings and fine jewelry pieces.

**yp** Tyler Beas via yellowpages 4/27/2012



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**yelp** via yelp 9/28/2011



I had an extremely pleasant experience when I bought my wife her engagement ring from Shapiro.Lance did a great job at understanding exactly what my wife wanted in her ring. After meeting with Lance a few times, he assured me he would provide an engagement ring that would leave her speechless. When I picked up the ring, I was absolutely amazed. He picked up on little things that she liked and disliked from all of the different rings we looked at and created the perfect ring. My wife was in shock when I gave her the ring, it was exactly what she wanted. The ring was a little big when we first got it, and although my fiancée at the time did not want to let it out of her sight, Lance did a great job of getting it re-sized (down to a 3.5) within a day or two. Overall, Lance did an outstanding job at understanding my wife's taste and was able to provide us with a beautiful ring. To all the guys out there who are looking at engagement rings, I highly suggest Lance at Shapiro. He has the ability to pick up on things that a normal guy could not, providing you with the perfect piece of jewelry that will make her heart melt, you will not be disappointed.

**yelp** via yelp 8/15/2011



Lance, Jared here. I just want to say thank you for the immaculate diamond engagement ring you created for my new fiance, Elonda. The attention to detail on the ring is second to none. I literally searched high and low for a quality ring and was very proud of the finished product you delivered. Anyone that I know of in need of a quality ring, I will be sending them your way... This thing gleams at all angles as you promised it would. Pics posted

**YP Tyler Beas** via yellowpages 7/13/2011



I was in the market for some diamond earrings but in particular was looking for a hoop design. I went to my regular haunts but just didn't see anything I liked so I hopped online to find a custom jeweler and came across Lance at Shapiro Diamonds. I called to see when I could come by and told Lance what I was interested in and we setup an appointment. I've never been to an appointment only jew view moreeler so I was a bit nervous not knowing what to expect. The first thing that greeted me was this voice saying hello and to have a seat as I walked into this beautiful waiting room. I only waited a minute or so and was greeted by Lance himself(love the accent). He took me into this gorgeous showroom where he had some loose diamonds out and some pictures up on a TV. Our meeting went great, Lance asked a lot of questions about what I like, don't like and of course what my budget was. We finished the meeting with an agreement and he said he would be in touch. Long story short (too late) I got my earrings the other day and I LOVE THEM!! Thanks Lance, you are the best.

**YP Shapiro Diamonds** via yellowpages 7/13/2011



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**yp** Tyler Beas via yellowpages 6/29/2011



I love my engagement ring Lance! The quality and workmanship is unbelievable and I still can't believe you were able to get me the ring of my dreams for the price you did. We shopped several of the well known retailers including one right off the tollway that claims to be the biggest engagement ring store in the world and all we got were high prices and pushy salesmen. Lance made us feel relaxed and showed view more us not only several options in diamonds but in settings too. I'll say it again, I love my ring Lance, thanks!!

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**yelp** via yelp 6/21/2011



I had a great experience with my recent purchase at Shapiro Diamonds. I wanted a wedding band to match my unique engagement ring so I began researching custom options. It was going to be more cost effective and I would get exactly what I wanted by going the custom route. Lance quickly responded to my inquiry with a quote and was extremely positive about being able to produce what I was looking for. He was always prompt and available via phone (although, never as inclined to communicate via email as I would have liked). He was also quick to make appointment time for me at all points in the process. He needed my engagement ring throughout the process so that the band would match perfectly to the measurements of my existing ring and while I was sad to part with it for a whole month, he got it completed in just 3 weeks! In that time, in addition to creating my custom band, he cleaned and repaired some scratches on my engagement ring, without having been asked or anything! Just to be kind and show his quality of service. My custom band is beautiful! It's a little tight and he immediately offered to re-size it for me (and he said to bring back my engagement ring and he'd clean it too). I would

recommend Shapiro Diamonds and Lance to any friend of mine!

**yelp** via yelp 6/15/2011



My previous review was flagged. I'm posting again. I had a TERRIBLE experience at Shapiro Diamonds!! Our appt was at 10am this morning, we had gotten there a couple minutes early and we were greeted by Lance through telecom saying for us to wait and we would be right with us. It felt like I was in a DOCTOR'S office with a wait time. I immediately had a bad impression of Shapiro Diamonds. We had to wait about 10 mins, and it was at least 5 mins past our 10am appt. When he opened the door, he did not apologize for the wait at all. Nowhere else had I ever had to WAIT to see rings/diamonds. Prior to our appt, my boyfriend had been communicating with him telling him of a particular diamond ring in the Sylvie collection that I liked. After several attempts to schedule an appt, and couple mins into our appt, he told us that the ring I liked was ALREADY sold. That was the SOLE purpose of our visit, to see that ring, and you failed to tell us that it was sold? During our appt, Lance proceeded to tell us vague, useless information, and he did not seem interested in talking to us. I see some positive reviews about the his service and cannot understand how I could've had such a DIFFERENT and bad experience. He then wanted to show us loose diamonds. He showed us about a \$10,000 diamond, EGL certified, but it was not exactly what we were looking for. He quoted us a price for the diamond specifications that we wanted and at a very good price, so therefore we were interested in hearing him out. It was not until we got home when we realized that EGL certifications graded looser than AGS/GIA. Therefore, the diamond was not worth as much, and that is how he can charge A LOT less for the diamond. I would DEFINITELY NOT recommend Shapiro Diamonds to anyone.

