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**PERSONAL
PRECIOUS METALS GUIDE**
GOLD, SILVER, PLATINUM & PALLADIUM



INVEST. COLLECT. DIVERSIFY. PROTECT.



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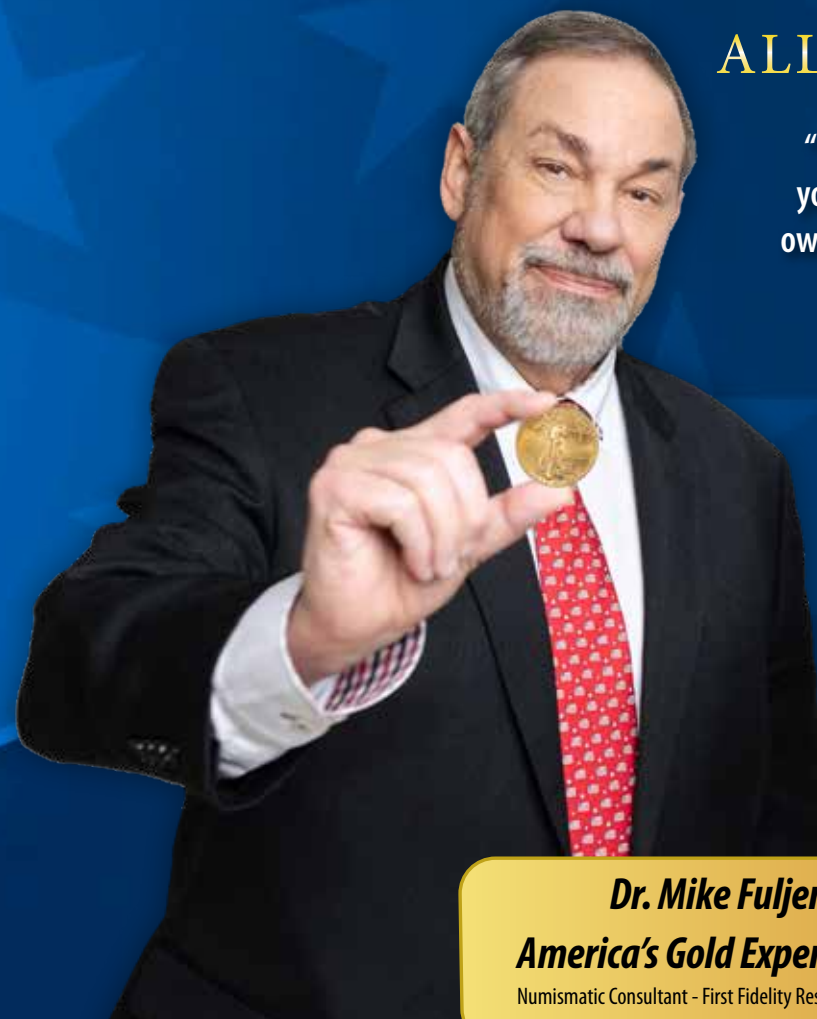




THE OFFICIAL BULLION & RARE COIN PARTNER OF Amac

"Our Bullion & Rare Coin Partner, First Fidelity Reserve can assist in finding the most effective strategies to ensure your family's financial security with gold & silver. Precious metals investments can give you and America strength and stability today, and for generations to come - a direct investment in America's future."

- DAVID WEBER
AMAC COO & CMO



ALL OF YOUR QUESTIONS ANSWERED.

"When every financial decision you make can determine your future, where you turn for answers is key. Effective diversification today means more than owning just stocks and bonds."

Frankly, protecting your wealth and planning for retirement have gotten complicated. Making financial decisions today requires a global awareness and effective acquisitions. It's also why gold is making headline news around the world. Many experts recommend truly diversified portfolios include gold.

No matter your current portfolio status or personal goals, this Gold Guide is designed to help you learn how to protect and build your wealth with a variety of gold products and strategies."

- DR. MIKE FULJENZ

Dr. Mike Fuljenz,
America's Gold Expert®
Numismatic Consultant - First Fidelity Reserve

2021 American Numismatic Association Dealer of the Year
2023 - Investment Book of the Year
2024 - One of the World's Greatest Coin Graders by COINage Magazine

FOR OVER 2,500 YEARS, GOLD MEANS MONEY



While paper money comes and goes, and money "mined" from computer code (like Bitcoin) has been a volatile and often unstable investment, Gold has meant money for at least 2,500 years.

In 550 BC, the Croeseid became the first known gold coin. It was minted (in either gold or silver) by King Croesus (reigning 561 to 546 BC), of Lydia. Before that, barter was common, but barter was a cumbersome form of exchange for two tradesmen whose needs did not always match.

Two centuries later, Aristotle (384-322 BC), the Greek philosopher who studied under Plato and taught Alexander the Great, categorized the four elements which an efficient and reliable form of money must have as a medium of exchange. He noted that gold was the best of them.

OVER 2,300 YEARS AGO, ARISTOTLE DESCRIBED:

- ▶ Money must be **portable**, carrying a high degree of value with a low degree of weight.
- ▶ Money must be easily **divisible** by weight and easily measured.
- ▶ Money must be **durable**, resisting erosion from the elements over long periods of time.
- ▶ Money must have **intrinsic value**, such as beauty, for use as jewelry and/or decoration.

Money must be fungible, that is, exchanged across borders without regard to mint or design. Mankind quickly learned that gold – and only gold – fit all four criteria. So, gold has been used as money for over 2,500 years – and whenever gold is abandoned, inflation invariably follows.

TIME *to* DIVERSIFY





FIRST FIDELITY

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Gold American Eagles

The #1 most popular gold bullion coin in the world.

TIME^{to}
BUY GOLD



DIVERSIFY

your **PORTFOLIO**
with **GOLD**

why gold

Gold has often soared during America's darkest hours, its historical decades of global depression or deep recession - like the 1930s and 1970s - and once again during most of the years since 2000. For instance, gold rose strongly after the 9/11 attack on America, again following the financial crisis of 2008 and then during the multiple crises leading up to the 2020s. We haven't seen this level of deep concern since the 1930s, including the real possibility of financial collapse, serious health concerns, political and civil unrest at home and abroad, and a record fast collapse in stock market values. A portfolio with a heavy counterweight in gold is still a portfolio most likely to survive. ...and even thrive.

why now?

MARKET NOTE: Since the start of the year 2000, Gold bullion has risen almost 10-fold in price, from \$290 to nearly \$2,900 on 03/10/25, and silver is up 6-fold, while stocks (as measured by the S&P 500 and Dow Jones index) are up less than 4-fold in price. Details on the next page...

