

MJ GABEL: A WEBSTER JEWELER

BY AUDREY AVIRETT | PHOTOS BY CHRIS CONLON

MJ Gabel is a nationally ranked diamond and jewelry buyer located in the Village of Webster. They take great pride in their ability to offer a jewelry experience like none-other here in Upstate NY. But what makes MJ Gabel stand out amongst the rest? They offer their clients several options when it comes to parting with their fine jewelry. They approach everyone with an open-mind, open-heart, and with the intention of finding the most beneficial gains for all clients. They have also curated a collection of fine diamond jewelry from all over the world for clients looking to acquire a new jewelry piece locally. And, most importantly, they have a gem of a lady representing the firm here on the pages of RWO – Mrs. Anne Gabel.

Getting to know Anne has been such a delight. She is a very engaging, thoughtful, generous, and compassionate woman who grew up in Brighton, and moved to Webster about 5 years ago with her Husband, Matt Gabel (co-owner of MJ Gabel). Her life revolves around her daughter, husband, pet Boxer and obviously – the firm. When she's not working, she likes to spend her time with her family and support local restaurants. Anne considers herself to be a good listener and always tries to help people when she can. "I often find myself looking for the best in people, and I am always open to working on improving myself."

Anne's husband, Matt, is her greatest inspiration. "He did not have the typical up-bringing and was on his own at a very young age. Despite the obstacles he faced, he has always adapted and overcome – just like the Marine Corps taught him (he signed up before he was even 18). He has had failures, and successes, and I admire his determination. He is genuine, kind, and tough - but fair. He also believes strongly in the work we do, and in me. He pushes

(husband) had worked with large parcels of gold & diamonds, and we noticed that many people who were selling their gold at the time (this is when 'We Buy Gold' places were opening on every corner) were getting little to no value for the diamonds that were in the pieces of jewelry. We built our national reputation first actually, and even though we have been here for many years now, have literally just started to become more recognized locally."



A little more insight into the beautiful hearts of Anne and Matt: They have participated in several Toys for Tots campaigns, donated to the Sunshine Kids Gala, and also donated to the WXXI Annual Auction. Anne truly cares for the people of the Community, and she shows this every day at MJ Gabel. You're not only greeted with kind words and/or a welcoming smile, but you're also treated with respect and generosity every step of the way. When Anne and Matt are purchasing from you, they're NOT looking out for their own pockets... They're

me to do the best I can, and to never settle. He has certainly changed me, for the better, and I would not be in the position I am now without his guidance, patience, and unconditional love & support."

Anne earned her Bachelor's Degree in Social Work, and originally started in the jewelry business only as a part-time position. She met her husband in Trade, and they began to develop the idea of MJ Gabel. "Matt

looking out for you! "Some of our greatest achievements have come from helping clients out of situations in which they no longer wish to be... We received a very heartwarming note from a client in Michigan – a young woman who decided to trust us and really stick with us. She was in an abusive relationship and used our firm to sell her diamond ring. As soon as she received the funds, she used them to remove herself and her very young son from the situation. During the transaction



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we had no idea of her circumstances. We only knew that she needed as much as she could possibly get from her ring. We obviously treated her the same way we treat all of our clients – we work to get the highest amount we possibly can. She was not expecting the amount we were able to get her... What she received by selling through us allowed her to not only move away, but to a completely different state.”

Anne and her husband firmly believe in fairness, honesty, and ethics when it comes to their business practices. They are primarily consultants, and would much rather have an educated and informed client than one that is unsure of the sale of their jewelry and/or a potential purchase. They encourage their clients to shop around and gather other opinions to ensure they are making the best decisions for their circumstances. They also offer their clients more than one option when it comes to selling their fine diamond jewelry. Most buyers will make an offer and that’s it – take it or leave it. They approach situations considering what is best for their clients, and offer them various selling solutions. This includes a cash offer, brokering the piece for them, representing them in an auction environment, or consigning the piece in MJ Gabel’s global network. Their ultimate goal is to get the best price for their clients, and they truly work to achieve that. They have a relaxed approach, with very low pressure. Other companies will push

to have you send your pieces to them that very same day and/or send you constant reminder emails, and many local companies will say that their offer is only good for one day. MJ Gabel is the complete opposite... After consultation, they give clients the space they need to decide what is right for them, and they are available to answer questions whenever their clients are ready. Anne said it best, “Our local clients who

their presence. This is where YOU come in... Stop by for a visit. Say hello. Buy something for yourself or a loved one. Shoot, sell something and let us know at RWO how well you were treated. Just make sure to let Anne know what you think about her story and this article. Word of mouth and customer reviews about your experiences with their firm are invaluable. It is common for clients to be skeptical and hard to trust someone



new, but that is why MJ Gabel has an open-door policy, welcome questions, and encourage people to do their independent research on the firm. Anne’s personal message to you: “When you’re ready, give us a call or come visit us in person. We are real people, who have a genuine desire to help you, and a love for jewelry. There is nothing to lose by reaching out to us besides a few moments of your time, and what you could gain could be vital in helping you achieve the best price

are looking to sell their jewelry have a nationally recognized gem in their back yard... (no pun intended) They just don’t realize it. We offer all our clients, national or local, multiple options when it comes to selling their diamond jewelry. They should have the opportunity to pull the absolute most out of their pieces, and we are here to do that for them, one way or another. Our local clients have the opportunity to browse our collection here in store, and find some unique and one-of-a-kind treasures.” One of the biggest obstacles MJ Gabel has faced locally is alerting the Community of

for your diamond pieces, or find your next treasure.”

Connect with Anne at MJ Gabel
Address: 13 South Ave., Webster, NY 14580
Phone Number: (585) 598-1090
E-mail: anne@mjgabel.com
Website: www.mjgabel.com

A note from your writer: Just remember Anne – “A diamond is a piece of charcoal that handled pressure exceptionally well.” You and your husband are the epitome of that statement... Shine bright like the diamond that you are.