



DIVERSIFY YOUR PORTFOLIO WITH

# Gold & Silver

## National Gold Consultants

Insuring Clients' Wealth



NATIONAL GOLD  
CONSULTANTS



I like gold because it is a stabilizer; it is an insurance policy. – Kevin O'Leary

Founder of O'Leary Funds and SoftKey; Financial and Business Authority on CNBC and ABC's Shark Tank

# National Gold Consultants

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## Why Buy Gold and Silver from National Gold Consultants?

**National Gold Consultants (NGC)** is one of the most trusted gold and silver dealers, with a vast network of financial advisors across the country that specialize in gold and silver, annuities, 401(k) plans, as well as stocks and bonds. Because of our large financial advisor network, we deal in large volumes, which allows us to pass along savings that are simply unmatched by smaller dealers.

Our team also offers expert knowledge of gold and silver coins, backed by years of experience in diversifying and protecting clients' portfolios with precious metal. National Gold Consultants carries an A+ rating with the Better Business Bureau (BBB).



## Diversify Your Portfolio with Gold and Silver

Gold has been used as money and a store of value for over 6,000 years. Now, gold is also viewed as wealth insurance that protects portfolios. It is the most liquid monetary asset available and is acknowledged and accepted throughout the world since it can easily be stored, hidden or transported. For these reasons, owning physical gold represents financial freedom, privacy and safety.

As there are numerous reasons to buy gold, silver may have even more upside potential. Silver, like gold, has been used as money for centuries. But unlike gold, silver has more industrial uses, resulting in quicker depletion of silver supply. Today, an enormous shortfall is developing in silver. Available supplies of silver have been shrinking steadily over the past decade as many of the silver mines closed due to depressed prices; meanwhile, global demand has surged as low prices make silver more attractive to manufacturers and investors.

For decades, top Wall Street brokers have talked about the need to diversify your portfolio – the “don’t put all of your eggs in the same basket” mentality that has now become common sense. But in practice, much of Wall Street misses one key element in this strategy – physical gold and silver coins.



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## When Will America Wake Up?

As the debt crisis in Greece, Ireland, Italy, Spain and most of Europe accelerates, the price of silver and gold will most likely be driven up. Investors all over the world are looking for a safe haven to park their assets. Do you feel comfortable on the stock roller coaster?



How about buying Certificates of Deposit (CDs)? At returns less than 1%, a CD is almost worse than sticking your money under your mattress! We view CDs as “going broke safely.” Using the official government statistics, you're looking at 3% to 6% inflation on your money, which is only giving you a return of 1%. That means even with the conservative inflation numbers, you will go broke by playing it safe. Moreover, according to John Williams of Shadow Stats, inflation today is actually at 11% and will be at 14% by year end. That would mean none of your investments will keep up with inflation. One of the only ways to keep up with inflation is by owning physical silver and gold. Silver has had a spectacular run, and with all of the global uncertainty, the best is probably yet to come.

As mentioned before, and by any Wall Street investor, diversification is key to a healthy portfolio, and silver is one of the most under-used in America, yet simultaneously most effective ways to do that. A proper position in silver dollars gives you the peace of mind that your portfolio is insured against uncertain times. When America “wakes up,” the supply of silver and gold coins could become scarce and expensive, which is already the direction it's heading. There has never been a better time than today to buy physical silver and gold coins for protection, privacy and to maintain buying power.

*In 1980, 15% of Americans held physical silver. Currently only 2% of Americans hold any physical silver. When America “wakes up,” the price could explode.*

## FAQs

### **Do I take possession of my gold and silver?**

Generally, yes, you will take full possession of your metals. We advise all clients to take possession in the interest of liquidity. The only clients who do not physically possess their precious metals are those who store them in a precious metals IRA.

### **How long should I hold my metals?**

We typically recommend that you hold your metals three to five years. The outlook of the three- to five-year plan with current market fundamentals looks very promising, although we cannot guarantee returns on investments.

### **How is my order shipped?**

Upon receipt of your payment in full, delivery time can take approximately 7 to 14 business days. Your order will be shipped via Priority Flat Rate through the United States Postal Service. At times, we may send your items in multiple packages to complete the order. Sending wires expedites shipping time frames.

### **Is my order insured while in transit?**

Each package is fully insured and requires a signature upon delivery. We ship your precious metal in nondescript packaging, which ensures safe, secure delivery. Your order is not your liability until the parcel is signed for and taken into your physical possession.

### **Will National Gold Consultants buy back my coins?**

Yes. We stand behind our products, though with current market fundamentals we do not suggest selling unless you require it for liquidity purposes.



## U.S. Silver Dollar Coins



### Semi-numismatic U.S. circulated silver dollars

The best two semi-numismatic circulated silver dollar coins to buy are:

**Morgan Silver Dollars** – Minted from 1878 to 1904, then in 1921, Morgan silver dollars are undoubtedly one of the most popular and most collected silver coins.

**Peace Silver Dollars** – Minted from 1921 to 1928, and again from 1934 to 1935, the Peace silver dollars were introduced as a replacement to the Morgan silver dollar coin series.

