

**BOB'S**  
WATCHES

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# ROLEX OUTPERFORMS

OTHER ASSETS FOR 10 YEARS





## 10 Year Returns: Rolex Outperforms All Asset Classes

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If you could travel back ten years in time, which asset class would you invest in? Some might say real estate, the stock market, or even gold; but did you ever think about [Rolex Watches](#)?

When it comes to long-term investment strategies, bonds, stocks, gold and real estate often come to mind. However, over the course of the last decade, Rolex watches have outperformed every single one of them - and by a lot.

It is estimated that Rolex produces around a million new watches each year, but this is nowhere near enough to meet the current global demand. This scarcity at a retail level has resulted in an incredibly active

secondary market, where pre-owned Rolex watches trade hands for values that are significantly higher than what Rolex originally charged for them when they were brand-new.

These days, everyone talks about real estate prices being at an all-time high, but when you compare the appreciation rate of Rolex watches to that of real estate over the last decade, the difference is staggering - and not in the way that you might think.

The following charts feature data that Bob's Watches collected from pre-owned Rolex sales over the course of the last 10 years.



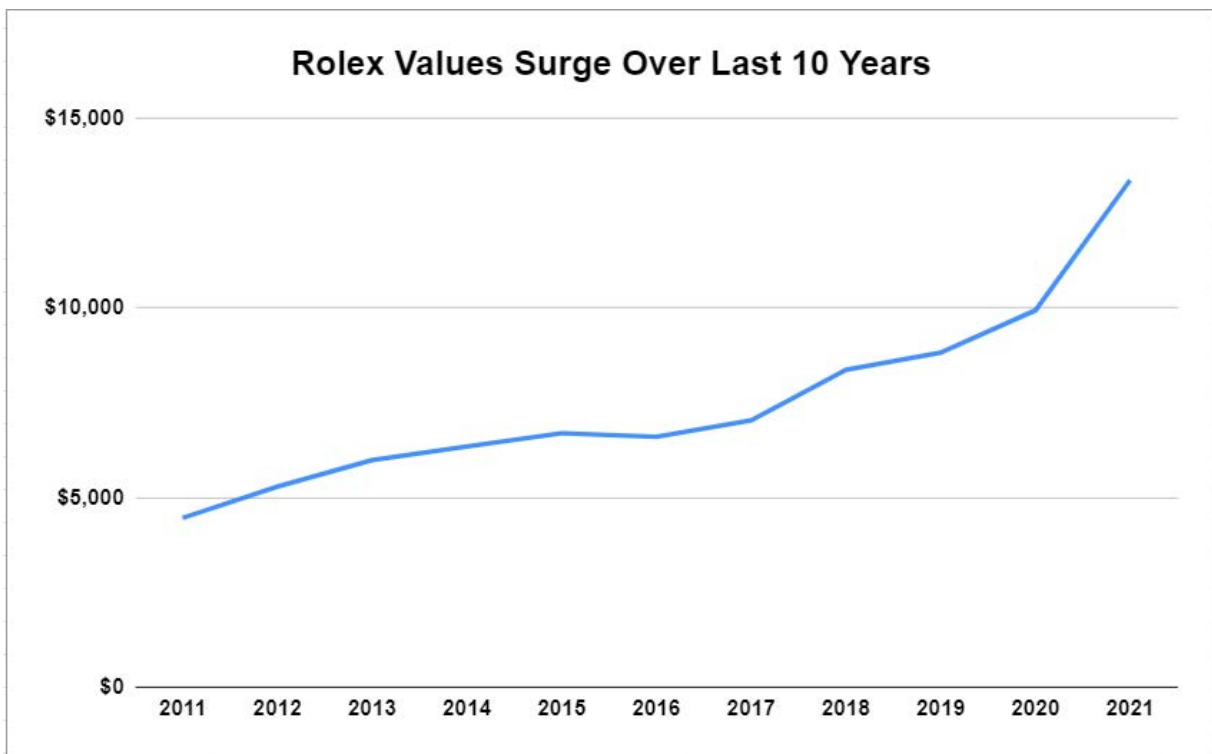
## Rolex Values Surge Over Last 10 Years

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Even compared to traditional investment classes, such as gold, the stock market, and real estate, the 10-year appreciation that can be observed in the average price of pre-owned Rolex watches is still incredibly impressive.