**yp Tyler Beas** via yellowpages 5/20/2011



My sisters and I just had an amazing experience at Shapiro Diamonds. All four of us and our father went to Lance after two of us got our engagement and wedding rings from him. We were helping our father find a 50th Wedding Anniversary gift for our mother. Lance created an amazing ring for my mother. Dad was able to get a 3 carat cushion cut diamond in a diamond setting for less than a 2 carat in a smaller setting view more at a popular jewelry store. We were so excited, and my mother was delighted. Thank you so much Lance. You made this family event even more amazing. We'll never go to anyone else. Jill

**yp Shapiro Diamonds** via yellowpages 5/20/2011



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**yelp** via yelp 5/19/2011



WARNING: If you are considering Shapiro, at least look at the photos of an actual product Lance custom made for me that he considers "exceptional" work. A few are posted in the album above and there's another link at the bottom of this review. I'd give ZERO stars if I could. I went through the WHOLE process and ended up having to get a refund because my custom engagement ring was horrible, the experience frustrating and Lance tarnished my engagement.1. The ring turned out to not even be custom b/c all the specifications I gave him he didn't follow in the final product, even though he



assured me he understood what I wanted. i have all the email threads as proof and I even went in and pointed out with a pencil specific lines I did not want on the ring.2. Service is unreliable and frustrating. I dealt with Lance the whole time and he made promises he could never keep. When the process started to drag on past a month we gave him a deadline b/c we felt like we were being pushed back to the bottom of his queue. He'd set his own deadlines, and then not meet them. Sometimes he would not reply to our emails. My friend went with another jeweler and went through the whole process in under a month. Lance took three months. 3. Horrible workmanship! The "PLAT" that was inscribed inside the band looked like someone had sneezed in the middle of inscribing it. The side stones were bad quality so much that you could see inclusions and darkness with the naked eye and they weren't even centered. There were dents in the band similar to hail damage and upon closer inspection, there were holes all over the ring! I found out later from another jeweler it was b/c the platinum they used was recycled and the metal forms "pores" after being re-melted over and over. They also noted that the ring was very poorly polished as there were scratches all over it. Metal was also warped making my engagement ring look nothing better than a piece of play jewelry. 4. when I sent LANCE an email detailing every thing that was wrong, he merely dismissed any wrongdoing and claimed the ring was "EXCEPTIONAL" and that I was being unreasonable.You be the judge; here is an album of 23 pictures of this "exceptional" ring. The password is "nina" (in all lowercase).robertyu.smugmug.com/Oth...

**yp Tyler Beas** via yellowpages 5/18/2011



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**yp** Tyler Beas via yellowpages 5/17/2011



The team at Shapiro Diamonds is Top Notch. Lance worked with my wife and I to bring to life the stunning engagement ring we'd always wanted. And, at a fantastic price - the best price in town for the best work. He also worked tirelessly to assist us when I sadly lost my wedding band in the ocean. We replaced it and made a painful event bearable thanks to him. Lance cares. Not many jewelers out there do. We couldn't view more have had a more perfect experience than we had with Shapiro Diamonds. We are customers for life, and all of our friends and family will be as well.

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**yp** Tyler Beas via yellowpages 5/16/2011



My experience at Shapiro Diamonds with Lance Shapiro was exceptional. He created a beautiful engagement ring for me. The quality of the diamond and the setting was far superior to anything we saw in retail stores. Lance took the time to answer all my questions without making me feel stupid. He was knowledgeable and really cared that I get EXACTLY what I wanted for this experience of a lifetime. We had shopped in view more four retail stores before being referred to Lance. Lance sat with us in his office and concentrated only on us. At three of the four retail stores, the clerks kept taking phone calls and talking to other people. It was very irritating and was great evidence of how important we were to them. Not one of the four sales people knew much more about diamonds than we did. Lance made us feel very special by focusing only on us. I wondered why I needed to make an appointment to see him. After seeing him, I realized why - he doesn't take more people than he has time for. He is such a warm and caring person. I'm already making a list of my next diamond purchases, and Shapiro Diamonds is where I'll get them. Thanks Lance. T aryn

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**yp** Tyler Beas via yellowpages 5/9/2011