### Advantages of circulated silver dollars over most other forms of silver investments:

#### PRIVACY:

Due to the silver dollar's age, condition and scarcity, the circulated Morgan and Peace dollars are classified as "collectible coins," and therefore are dealer non-reportable\* upon liquidation. \*Any profits generated from the sale of silver dollars are taxable, as any capital gain would be, but they are not dealer reportable. Please consult your accountant on tax-related subjects.

#### LIQUIDITY:

The circulated silver dollars are one of the most liquid coins available to American investors. There are over 5,000 coin dealers across the country who would readily purchase Morgan or Peace silver dollars. In addition, National Gold Consultants gladly offers our clients fair market prices upon your request to sell your coins.

#### DOUBLE PLAY PROFIT POTENTIAL:

Silver dollars offer a unique double opportunity to profit from both the silver content and the rarity. As the price of silver continues to rise, the premiums on the older and scarcer Morgan and Peace silver dollars should substantially expand, thus outperforming the common bullion coins such as the American Eagle, Canadian Maple Leaf coins, bullion bars and rounds that continue to be minted by the millions each year. As the old silver dollars were minted almost a century ago, many have been lost or damaged, leaving only a limited number of silver dollars to own.

#### VALUE:

By not caring about the shiny "collectible" side of things, you can currently buy circulated silver dollars for approximately 10% less than the cost of the modern American Eagle silver bullion coins.

#### A GREAT BARTER COIN:

During the last century, many nations that diluted their paper currencies (printed money) have experienced significant inflation or worse. In these nations, people watched their paper currencies erode on a daily basis. As history repeats itself, both merchants and consumers quickly resorted to a barter-type market where items of real intrinsic



*Silver has been known throughout the world as money that dates back to Biblical times. Today we hear of silver as "poor man's gold." However, with the geopolitical and financial events that are occurring in the world and the U.S., the price of silver could skyrocket, giving silver huge investment potential.*

*Today, the demand for physical gold and silver is 50 buyers for every one seller!*

## U.S. Silver Dollar Coins (Continued)

value became accepted as the method of exchange. Gold and silver coins have always been among the most popular forms of “barter money.” The circulated Morgan and Peace dollars, because of their smaller size, familiarity and ultimate value as a genuine legal tender coin minted by the U.S. government, are the perfect barter coin. Other coins and bars would be more difficult in this circumstance as it would be difficult to “shave off” a bar on a fractional trade. Of course, many people feel that trying economic times only happen overseas, not in the U.S. But what is preventing that?

## American Eagle and Canadian Maple Leaf Silver Coins

The **Canadian Maple Leaf** coin is a silver, 1 troy ounce coin that is minted by the Royal Canadian Mint and issued every calendar year by the Canadian Government. The Canadian Maple Leaf silver coin is considered legal tender with a face value of 5 Canadian dollars. It also has a 99.99% silver content which ranks it globally as one of the purest bullion coins.

The **American Eagle** coin is a silver, 1 troy ounce coin that has been minted and guaranteed for its purity by the U.S. Government. The American Eagle was first minted in 1986 and has a nominal face value of one dollar with 99.9% silver content.

When investing your qualified funds into silver, the most advantageous way to do it is with the 1 oz. silver **Canadian Maple Leaf** coins, due to their performance and liquidity. Canadian Maple Leaf coins consistently outperform bullion bar products and are easy to liquidate, since they are recognized by companies like National Gold Consultants. While other common, sovereign coins like the American Eagle or Chinese Panda coins also carry these advantages over bullion bar products, they require additional premiums that the Canadian Maple Leaf coins do not, making the Canadian Maple Leaf coins the most strategic and beneficial choice.



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INFORMATION

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## Changes in China Bring Big-Time Boost to Gold

Since the Chinese government started allowing their citizens to purchase gold a few years ago, China has soared to the No. 2 importer of gold in the world, with India maintaining the No. 1 position. These two countries, now sitting on a mountain of foreign paper reserves, which are dwindling in value, are actively searching for tangible investment alternatives. Gold and silver are now high on their list and they have started to liquidate their holdings of the U.S. dollar.

July 2011 marked the beginning of the Chinese silver futures market that trades on the Hong Kong Mercantile Exchange. For the first time, Asian investors had direct access to the silver market and had the option of taking delivery of physical silver in Hong Kong depositories.

In addition to the public buying physical gold and silver, the Chinese and other Asian central banks are bringing in massive amounts of precious metals to back their currency. China also recently launched the petro-yuan, allowing countries to trade oil in yuan that can be converted directly to gold, rather than oil only being tradable in the U.S. dollar. On the first day on the exchange, more than one million ounces of gold was traded. Do they know something that the U.S. public does not?



## Physical Gold and Silver Shortage Now Reaching Extremes

The average U.S. investor typically buys precious metals with a day trade mentality. As the “paper” markets have been manipulated, the buyers of physical gold and silver have outweighed the sellers by a margin of 50 to 1. The migration of physical gold and silver has flowed from the West into the willing hands of the far East. The world’s largest gold buyer, India, is now being challenged by China as the Chinese Central Bank builds its gold reserves with the hope of becoming the new world reserve currency. Silver, with its vast uses in the electronics, food, water purification and solar energy industries, continues to see inventories drying up while U.S. geological surveys show less than 20 years of known mineable silver left. With the increasing global demand for physical gold and silver steadily rising, where will the supply come from? What will the physical demand do to the price of gold and silver?

