

# 7 Biggest Gold & Silver Investment Blunders



## Blunder #1

If you don't live in Southern California and are responding to a national advertisement, you're likely to become the next victim, paying spreads over 35%. Several SoCal dealers have recently been fined and closed down by the Santa Monica and Los Angeles City Attorneys. Once one shop closes, many more open up with that firm's

ex-employees looking to cash in on the same scams. Are all Southern California precious metals dealers out to scalp you? No, but if you don't live locally and you responded to a national advertisement, you may already be the frog in the pot unaware the temperature is rising.

## Blunder #2

Never fall for \$0 custodian fees or free gold/silver promotion. An elderly investor recently told the California Attorney General that a firm offered to pay her IRA fees for life and give her \$2,500 in "free" metals. How generous, right? Wrong! These "incentives" come directly out of your account balance and your IRA value gets sliced in half. In fact, immediately after dealing with this Los

Angeles dealer, her \$500,000 account was worth only \$218,000, because she fell for a zero fee, "free" metal promo. Remember, all gold dealers are for profit companies and will not give you something for nothing, but tricksters gladly will. Like your mother told you, "If something sounds too good to be true, it probably is." And, "There is no such thing as a free lunch."



## Blunder #3

You keep hearing about gold from your favorite conservative radio or TV personality. Maybe the company gave them a few coins as part of a million dollar contract, but this on-air personality is not being overcharged like the listeners. This is very costly advertising and the end user (you)

will ultimately pay a huge premium. Ironically, it was also recently discovered, after the Santa Monica City Attorney brought criminal charges against one of these firms, that the founder (a renowned liberal Hollywood producer) was targeting Christian conservatives

## Blunder #4

Never deal with a metals company that has been in business less than 10 years. A client recently asked us to research a California company that seemed to be around since 2016, which is bad enough. However, after searching the corporate name on the US trademark website <https://www.uspto.gov>, we discovered the company changed their name in 2016 because it had litigation under the old name.

After searching the names of the owners and sales staff we found that most of them worked for Merit Gold & Silver. This now closed company received a multi-million dollar fine from the Santa Monica City Attorney for fraud. Unfortunately, several of their previous employees have opened up under a new name and are operating in Los Angeles.

The company only **joined the BBB in 2019**, which cannot be faked and is most likely the real start date.

This is why it's vital you invest your hard earned money with a supplier that has built their reputation over decades, not months or years. You're investing your nest egg, not buying an ice cream cone.

You should always check how long a company's website has been operating on the web at <https://archive.org/web>. Most long standing reputable metals dealers have had a web presence since 2005.

The Certified Gold Exchange, Inc has been in business since 1992. That's 28 years. So if you need help using any of these tools or want assistance on finding any metals dealers' public information, please call us before signing on the dotted line. Our price comparison hotline is **(800) 300-0715**. Code Word: SAVEMONEY



## Blunder #5

Read the eBay forums and you will see at times they have allowed clad (counterfeit) coins sales. Do you know where your gold and silver originate from? Online platforms make it easy to buy and sell coins from the convenience of your computer, but at great peril. These platforms will also buy from anyone lurking in the general public, so it's possible your metals were purchased from an unauthorized person. Could that seller be a counterfeiter, as we have seen almost daily on the news in recent years?

## Blunder #6

Never store your gold outside the USA. Most investors are quick to forget the collapse of the international metals storage markets in the early 80's. Some investors see offshore storage as more secure. This is a falsity. Due to new regulations, such as Obama's 2010 Foreign

The Certified Gold Exchange truly believes you should never buy from these online trading platforms because you're entrusting your investments' authenticity to an errant shipping clerk working in a high-volume, come-and-go mailing room. Rest assured, we never buy bullion from the general public - only direct from government supplies, Comex-approved inventories and current clients.

Account Tax Compliance Act, which makes seizing U.S. foreign-held accounts quicker and easier than doing so with their state-side counterparts. Increased access is certainly a good thing when you're planning a diversification strategy that will protect you and yours in a financial crisis.

## Blunder #7

Don't let metal dealers hold your investment. When you can't or don't want to hold yourself always use 3rd party storage within the United States like Delaware Depository and IDS. Both firms are non-bank and fully insured by Lloyds of London. We had been warning investors of BullionDirect.com since 1999. Fast forward to 2015 when the FBI raids BullionDirect.com vaults and finds them empty. Investors were notified that they will be lucky to recover .2 cents on every dollar

In closing, please remember the staff here at the Certified Gold Exchange can never help you as much after you've already invested in gold and silver as we can before. We have been helping families just like yours since 1992 without a single client complaint and have always maintained an A+ BBB Rating. To avoid all the above blunders and receive professional guidance, please call one of our friendly metals specialists at **1 (800) 300-0715**. After all, you worked hard for your money and deserve to deal with the best.