FROM 1999 TO 2025, **GOLD OUTPERFORMED U.S. STOCKS** BY AT LEAST 3-TO-1

Precious metals	12-31-99	03-10-25	Change	\$100,000 Became
GOLD	\$290	\$2,890	+897%	\$996,552
SILVER	\$5.34	\$32.17	+501%	\$601,498
Stock Index	12-31-99	03-10-25	Change	\$100,000 Became
DOW JONES	11,497	41,911	+265%	\$364,547
S&P 500	1,469	5,614	+282%	\$382,165

GOLD PERFORMANCE IN A GLOBAL ECONOMY

More and more analysts and investment advisors realize that gold is a unique and vital investment. Why is gold beating stocks so soundly in this new century? Gold fulfills six primary goals, not available in most other investments.

1 **GOLD as a VALUABLE DIVERSIFICATION VEHICLE**

Investment advisors often speak of "negative correlation." In practical terms, that means that a well-protected portfolio must contain investments that "zig" while the global stock markets "zag." You don't want all of your investments going down at once, right? Most investors suffered that fate in 2008 and 2009, when all three leading asset classes (stocks, bonds and cash for income) fell at once. That's why investors need gold to lift a portion of their net worth higher, even while all of their other investments may sink in unison.

Gold rose strongly during the stock market crashes of 2001-03 and 2007-09. There will likely be times in the future when all other investments rise and gold falls, but the role of diversification is to offset your losses in both scenarios. Don't put all your net worth into gold, or stocks. Many investment advisors say that a rational component of gold - depending on your age, risk profile and income needs - would be 5% to 25% of your total portfolio. Most investors, frankly, have zero gold and are suffering from that mistake.

MARKET NOTE:

In the first 25 years of the 21st century, gold has tripled stock market gains (up almost 900% vs. under 300%). Gold has also outperformed stocks since 1971, when gold backing was removed from the dollar.

Banks and other financial institutions are NOT all safe... Major financial firms like Bear Stearns, Lehman Brothers, Indymac, Wachovia Bank, Merrill Lynch and Countrywide Financial all failed or were forcibly merged in 2008, while AIG was only "saved" by a massive federal bailout. Cyprus in 2013 and Greece in 2015 represented major national bank failures in Europe. In addition, over 450 U.S. banks failed from 2008 to 2015.

Now, in early 2025, we have seen gold rise once again, even while stocks have fallen, showing a "negative correlation" between gold and stocks.



2 GOLD is a NATURAL HEDGE AGAINST INFLATION

In times of inflation – like 1923 in Germany, or after World War II in Europe or the U.S. in the 1970s and again in the Biden inflation era from 2022 to 2024

– gold maintains its full value, often soaring compared to the total erosion or destruction of a nation's paper money. Some recent examples:

- (1) Since 1913, after the birth of the U.S. Federal Reserve, the U.S. Dollar has lost 99% of its purchasing power to gold, as gold soared from \$20.67 per ounce to over \$3,000.*
- (2) Since 1971, when President Nixon took the dollar off the gold standard, the dollar has lost 98% of its purchasing power to gold, as gold soared from \$35 to over \$3,000.*
- (3) In the year following the outbreak of COVID-19 in March 2020, the Federal Reserve added \$7 trillion in money supply, a factor in oil rising from \$21.83 per barrel to well over \$100, and food prices rising by the fastest rate ever.*

3 GOLD and the DOLLAR TEND TO MOVE in OPPOSITE DIRECTIONS

The dollar and gold are negatively linked. When the dollar collapsed in the 1970s, gold shot up from \$35 to \$850. That's because there's a "negative correlation" between gold and the U.S. dollar. This happened again from 2001 to 2011, when gold rose 7-fold while the dollar weakened. In other words, when the dollar declines, the price of gold tends to rise in dollar terms. However, the opposite is also true:

Between 2011 and 2016, gold declined in U.S. dollar terms as the U.S. Dollar Index rose by a phenomenal 37%. During this time, gold held its value in many other currencies, even though it fell in U.S. dollars. Since the end of 2016, however, the U.S. Dollar Index has peaked, fallen and then reached a plateau, so gold has risen in recent years in terms of all currencies.

Global currencies began collapsing in 2015 as Europe and Japan instituted negative interest rates, and the U.S. joined them in 2020. At first, this was a "race to the bottom" to gain trade advantages, since a weak currency makes a nation's exports more attractive, but nations also saw the advantage of paying zero interest by charging depositors for the right to hold their cash. In this environment, gold gained a new luster for both private investors and central banks.

In 2022, central bank gold buying began to soar: For three straight years – 2022, 2023 and 2024 – central bankers bought over 1,000 metric tons (a metric ton amounts to 32,150 Troy ounces per ton) for their central coffers, replacing what they consider to be relatively worthless paper money. This trend is continuing in 2025, as central banks are reviving an "unofficial gold standard." Private gold demand is also increasing, pushing the gold price up from \$1,830 at the end of 2022 to nearly \$2,900 in March 2025.

4 GOLD as a GEO-POLITICAL CRISIS HEDGE

Gold has historically risen sharply when global tensions rise. Some examples include Russia's late December 1979 invasion of Afghanistan, sending gold up from \$450 to \$850 in just three weeks. Another dramatic example came after 9/11 in 2001, when gold began its latest bull market. However, gold's most dramatic gain came in 2008, when the big financial crisis triggered a global recession.

Gold rose \$100 in one day (and \$160 in two weeks) when Lehman Brothers failed in the middle of September, 2008. Gold rose from \$740 on September 11, 2008, to \$902 just 12 days later. This all came during the week after Lehman Brothers was allowed to fail and the global financial system came very close to a complete meltdown. While all other investments were falling, gold shot up.

In the 1970s, gold quadrupled twice: (1) First, gold rose from \$42 to \$200 in 1972-74 based on Watergate and President Nixon's resignation, the Arab Oil Embargo and resulting inflation, the Vietnam War defeat, a bout of hyper-inflation and a 50% stock market decline. (2) Then gold quadrupled again in the late 1970s due to President Jimmy Carter's failed foreign policies, a second energy crisis, gas lines, double-digit interest rates, 11% unemployment, inflation and a national malaise.