*Today, the demand for physical gold and silver is 50 buyers for every one seller.*

## Why Should I Consider Owning Gold and Silver Coins?

For the past 6,000 years, the most sought-after form of asset protection has been gold. Throughout history, gold and silver have never been worth nothing. Gold and silver offer peace of mind and insurance in times of uncertainty. These precious metals act as inflation fighters and should continue to rise as the money supply rises. They are also easy to buy and easy to sell – universal money that can be traded all over the world.

National Gold Consultants offers a small variety of gold and silver coins dating from the 1800s to today’s IRA eligible coins, like the Canadian Maple Leaf coin. We only sell these coins because we have developed our models to best suit clients’ needs for wealth insurance. However, we warn all clients about

*Gold and silver have been used as money and stores of value for over 6,000 years.*

owning collectible coins or bullion coins outside of a qualified account. Browse the categories below to learn more about how to buy gold and silver coins.

### Gold and Silver Bullion:

The value of the coin is based upon its precious metal content plus the minting costs. Because both gold and silver are soft metals, they are not intended for circulation. They trade at only a slight premium over their metal content.

The coins are very liquid but do not offer the same privacy as the numismatic and semi-numismatic coins do. For **privacy**, consider numismatic or semi-numismatic coins.

The most common bullion coins include the American Eagle, Canadian Maple Leaf, and the South African Krugerrand coins. Any gold coins or bars that are minted after 1933 are considered to be bullion.

### Numismatic Coins:

Numismatic coins are legal tender that were minted decades ago, which in turn means that their value is based on their condition, grade, demand and scarcity as opposed to just their precious metal content. Unlike bullion coins, numismatic coins offer privacy and protection from confiscation. Most premium numismatic coins are found in higher grades such as MS66 – MS70.

### Semi-Numismatic Coins:

#### The Best Way to Buy Gold and Silver:

Semi-numismatic gold and silver coins generally move up and down with the spot price of gold but also contain a slight premium above their precious metal content. Semi-numismatic gold coins can range from circulated to MS62 grade. These coins are very liquid and can offer **privacy**, as there is no dealer reporting requirement. Unlike bullion coins, which are massively produced today, the semi-numismatic coins haven't been minted since 1933. Because of the scarcity of these coins, they can offer a greater **upside profit potential**. Just like bullion, they rise in value when the spot price of gold rises. Unlike bullion, semi-numismatic coins can also rise due to the supply and demand of the scarcity of the coins. This gives people who possess these coins two potential ways to profit. Semi-numismatic coins are also widely recognized, making **liquidity** very easy locally or through National Gold Consultants.

*Our investment models were thoughtfully designed in a fiduciary manner to best suit clients' needs for wealth insurance.*



#### **What is better: Gold or Silver?**

*There is no right or wrong answer. We simply determine this by the gold-to-silver ratio to see which is the better buy on any given day.*

*The historical average is 30:1 but today, the ratio is 82:1. This tells us that silver is currently the more advantageous buy since it could potentially more than double in price as it returns to historical averages, all without gold moving a dollar.*

## S&P Vs. Gold

With the U.S. debt in the trillions and growing, many Americans are very concerned about our unstable economy and the devaluation of the dollar. To protect and grow their savings and retirement accounts, investors are turning to gold and silver as a hedge against inflation.



### Example #1

In 2001 Patrick chose to invest \$100,000 in the S&P 500 Index. Over a 12-year period, his average rate of return was only **1.62%** or **\$19,476**.

Year	% Change	Balance	Year	% Change	Balance
2001	-13.32%	\$86,780	2007	5.57%	\$118,059
2002	-19.97%	\$69,450	2008	-38.98%	\$72,040
2003	22.55%	\$85,110	2009	31.60%	\$94,804
2004	7.50%	\$91,494	2010	12.50%	\$106,655
2005	8.54%	\$99,307	2011	1.34%	\$108,084
2006	12.61%	\$111,830	2012	10.54%	<b>\$119,476</b>

### Example #2

Now let's look at John and Sue's decision to diversify their portfolio by investing \$100,000 in our pre-1933 gold and silver model.

John and Sue's total return on their \$100,000 investment in Gold was 39.72% or \$476,676.



Year	% Change	Balance	Year	% Change	Balance
2001	5%	\$105,000	2007	20.05%	\$305,549
2002	24.82%	\$131,061	2008	3.3%	\$315,634
2003	20.27%	\$157,627	2009	23.57%	390,029
2004	4.5%	\$164,170	2010	25.33%	\$488,822
2005	19.62%	\$197,038	2011	10.07%	538,046
2006	19.24%	\$234,948	2012	7.18%	<b>\$576,676</b>

The hypothetical illustration above is based on actual performance over the past 12 years. Although future performance cannot be guaranteed, the fundamentals for the positive performance of physical gold and silver as wealth insurance have never been better.

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