I had a TERRIBLE experience at Shapiro Diamonds!! Our appt was at 10am this morning, we had gotten there a couple minutes early and we were greeted by Lance through telecom saying for us to wait and we would be right with us. It felt like I was in a DOCTOR'S office with a wait time. I immediately had a bad impression of Shapiro Diamonds. We had to wait about 10 mins, and it was at least 5 mins past our 10am appt. When he opened the door, he did not apologize for the wait at all. Nowhere else had I ever had to WAIT to see rings/diamonds. Prior to our appt, my boyfriend had been communicating with him telling him of a particular diamond ring in the Sylvie collection that I liked. After several attempts to schedule an appt, and couple mins into our appt, he told us THAT THE RING THAT I LIKED WAS ALREADY SOLD. HELLO? THAT WAS THE SOLE PURPOSE OF OUR VISIT, TO SEE THAT RING, AND YOU FAILED TO TELL US THAT IT HAS BEEN SOLD? Even a dishonest car salesman would've been more upfront with us and would've told us that before our appt!! During our appt, Lance proceeded to tell us vague, useless information, and he did not seem interested in talking to us. I see some positive reviews about his service and cannot understand how I could've had such a DIFFERENT and bad experience. He then wanted to show us loose diamonds. He showed us about a \$10,000 diamond, EGL certified, but it was not exactly what we were looking for. He quoted us a price for the diamond specifications that we wanted and at a very good price, so therefore we were interested in hearing him out. It was not until we got home when we realized that EGL certifications graded looser than AGS/GIA. Therefore, the diamond was not worth as much, and that is how he can charge A LOT less for the diamond. He does this to lure customers into thinking they received SUCH A GOOD DEAL on their diamonds/rings. I would DEFINITELY NOT recommend Shapiro Diamonds to anyone. He definitely does NOT have my business or anyone that I know. I will make sure of that.

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**yp** Tyler Beas via yellowpages 4/16/2011



I, along with my fiancée, had a terrible experience at Shapiro Diamonds. We discussed diamonds over the phone before my appointment. When I showed up, he only had approx. 4-5 diamonds to show me, which were not what we had discussed on the phone. When asked to help find me a different diamond that my fiancée was interested in, he tried to sell me the diamonds that he already had out and did not want to search further. He did not pay attention to me during our appointment. He made me feel unimportant and pressured me to buy a diamond. He almost makes it feel like you are at a used car dealership! I would not buy a ring/diamond from him! As you can see from his responses to other reviews on Citysearch, he is not a nice person. He criticizes his customers and does not take responsibility if he cannot please them. How can you build a reliable, trustworthy business when you are saying these things to customers on Citysearch. He also had made us feel stupid during our meeting in his office when we discussed his diamonds. I had done plenty of research, and I essentially had to force him to tell me information regarding the diamonds he showed me. Obviously you can't please every customer, but just because they give you a bad review, don't criticize them online. This website is there so we can inform others of our opinions. The readers can then make their own decisions if they want to go to Shapiro Diamonds or avoid it. If you want a loyal, responsible, caring, honest diamond dealer, do not go to him. If anyone else has questions, they can message me and I can post more things that I didn't like about my experience as well.

**yp** Shapiro Diamonds via yellowpages 4/16/2011



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**yp** Alex Miller via yellowpages 4/16/2011



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were not what we had discussed on the phone. When asked to help find me a different diamond that my fiance was interested in, he tried to sell me the diamonds that he already had out and did not want to search further. view more He did not pay attention to me during our appointment. He made me feel unimportant and pressured me to buy a diamond. He almost makes it feel like you are at a used car dealership! I would not buy a ring/diamond from him! As you can see from his responses to other reviews on Citysearch, he is not a nice person. He criticizes his customers and does not take responsibility if he cannot please them. How can you build a reliable, trustworthy business when you are saying these things to customers on Citysearch. He also had made us feel stupid during our meeting in his office when we discussed his diamonds. I had done plenty of research ,and I essentially had to force him to tell me information regarding the diamonds he showed me. Obviously you can't please every customer, but just because they give you a bad review, don't criticize them online. This website is there so we can inform others of our opinions. The readers can then make their own decisions if they want to go to Shapiro Diamonds or avoid it. If you want a loyal, responsible, caring, honest diamond dealer, do not go to him. If anyone else has questions, they can message me and I can post more things that I didn't like about my experience as well.

**yp** Andy Stewart via yellowpages 4/16/2011



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**yelp** via yelp 3/8/2011



I will upgrade to two stars. Received a voicemail from Shapiro this morning stating they were sorry, they had been out of town for over a week. It would be good customer service to leave this information on their voicemail, but I do have to be fair and give them credit for at least calling me back.

**yelp** via yelp 6/14/2010



Wow - this place is awesome! My fiance had my ring designed and made here and we are just in love with Lance and the whole team here at Shapiro diamonds. He really gets to know you and your partner and suggests what he think will meet not only your budget but your taste as well. We just had our wedding bands made and can't say enough good things about the experience. Visit their website for a photo book of custom rings he makes for clients, and you will not be disappointed by the quality of diamonds and craftsmanship he has available. love it!

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