Oil vs. Gold 1973 to 1974: Gold's gains in the 70s were tied to the rise in inflation, particularly oil prices. From 1973 to 1974, oil climbed four-fold per barrel. From 1978 to 1980, oil tripled from \$12.70 to nearly \$40 per barrel. The latest gold surge was also in line with oil's sharp rise to \$150 per barrel in 2008. But then, gold separated from oil by rising while oil was falling.

Bad times are good for gold:

That is why gold is so vital, "gold is like life insurance for the rest of your portfolio."

“With the exception only of the period of the gold standard, practically all governments of history have used their exclusive power to issue money to defraud and plunder the people.”

- Friedrich Hayek

“We are in danger of being overwhelmed with irredeemable paper, mere paper, representing not gold nor silver; no sir, representing nothing but broken promises, bad faith, bankrupt corporations, cheated creditors and a ruined people.”

- Daniel Webster

5 GOLD as the WORLD'S FIRST CHOICE FOR SAVINGS

Gold reflects prosperity. Gold's newest role is to reflect and express the growing prosperity of nations like India and China. The more Chinese and Indian investors enter the middle class, the more demand there is for gold there. Central banks in India, China and other emerging markets are also buying gold aggressively. Over the past decade, Russia has tripled its central bank gold reserves, giving them the gold backing to place their ruble on a limited (domestic) gold standard after they invaded Ukraine in 2022. This caused the ruble to soar vs. the euro and dollar.

China threatens to sell its dollars: In fact, China, the biggest investor in U.S. Treasury securities, is becoming increasingly vocal about its distrust of the dollar and what it sees as U.S. economic mismanagement. China sees U.S. bailouts as bearish for the dollar.

Since China loves gold, it may be only a matter of time before they trade their U.S. dollars for gold. If China were to lift its official gold holdings from the current 1.7% to just 10% of its \$3 trillion in foreign exchange, China would have to buy the equivalent of more than a full year's new gold mine production.

Around the world, gold is the most important measure of wealth. In India, weddings are awash with gold, as everyone “wears their wealth” and makes golden gifts to the new bride and groom.

In Middle Eastern bazaars, gold is traded by very careful weighing on portable scales – which everyone seems to own. Throughout history, every paper promise has failed, but gold has never failed its owners. The rest of the world remembers this fact – although some Americans do not.

The Law of Supply & Demand

says that limited supply & growing demand requires a higher gold price.

6 GOLD is RARE AND IN INCREASINGLY SHORT SUPPLY

Gold supply cannot keep up with demand. According to the World Gold Council's annual report for 2024, published in February 2025, new mine production grew by less than 0.5% in 2024. Adding in recycled gold and subtracting net producer hedging, total supply grew by a scant 0.58% in 2024, while total gold demand grew by 1.36%. The biggest rise in 2024 was in investment demand (+25%).

Gold demand is rising: Since the financial crisis of 2008, investment demand for gold has surpassed the traditional role of gold jewelry as the prime source of new gold demand. In addition, there is a new form of gold demand in the 21st century – exchange-traded funds (ETFs), a way for stock-oriented investors to buy shares in gold. Since the ETF needs to buy gold to back the shares, this creates even more demand.

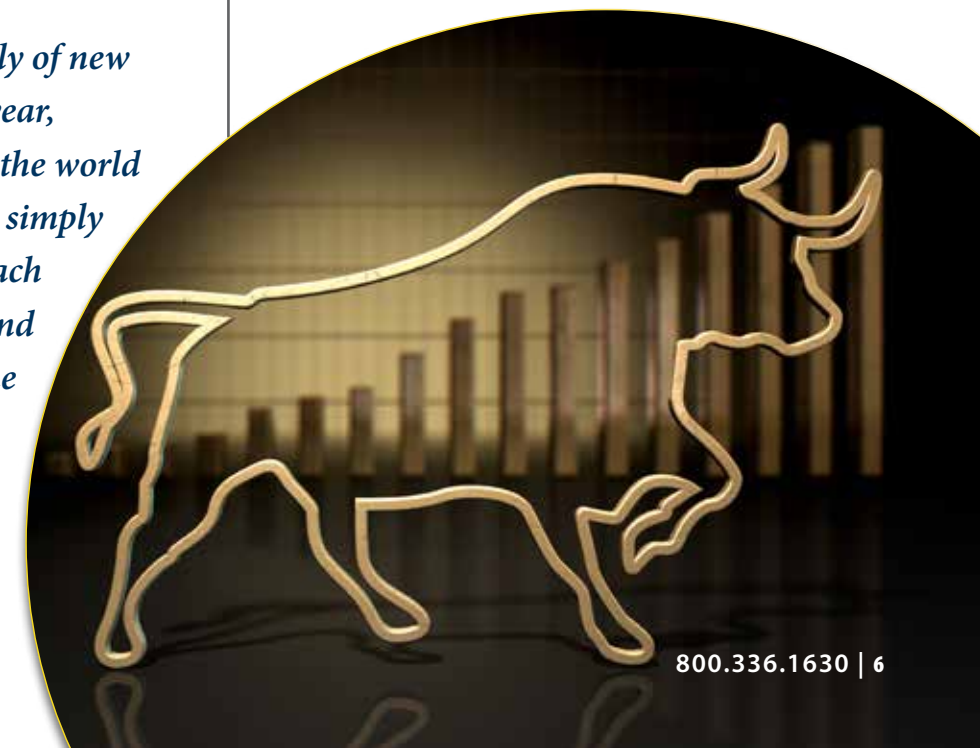
MARKET NOTE:

The world can't increase the supply of new gold by more than about 2% per year, matching population growth, but the world can multiply paper assets 10-fold, simply by adding a “zero” at the end of each paper note. That's why gold demand should keep out-pacing supply. The law of supply and demand says that limited supply and growing demand requires a higher gold price.

INTERNATIONAL DEMAND

China and India account for about two-thirds of the global demand for gold in recent years. Taken together, all of the “emerging” (formerly poor) nations account for nearly three-fourths of global demand for gold. Millions of people in these formerly-poor nations are now able to afford gold for the first time in their lives. In many of these nations, gold has been the traditional form of savings for centuries.

In 2023, the most recent year with full gold demand statistics by nation, China led the way with 910 metric tons of gold demand (36% of total demand), followed by India, with 748 tons (30%), making up about two-thirds of total demand. Then came a big drop to the U.S., at 249 tons (10%), Turkey, with 202 tons (8%) and Russia, 71 tons (3%).





the GOLD STANDARD

Revisiting the Gold Standard

The international gold standard may be dead on paper, but most of the world's richest nations still hold billions of dollars worth of gold in their national treasuries. They don't hold wheat or copper, but they hold gold as part of their official foreign exchanges.

