



# The Rolex Guide

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- The go-to-guide for Rolex sports models
- Richly illustrated and very informative
- Focus on investment and price development

**The Rolex Guide** is your essential companion for making informed investments in Rolex sports models. Offering a comprehensive overview of market trends, this guide ensures you make the right purchase both subjectively and economically. This meticulously crafted guide takes you through each step of the purchasing process, highlighting the risks associated with buying pre-owned Rolex sports watches, with a focus on steel models from 1960-2024. Dive into an in-depth analysis of crucial components such as dial variants, cases, and bracelets, empowering you with the knowledge needed to select the optimal watch for investment. Author Mads Urup Gjødesen, with over 20 years of experience in collecting and trading Rolex watches, brings you a culmination of extensive research. Discover all the tips and tricks necessary to identify the best deals in the world of Rolex sports models. Your journey into the realm of Rolex investments begins here.

**Mads Urup Gjødesen** has more than 20 years of experience in dealing with Rolex watches. He specializes in Rolex's sports models, which he actively invests in or sells from his own shop, which exclusively deals in pre-owned watches from major brands, especially Rolex. In 2020, he published his first book in Danish about investing in Rolex, a book that achieved great success.