

For Immediate Release

News

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Biltmore Loan & Jewelry Premieres "What's It Worth AZ?" Weekly on Sonoran Living Live ABC15 Phoenix

Scottsdale, AZ – October 23, 2012 - Biltmore Loan & Jewelry, Scottsdale's upscale collateral lending business, is taking to the TV airwaves to help Valley residents determine, "What's it Worth AZ?"

Every Tuesday beginning on November 6, 2012, on [ABC15's Sonoran Living Live](#), Biltmore Loan & Jewelry will be estimating the value of viewers' most prized possessions. Viewers will submit pictures of their valuable, along with brief details, and the experts at Biltmore Loan & Jewelry will give the viewer an idea of what the item may be worth.



These same experts will also be educating viewers on the latest news in lending, and what options they offer in an economy, where traditional bank loans are no longer a viable option. Biltmore Loan and Jewelry is a private lender conducting business in a professional environment similar to a financial advisor or to the banker that once was there for consumers but no longer is.

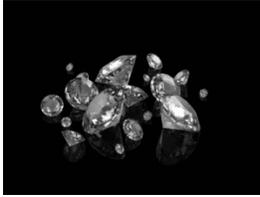


Additionally, viewers will learn how to realize the most money from the sale of high-end, or unique personal possessions.

This weekly franchise is anticipated to be a huge hit with Valley residents. Sonoran Living Live airs weekdays at 9am on ABC15, hosted by Terri Ouellette and Stephanie Sandoval. Watch "What's It

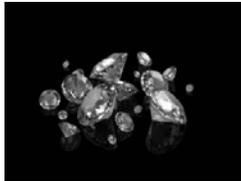
Worth AZ" with Biltmore Loan & Jewelry, every Tuesday on Sonoran Living Live.

Biltmore Loan & Jewelry is Now Considered a "Modern-Day Bank."



With over 30 years of experience in the diamond and jewelry trade, the founders of the company have built successful businesses through a reputation based on honesty, integrity, and trust.

Biltmore's goal is to provide the ultimate upscale collateral lending experience, based on the highest level of customer service for clients and by paying the most for their valuables. Staff includes GIA certified experts and experienced appraisers who have the expertise to value potential purchases and provide appraisals of all types of high end valuables.



Considered simply the best source for people who want to sell jewelry, sell diamonds, antiques or obtain loans on these and all other valuables.

Biltmore Loan has flexibility, expertise and privacy. The highest level of security is adhered to, as all valuables held are insured by Lloyd's of London. All transactions are executed in a private, upscale Scottsdale office located in a traditional office building which also houses CPA firms, financial advisors and title companies.



"If you own it, we loan on it.
www.ifyouownitweloanonit.com Safe. Fair. Confidential," Biltmore Loan & Jewelry is located at the corner of Indian Bend and Scottsdale Road. For more about see www.biltmoreloan.com or call Marc or Erin at: T | 480-991-LOAN (5626).