“Unchecked greenback emissions will certainly cause the purchasing power of currency to melt.”

— Warren Buffett, The Greenback Effect (in the New York Times)

GOLD RECALL: THREAT OR CONCERN?

The U.S. Constitution calls for gold and silver coins. Article I of the Constitution deals with the federal Legislative Branch, including the right to create the nation's currency. Article I, Section 10 covers powers prohibited to the States, and the first item in that Section says: “No state shall . . . make any Thing but gold and silver Coin a Tender in Payment of Debts.”

U.S. gold was recalled in 1933 and people were compensated the going rate, of \$20.67 per ounce. No new U.S. gold legal tender coins were minted for over 50 years. The Gold Recall Act of 1933 came after a Democratic Party sweep of both houses of Congress and the Presidency. A similar thing happened to silver coins in 1965, the year after the Democrats gained their greatest majority in Congress: 71% Democratic vs. 29% Republican.

HOW TO CONSTRUCT A FAIR PRICE COMPARISON OF GOLD VS. STOCKS AND INFLATION

The media often quotes gold prices starting from an inflated “bubble” price of \$850 per ounce in January 1980. That is not even remotely fair, since gold only traded above \$700 for about a week back then, and that was clearly a blow-off panic, one-time event. Gold should be considered a long-term investment, so we must take a longer-term view to get a fair price comparison.

President Nixon took the last vestiges of gold backing out of the U.S. dollar over 50 years ago, on a Sunday night, August 15, 1971, so we could measure the 54 years since then, for starters:

Investment	Aug. 16, 1971	Mar. 10, 2025	Gain
GOLD	\$35	\$2,890	+8,157%
Inflation	40.8	317.67	+679%
<u>Stocks</u>			
Dow Jones	889	41,912	+4,615%
S&P 500	99	5,614	+5,571%

With the Consumer Price Index (CPI) up over seven-fold since 1971, that means today's U.S. dollar is worth less than what 13 cents was worth in 1971, gold is up 12 times as fast as inflation and gold is up much faster than the two major stock market indexes.

The change is even more dramatic since Y2K and the birth of the new century. Since then, gold has beaten inflation by over 10-to-1.

Gold vs. Inflation from December 31, 1999 through March 10, 2025

Gold vs. CPI	Dec. 31, 1999	Mar. 10, 2025	Gain
GOLD	\$290	\$2,890	+897%
Inflation (Consumer Price Index)	168.3	317.67	+88.8%

As this comparison shows, gold has beaten CPI inflation by 10-to-1 once again.

“This is the shabby secret of the welfare statists’ tirades against gold. Deficit spending is simply a scheme for the confiscation of wealth. Gold stands in the way of this insidious process. It stands as a protector of property rights. If one grasps this, one has no difficulty in understanding the statists’ antagonism toward the gold standard.”

— Alan Greenspan
former Chairman of the Federal Reserve
“Gold and Economic Freedom”

In 1932, you could purchase a man's fine tailored suit for a \$20 bill or a \$20 gold coin. Today, a \$20 bill will barely pay for alterations, but a \$20 gold coin is worth over \$2,000 and will still purchase a very nice suit.

HISTORIC WEALTH & TIMELESS TREASURE

Virtually all of the world's ancient and modern societies have valued gold as the supreme representation of wealth and beauty. In the Bible, gold is both the alpha and omega, appearing in the Garden of Eden, and again in the final chapters of Revelation, where the heavenly city is entirely made of Gold (Revelation 21). In between, ancient Israeli scribes recorded that God selected gold to overlay the sacred tabernacle. The same is true in other ancient civilizations; for Egyptian Pharaohs, gold confirmed their magnificence, even for the afterlife. In Greek mythology, Jason and his Argonauts saw the Golden Fleece as the key to establishing their dynasty.





A Dollar of No Real Value?

Shortly after the Battle of Bunker (Breed's) Hill on June 17, 1775 – two months after Lexington and Concord – the Continental Congress was already running short of money, so on June 22, Congress printed the first run (\$2 million) of Continentals, a piece of paper backed by faith alone.

Since these tiny new pasteboards were not backed by gold, merchants demanded more Continentals for the same amount of goods. Before long, General Washington complained that “a wagon load of currency will hardly purchase a wagon load of provisions.”

By the end of the Revolutionary War in 1781, the Continental was virtually worthless. Because of this experience, the phrase “not worth a Continental” became a common way to describe anything of no real value.

Which Gold Acquisitions are Right for You

Beginning gold investors should sometimes look first to gold bullion – especially gold bullion coins minted by a recognized national mint. Gold American Eagles are the #1 most popular gold bullion coins in the world.

The 22 Karat Gold American Eagles sell at the prevailing price of gold bullion plus small manufacturing and distribution costs.

The next most popular gold bullion coins are produced by: Canada (.9999 Fine Maple Leaf), Great Britain (.9999 Fine Britannia), Austria (.9999 Fine Philharmonic), and South Africa (22K Krugerrand).

American Eagles are easy to buy and sell at most coin and precious metals dealers and are welcome in major investment markets worldwide. In today's volatile financial environment, many buyers demand the high degree of liquidity and lower dealer buy-sell spreads that American Eagles offer.

IMPORTANT PRIVACY NOTICE:

American Eagles are not subject to United States broker reporting requirements while Maple Leaf gold coins, Krugerrands and gold bullion bars are in certain quantities.

Comparing Your Physical Gold Options

Jewelry is the customary Old World medium for a family's primary savings, with an added opportunity for “wearing your wealth.” However, jewelry is seldom pure (24-karat) gold, usually starting with 14-karat. Jewelry can also be ungainly to store and protect from theft.

Bullion bars & coins are internationally recognized forms of pure gold or near-pure (22-karat) gold in concentrated form. A reputable dealer or national mint is your guarantee of authenticity. The disadvantage is little possibility of gains or losses that are much greater than bullion prices unless a low mintage bullion coin becomes popular later and develops a collector / investor premium.

Numismatic coins are the most concentrated forms of wealth – so that more value can be saved in a smaller space. Over time, quality numismatic coins generally grow faster than bullion in price, according to a recent 30 year study by Penn State economics professor Raymond Lombra.