When it comes to a flat-out percentage increase, Rolex watches significantly outperformed both gold and real estate. This is based on inflation-adjusted values for the price of gold provided by [macrotrends.net](https://www.macrotrends.net) and median sales price data for houses sold in the United States from the Federal Reserve Economic Data (FRED) database.

Additionally, while the stock market (based on historical Dow Jones Industrial Average values from [macrotrends.net](https://www.macrotrends.net)) offered similar overall returns over the course of the last decade, Rolex watches offered a noticeably higher appreciation percentage when it comes to the last five years, and this trend only seems to be continuing into 2022.

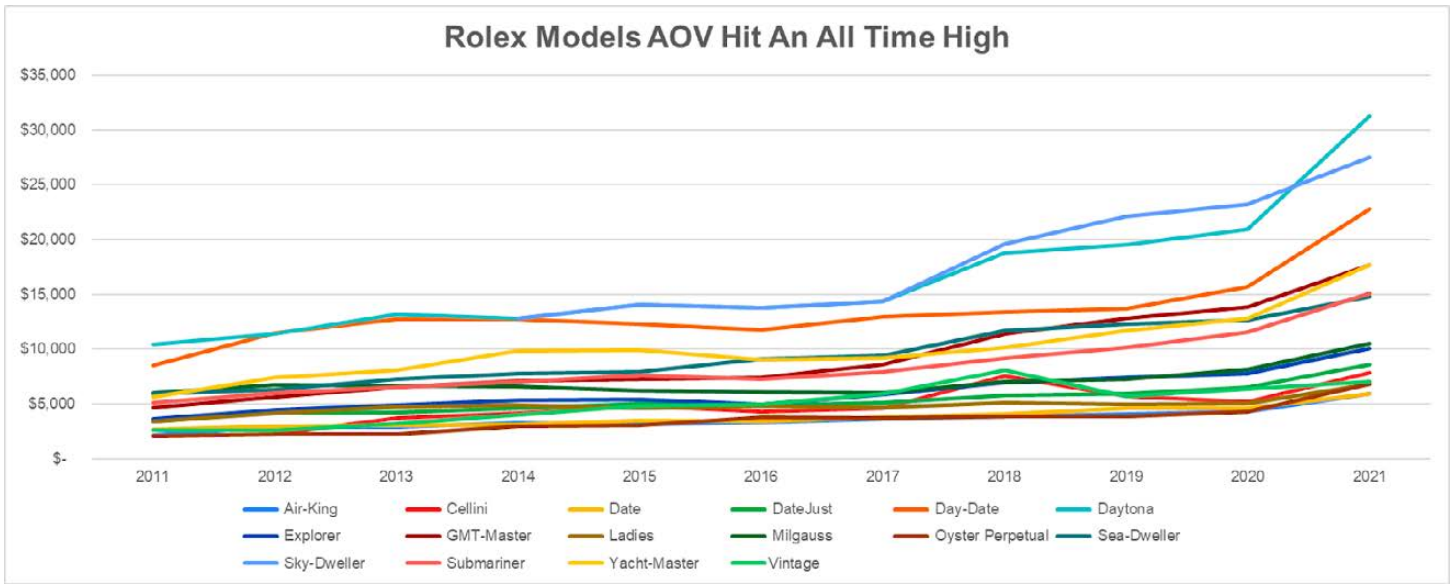


## Rolex Models AOV Hit An All-Time High

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When you look at the actual dollar-value amount (in USD) that prices for pre-owned Rolex watches have increased over the course of the last 10 years, this data becomes even more impressive.

The average price of a used Rolex watch has gone from less than \$5,000 in 2011 to more than \$13,000 by the end of 2021. This increase is certainly noteworthy by all standards, but the amount that Rolex prices have gone up since the beginning of the pandemic (2020) is nearly equal to the total price increase that can be observed during the entire previous five-year period, and this trend shows no signs of slowing as we enter the new year.