A portfolio of 3,000 rare coins (the PCGS3000 index) far outperformed gold bullion from 1970 to 2025. The disadvantage of rare coins is that prices can remain stable or decline for a while, even while gold rises, before taking off suddenly and relatively unexpectedly. For these reasons, medium to long-term holds are recommended. We also recommend NGC, CAC and PCGS certified coins with low comparative capitalizations. (see page 14)

Comparing Your Paper Gold Options

Futures Contracts are traded on the commodity exchange (COMEX) of the New York Mercantile Exchange (NYMEX) for about five hours each business day. The gold contract is for 100 troy ounces, quoted in dollars.

Exchange Traded Funds (ETFs) must hold enough bullion to back their shares. Each share of the most popular gold ETF – called SPDR Gold Shares (symbol: GTF) – represents one-tenth of a Troy ounce of gold (i.e., if gold trades at \$1600, one GLD share sells for around \$160). The transactions are quick and secure, but you hold no actual gold. They trade like any other stock, based on investment demand vs. the supply of shares.

Gold Stocks with specific gold shares, investors must examine the management and deposits with an eye toward fraud or overstatement, as happened with Bre-X shares. Some mining companies hedge their gold, defeating the purpose of profiting from gold's rise. In general, gold mines rise when gold bullion rises, since gold mining leverages gains in gold's price, but that is not always the case. **When gold rose rapidly in 2008, gold shares did not follow, declining 70% in six months.** In recent years, gold shares have continued to decline, even though gold has risen for 12 straight years.

Determining the Best Time to Buy

Gold will be of most value during times of increasing global tension, a sinking U.S. dollar, growing government deficits, a rise in failed banks and a shortage of newly-mined gold supplies. **In other words, now is a good time to begin buying gold. Gold is like life insurance for the rest of your portfolio.**

Gold Eagles are also eligible for inclusion in an Individual Retirement Account (IRA) and appreciate tax-free until liquidated. Depending on your age, portfolio balance and other factors, you can determine the preferred timing and type of gold portfolio that fits your personal needs the best.

Identifying the Right Dealer for Your Financial Goals

- 1) Find a nationally recognized dealer who is Better Business Bureau Accredited and who can provide you proof that they have nationally-honored expertise and satisfied clients nationwide. Make sure they are actually members, better yet board members of leading coin and bullion organizations.
- 2) Seek a major trusted market-maker in rare and bullion coins, with an established reputation for buying back coins as well as selling coins (this is very important when it comes to liquidating your acquisitions).

- 3) Identifying a major market-maker is important because they often get first shot at some of the best coins and typically buy coins back at higher prices.
- 4) First Fidelity Reserve® is a major market-maker in the coins they recommend. Transactions are easy and convenient, and their account representatives provide solutions, answer questions and make recommendations that work toward your goals.

Dealers or financial competitors who bad mouth the coin market or other dealers typically have many deficiencies themselves. When bad mouthing is present say what they say in Missouri “show me” to both competitors for your business. Give both dealers a chance to provide a response and proof of memberships, awards, accreditations and service. In most cases, the “bad mouthing” dealers or financial competitors are seriously deficient in credibility or their accusations are seriously mischaracterized, outdated or blatantly false.

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GOLD ROSE 12 STRAIGHT YEARS, THEN CORRECTED,

but **GOLD STILL BEATS STOCKS**

When Stocks Fall Fast, Gold Usually Rises Fast!

Here are some examples of gold's increase during stock market crashes of the last 50 years:

- ▶ January 11, 1973, to December 6, 1974, during the Nixon impeachment, resignation and aftermath, the Dow declined 45.1%, while gold gained 178%, rising from \$65 to \$181.
- ▶ September 21, 1976, to April 21, 1980, during the "Carter Malaise," the Dow declined 25.2% while gold gained 322%, from \$120 to \$506.
- ▶ August 25, 1987, to October 19, 1987, the Dow declined 36.1% in less the two months ending on Black Monday, but gold gained 5% from \$458 and \$481.
- ▶ January 14, 2000, to October 9, 2002, after the "Dot.com" meltdown and 9-11 attack, the Dow declined 37.8%, while gold rose 12.7%, from \$283.30 to \$319.35.
- ▶ October 9, 2007, to March 6, 2009, during the Great Recession, the Dow declined 53.8%, while gold rose 27.2%, from \$736 to \$936.
- ▶ July 5, 2011, to September 6, 2011, during America's debt crisis, the Dow lost 11.4% while gold rose \$400 (+26.8%), from \$1,495 to a record \$1,895 per ounce.

YEAR	Year-end Price	Annual Change	S&P 500	Annual Change
2000	\$274.45	N/A	1320.28	N/A
2001	\$276.50	+0.8%	1148.08	-13.0%
2002	\$347.20	+25.6%	879.82	-23.4%
2003	\$416.25	+19.9%	1111.92	+26.4%
2004	\$435.60	+4.7%	1211.92	+9.0%
2005	\$513.00	+17.8%	1248.29	+3.0%
2006	\$632.00	+23.2%	1418.30	+13.6%
2007	\$833.75	+31.9%	1468.36	+3.5%
2008	\$869.75	+4.3%	903.25	-38.5%
2009	\$1087.50	+25.0%	1115.10	+12.8%
2010	\$1405.50	+29.2%	1257.64	+23.5%
2011	\$1575.00	+11.7%	1257.60	-0.03%
2012	\$1664.00	+5.7%	1426.19	+13.4%
2013	\$1201.50	-27.8%	1848.36	+29.6%
2014	\$1199.25	-0.2%	2058.90	+11.4%
2015	\$1060.00	-11.6%	2043.94	-0.7%
2016	\$1146.00	+8.1%	2238.87	+9.5%
2017	\$1291.00	+12.7%	2673.61	+19.4%
2018	\$1279.00	-0.9%	2506.85	-6.2%
2019	\$1515.00	+18.5%	3230.78	+28.9%
2020	\$1888.00	+24.6%	3756.07	+16.3%
2021	\$1806.00	-4.3%	4766.18	+26.9%
2022	\$1830.00	+1.3%	3839.50	-19.4%
2023	\$2062.40	+12.7%	4769.83	+24.2%
2024	\$2629.20	+27.5%	5881.63	+23.3%
TOTAL 25 YEAR GAINS		GOLD +858.0%	S&P 500 +345.5%	

GOLD IS BETTER THAN GAS! In April 2025, gold was approximately \$3,100 an ounce and the price of gas was \$3.17 per gallon, so an ounce of gold would buy 978 gallons of gas, or about five times the amount of gas (187 gallons) that an ounce of gold at about \$273 an ounce bought in 2000, when gold was \$1.46 per gallon.

DR. MIKE FULJENZ'S TIPS



RARE GOLD COIN SELECTION

FULJENZ "SLEEPER" COINS: BUY BEFORE THEY WAKE UP

We prefer recommending rare gold coins and other rarities from series that are historically popular and have qualities that should help them increase in value over time. I have written Numismatic Literary Guild Award Winning books about some of these series including Indian Gold Coins and \$20 Liberty Gold Coins. Within those series we typically recommend coins from dates that are historically popular and important like Civil War dates, low mintage issues and first and last years of issue. We also highly recommend coins with a favorable "capitalization," defined by its value per unit times the PCGS (Professional Coin Grading Service) and NGC (Numismatic Guaranty Corporation) total population of known certified coins in a particular grade. We seek out "sleepers" or undercapitalized coins whose capitalization is significantly lower in a grade than other coins in the same grade in the same series. Finally, we always recommend buying expert selected attractive sight-seen coins for the grade with good luster, details or strike and nice original color or toning.

BUYING GOLD & SILVER CHEAPER

Current-year silver and gold bullion coins are very popular when they are first released but if you want to save on your bullion purchases, you can sometimes buy prior year silver and gold bullion coins for less than the current year coin. Remember, current year coins become prior year coins in less than 12 months, anyway. We highly recommend that if you are making large bullion purchases, to always ask if a prior year's product would save you money on your bullion purchases. Because of the higher premiums, silver bars and rounds may be far better buys for as little as \$3 or less over spot per ounce (for 10 ounces) or about \$2 or less over spot price per ounce for a kilogram bar.





GOLD IRA

**YOU SPENT YOUR LIFE BUILDING IT,
TAKE 10 MINUTES TO PROTECT IT!**

WHY YOU SHOULD INVEST IN A GOLD IRA Gold IRAs provide an opportunity to hedge against inflation, market volatility, and economic uncertainty. Precious metals, like gold, have historically maintained their value over time, making them a stable investment, particularly during periods of financial turmoil or when traditional assets, such as stocks, underperform.

“If your IRA doesn’t include gold, it’s missing a key element of true diversification.” – Dr. Mike Fuljenz

WHAT IS A GOLD IRA?

A gold IRA is a self-directed individual retirement account (IRA) that allows you to invest in physical gold. Other precious metals, such as silver, platinum, and palladium, are also allowed in self-directed IRAs. It offers the same tax benefits as a traditional IRA but gives you more control over your investment portfolio by allowing diversification into tangible assets.

HOW DO I SET UP A GOLD IRA?

Establishing a Gold IRA in 3 QUICK & EASY STEPS

1 CREATE AN ACCOUNT

Open a self-directed IRA with a custodian who specializes in Gold IRAs (typically, we recommend Equity Trust Company and have worked with them for decades).

2 TRANSFER FUNDS

Fund the account through transfers, rollovers or direct contributions.

3 BREATHE EASY

Purchase IRS-approved precious metals through your custodian and ensure they are stored in an approved depository (we recommend International Depository Services [IDS], with offices in Dallas, Delaware and Canada).

GOLD IRA ELIGIBILITY



To be eligible as an IRA-allowable precious metals product, the following minimum fineries and conditions must be present.

A) Gold must be .995 fine, silver must be .999 fine and platinum and palladium must be 99.95% fine or pure. American Gold Eagles, while only 22-karat, are eligible.

B) Bars, rounds and coins must be produced to meet required fineness specifications and contain the name of the sovereign mint or a mint mark from a refiner, assayer or manufacturer that is accredited by the New York Mercantile Exchange, the New York Stock Exchange, the Commodities Exchange, the London Bullion Market Association or another major exchange.

Gold IRA FAQs

ARE THERE ANY TAX BENEFITS WITH A GOLD IRA?

Yes, a Gold IRA offers the same tax benefits as a traditional IRA or Roth IRA but its value is backed by gold, not the intangible value of a stock price. Just like other IRAs, a Gold IRA offers tax-deferred contributions, which means you won’t pay taxes on the funds invested until you withdraw them in retirement. With a Roth Gold IRA, your contributions are made with after-tax dollars, meaning your withdrawals are tax-free.

CAN I TAKE PHYSICAL POSSESSION OF THE GOLD IN MY IRA?

No, you cannot take physical possession of your gold while it is in your IRA. The gold must be stored in an IRS-approved depository to maintain the tax-advantaged status of the IRA. If you withdraw the physical gold, it will be considered a distribution and may be subject to taxes and penalties, depending on your age.

ARE THERE ANY FEES ASSOCIATED WITH A GOLD IRA?

Yes, but talk to your representative about how we can help cover the first years of any fees you might have for setting up a qualifying Gold IRA through First Fidelity Reserve®. These fees may include:

- Setup fees for opening your account
- Custodian fees for managing the Gold IRA
- Annual storage fees for holding your precious metals in an approved depository
- Transaction fees during the purchase or sale of precious metals

It is important to discuss these fees with your First Fidelity Reserve® account representative to find out how you can qualify for free assistance from our company.

CAN I ROLL OVER MY EXISTING RETIREMENT ACCOUNT INTO A GOLD IRA?

Absolutely! Many investors roll over funds from their existing IRA, 401(k), 403(b), or existing retirement account into a Gold IRA. This is usually done without incurring any taxes or penalties. Your account representative can guide you on exactly how and when you need to do this.

ARE MY METALS INSURED WHILE THEY ARE STORED AT THE DEPOSITORY?

Yes, your precious metals are held in a high-security depository and insured by the depository against physical loss, damage, or theft.

HOW DO I LIQUIDATE MY GOLD IRA?

Liquidating a Gold IRA is simple. You simply call your account representative to begin the process of selling your precious metals through your custodian, then withdraw the proceeds. Alternatively, you can take an “in-kind” distribution, which allows you to have your gold or other precious metals shipped directly to you. There may be tax implications, so you will want to discuss these options with your professional tax advisor.



**ROLL OVER YOUR IRA OR 401K TO A
GOLD IRA TODAY!**

Call a Representative at 800.336.1630

PLATINUM IS GAINING STRENGTH

More Gains Likely to Come

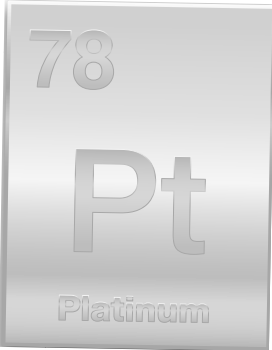


Gold is clearly the winner in the Precious Metals trio, with Silver winning the second-place medal but platinum has lagged behind gold and silver. At the end of 2015, platinum and gold both traded barely above \$1,000 but since that time, gold has tripled to \$3,000 an ounce and above. To the contrary, platinum has hovered around \$1,000 an ounce in a narrow trading range between \$800 and \$1,200 for about a full decade.