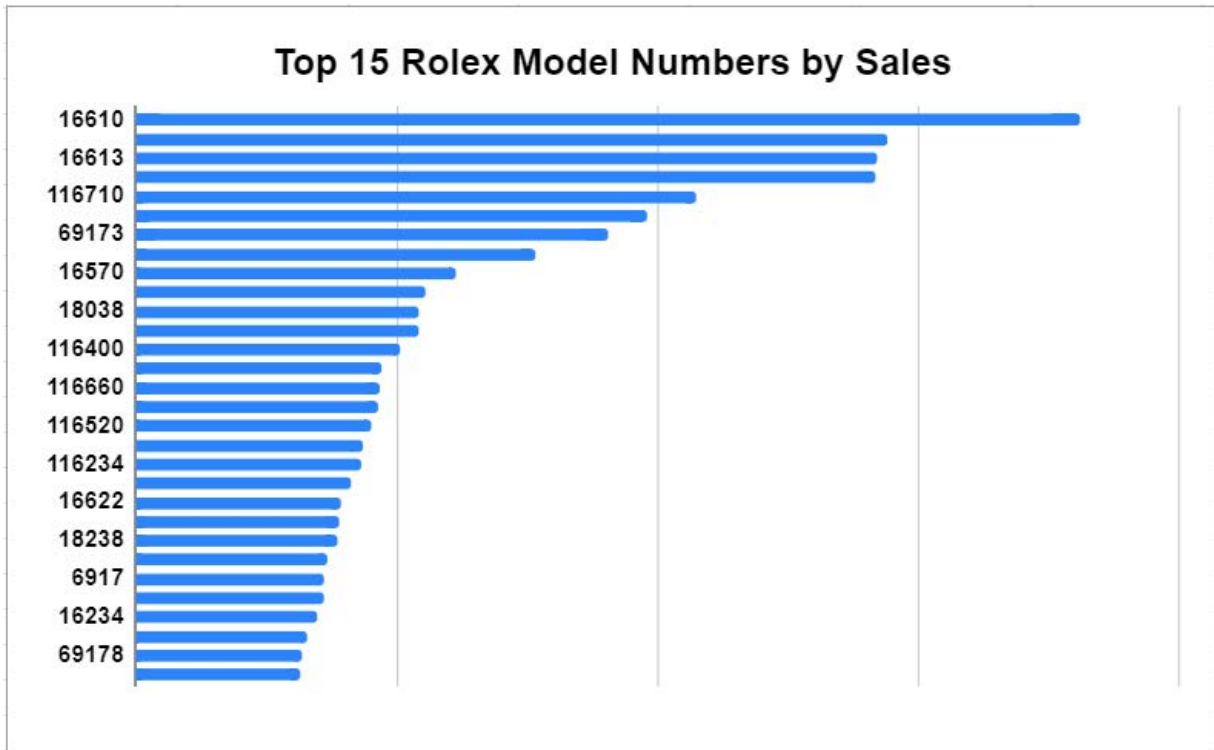


## Top 15 Rolex Model Numbers by Sales

Looking at 10-year prices for all Rolex models, it becomes clear that virtually every single one of them has increased (to some degree or another) over the course of the last decade.

While some models such as the Air-King and the Date have shown modest yet steady appreciation during this time, other collections such as the Daytona, Day-Date, and Sky-Dweller have more than doubled in price during this same 10-year period. What is also interesting to note is that since the Rolex Sky-Dweller was only introduced in 2012, it has achieved its impressive results in even less time than its siblings. With that in mind, the Daytona still claims the number one spot for the highest appreciating Rolex model, as it has more than tripled in value during the past 10 years, with an average pre-owned price of more than \$30,000 for 2021.





## How They Stack Up

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As far as which Rolex watches are the most popular, it is the classic stainless steel Submariner 16610 that is the single best-selling Rolex reference of the last 10 years, with its two-tone steel and gold sibling, the reference 16613 claiming the number two overall spot.

The brand's various purpose-built sport and tool watches account for 8 of the top 15 best-selling Rolex reference numbers of the past 10 years (including the top three positions). However, the Lady-Datejust collection surprisingly represents a total of three reference numbers from this top 15 list, including the fourth best-selling Rolex watch of the last 10 years - the stainless steel and 18k yellow Lady-Datejust 69173.

Although there are no future guarantees on value appreciation, the historical data provides some interesting considerations. Investing in various asset classes is a personal choice and there are increasing options available. Rolex watches are arguably more accessible investments and an asset class one can enjoy while it appreciates over time.

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