That began changing in 2025. From a low of \$894 an ounce during the tariff negotiations on April 7, platinum rose 22% to reach \$1,090 on May 21. It hasn't matched gold's gains yet, but it is challenging silver as the #2 performing metal in 2025. It is perhaps because – like silver – platinum rises or falls more on global industrial demand than on the factors which fuel gold – like inflation, global crises and its reserve currency status.

In short, the five major factors that support a continued rise in platinum would be:

- **Platinum is far rarer than gold. Only one ounce of platinum is mined each year for every 20 ounces of gold mined each year.**
- **Platinum's uses in the auto industry and other industrial processes are stable sources of demand.**
- **Platinum's use in fuel cells and green hydrogen production are adding new demand sources.**
- **In addition to its industrial demand, platinum also enjoys increasing investment demand.**
- **The platinum market is in a supply deficit, with demand outpacing supply, which causes rising prices.**



For decades, platinum has been used (along with other Platinum Group Metals, palladium and rhodium) to neutralize exhaust emissions in vehicles. Other uses are in jewelry, glass making, fuel cells and now in creating green hydrogen, as explained by Paul Wilson, CEO of the World Platinum Investment Council:

"The role of green hydrogen is now more widely accepted as being part of the route to decarbonization, which has benefits for platinum, being used in both electrolyzes to produce green hydrogen and in hydrogen fuel cells. Investors are becoming increasingly aware of platinum's key strategic role in unlocking hydrogen's crucial contribution to achieving global net-zero targets."

For 2025, 38% of demand for platinum is expected to come from auto catalysts to reduce vehicle emissions; 27% is tied to other

industrial applications, making 65% total demand for industrial uses. Another 26% comes from jewelry demand and the remaining 9% is from investment demand, including bars, coins and ETFs.

In the short term, we could also see rising platinum demand with a prolonged war in Ukraine, including stronger boycotts on Russian exports, since Russia is the second largest producer of new platinum.

More collector coins being made out of platinum and increased collector demand also adds to demand and growth in the number of participants in this market over the years.

Rising investment demand promises a great deal of leverage to platinum prices. A prudent portfolio doesn't need much platinum but this noble metal has its place in every diversified portfolio.

PALLADIUM:

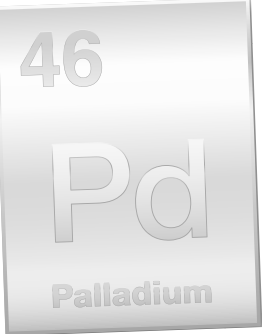
A Thinly-Traded Precious Metal – Where almost "Anything Can Happen"

Platinum and Palladium are narrowly traded markets compared with gold and silver. Combined, the two Platinum Group Metals (PGMs) have a market capitalization of about \$450 billion. That is about one-fourth of the capitalization of silver and only 2% the size of the gold market, which dwarfs the other precious metals:

	MARKET CAPITALIZATION	EQUALS: SUPPLY	TIMES: PRICE PER OUNCE
Gold	\$22.4 trillion	208,874 metric tons	\$3,338
Silver	\$1.9 trillion	1,750,000 metric tons	\$33.58
Platinum	\$272 billion	250 million ounces	\$1,088
Palladium	\$182 billion	175 million ounces	\$1,041

(Capitalization, or market value = price, as of May 2025, times the estimated amount of above-ground supply)

The narrowness of the palladium market is the main reason why its price doubled in less than three months in 2022. Since Russia produces about 40% of the new global supply – tied with South Africa as the #1 supply source – Russia's invasion of Ukraine in February of 2022 caused the price of palladium to nearly double from \$1,576 per ounce in December 2021 to \$3,015 on March 7, 2022. That price hike occurred two weeks after Russia invaded Ukraine. A similar surge happened a year earlier, from its 2020 COVID-19 low to its 2021 peak.



As with platinum, palladium's demand primarily comes from its role in reducing vehicle emissions, plus a wide array of applications in various industries. Here are just a few of palladium's industrial applications:

- **Catalytic Converters:** Palladium supplies about 80% of global demand for this application.
- **Hybrid Vehicles** also use palladium in their catalytic converters, contributing to further demand.
- **Multi-layer Ceramic Capacitors (MLCCs)** for smartphones, computers, and other electronics.
- **Dental Alloys** for crowns and bridges.
- **Hydrogen Purification and Storage**, as a potential medium for hydrogen storage in fuel cells.
- **Industrial uses include uses in hydrogenation, oxidation and coupling reactions, which includes the synthesis process for vinyl acetates.**

Also, a rise in production and collector demand for new palladium coins has increased demand for palladium and broadened this market over the years.

In the first half of 2025, palladium's price is up 15% through late May, with a potential for some more surprisingly powerful gains, given any supply disruptions in either Russia or South Africa. If held for a long term, a decade or more, palladium should match the performance of its brother, platinum.





TODAY'S CRISIS RESEMBLES OTHER SUPER BULLISH RARE COIN MARKETS

The PCGS 3000 Rare Coin Index was formulated on January 1, 1970, at a value of \$1,000 (It began as the CU 3000 Rare Coin Index and revised its name several years ago). According to the latest valuation, this portfolio of rare coins is worth \$71,705 as of March 10, 2025, up over 7,000% in just 55 years, more than the S&P 500, Dow Jones, Gold, or Silver but select rare gold coins did even better!

Investment	January 1, 1970	March 10, 2025	Gain Since 1970
Select Rare Gold Coins	\$1,000	\$124,743	12,643%
Gold Bullion	\$35 per ounce	\$2,890	8,157%
The S&P 500	92.06	5,614	5,998%
Dow Industrials	800.36	41,912	5,137%
Silver Bullion	\$1.92 per ounce	\$32.17	1,576%

The PCGS Rare Gold Coin Index was up even more at 12,643%. These rare coin gains did not happen on a continual rise. There were four major surges, the first in the 1970s, characterized by high inflation and economic stagnation, dubbed “stagflation.” In the late 1980s, with a stock market crash, Iran-contra, the savings & loan crisis and multiple bank failures; it rose again. Then, in the 2000s, from 9/11 to the 2008-09 financial crisis, with gold soaring amid severe recessions and a war on terror, rare coins again increased. Now, we see the beginnings of a fifth major surge in the rare coin index.

ANATOMY OF RISING COIN PRICES



Here are some of the comparisons from those past four rare coin bull markets to current conditions.

RARE COIN BULL MARKETS SINCE 1970

- 1971-74:** Nixon closed the gold window on August 15, 1971, followed by Watergate, the OPEC oil embargo, high inflation, a 45% stock market crash (worst since the 1930s) and the end of the Vietnam War. In that time, silver rose 250%, and gold and the CU 3000 Rare Coin Index rose 348%, but that was just the start.
- 1976-80:** Inflation continued to rise under Jimmy Carter. The Soviets took control of nations around the world, Iraq and Iran went to war, while Iran captured 54 American hostages and Carter seemed helpless. In that time, silver spiked up 2,300%, gold rose 800%, platinum 400% and the CU 3000 Rare Coin index had its greatest surge of the decade, up 1,195%, to reach \$40,000 – a 40-fold increase since its launch.
- 1986-90:** Despite relatively low inflation, this marked a huge bull market in rare coins due mostly to the avalanche of failing banks and savings & loan institutions and a massive 1987 stock market crash. One-third of all S&Ls failed and over 2,000 banks (out of about 14,000, or 15%) also financially collapsed, driving investors into bullion and rare coins. From 1983 to 1989, the CU 3000 Rare Coin Index gained 603%.
- 2001-2009:** From 9/11 and the war on terror to the great financial crisis of 2008-09, there were two deep recessions and record-high deficit spending. Gold soared from \$255 per ounce before 9/11 to break \$1,000 in 2008 and then reach a record high of \$1,800 in 2011. Rare coins also surged from 2002 to 2009, although in this case gold bullion was the clear winner, up 600% in the decade from 2001 to 2011.

Here is another remarkable similarity between those past rare coin bull markets and now. There was a rapid increase of interest rates by the Federal Reserve during these past rare coin bull markets.

- From the end of 1971 to July 1, 1974, the Fed Funds rate shot up from 3% to 13.5%.
- From the end of 1977 to December 1980, the Fed Funds rate soared, from 4.6% to 19.2%
- From June 30, 2004, to June 30, 2006, the Fed Funds rate rose sharply, from 1% to 5.25%.
- And now, from March 2022 to April 2025, the Fed Funds rate has trended higher from zero to over 4.3%.
- From October 1986 to March 1989, the Fed Funds rate rose from 5.84% to 9.87%

It looks like we have all the ingredients in place for another surge in rare coins and precious metals: (1) rising interest rates; (2) a looming banking crisis; (3) global uncertainty, now in Russia, China and elsewhere; (4) huge deficit spending, as never before.

The difference is that we are now early in the cycle, so we have time to take positions for the next big rise in precious metals and rare coins. Contact your professional account representative ASAP for the right mix of rare coins and bullion coins for your existing portfolio.



THE SELECT FOUR GOLD RECOMMENDED COINS

By Dr. Mike Fuljenz

Our Select Four Gold recommendations focus on four major coin areas we believe are most likely to see ongoing collector and dealer demand and potential future price increases. We have selected some of the choicest, sight-seen historically important coins available for our clients over the past 25 years. Many Select Four Gold recommendations have experienced dramatic price increases, underscoring the ongoing demand for our coin recommendations.

AREA I

LIBERTY GOLD EAGLES

The Type II and Type III Liberty Double Eagles are among the most popular, and in some select cases some of the rarest, of all United States gold coins. The Type II \$20 Liberty Double Eagles (1866-1876) have the distinction of being the first United States \$20 gold coins to bear the motto: "In God We Trust." About 95% of the originally issued Type II Liberty Double Eagles have been melted down. Certified Type II \$20 Liberty Double Eagles are many times rarer than Type III Liberty Double Eagles in certified population reports. Additionally, Type II \$20 Liberty Double Eagles are substantially rarer than the popular \$20 Saint-Gaudens in certified mint state condition. In 1877, a minor design change to the reverse's dollar denomination being spelled out resulted in the Type III Liberty Double Eagles (1877-1907) being created. Among all Type II and Type III Double Eagles, some of the rarest are the ones minted at the Carson City Mint. **Since first published tens of thousands of Dr. Mike Fuljenz's books on Type II and Type III Double Eagles, both of which received "Investment Book of the Year" awards from the Numismatic Literary Guild, have been placed directly in the hands of dealers and collectors, expanding the collector base and further galvanizing demand.** Be sure to ask your representative how you can get a copy of Dr. Mike Fuljenz's award-winning books on \$20 Liberty Gold Eagles. More recently, Dr. Mike Fuljenz has begun recommending more of the rarest and most coveted Liberty Gold Eagles. Those included select \$1, \$2.5, \$5 and \$10 gold eagles from the historic Carson City, Charlotte and Dahlonega mints.



AREA II

INDIAN HEAD GOLD COINS

The second area in our Select Four is comprised of four Indian Head gold coins minted periodically from 1854-1933. The coins recommended in this area are the \$3 Indian Princess, the \$10 Indian Eagle, the \$5 Indian Half Eagle and the \$2.50 Indian Quarter Eagle. The Indian Quarter and Half Eagles were the only two of the four to feature the same incuse design. Within the scope of United States coin collecting, especially in higher grade conditions, the \$3 Indian Princess and the \$5 Indian Eagle are considered "stopper" coins among collectors to complete the popular 12-piece gold type set. Because of their relative rarity, the absence of these coins potentially can "stop" a collector from completing a collection. The Indian Quarter and Half Eagle coins are the only ones in United States history to feature "incuse" devices (sunken rather than raised) on the coin's design, which has made these coins consistently popular among collectors.



AREA III

RARE GOLD COMMEMORATIVES & SPECIAL MARKET OPPORTUNITIES

In 2005, for the first time in our history, we expanded our top coin recommendations to include two rare and unique gold commemoratives: the 1915-S Panama-Pacific Exposition Quarter Eagle and the 1926 Sesquicentennial Independence Quarter Eagle. While they commemorate distinctly different events in U.S. history, they are the only two gold commemorative Quarter Eagles in U.S. history. By overall mintage and surviving population, these are two of the rarest coins we have ever recommended. From time to time, certain coins become available that are too good to not recommend to our clients. Notifying our clients early about these rare market opportunities sets us apart from other companies. With our country's 250th (semiquincentennial) anniversary in 2026, the Sesquicentennial Independence Quarter Eagle should see increased demand.



AREA IV

\$25 & \$10 AMERICAN GOLD EAGLES

In 1933, President Franklin Roosevelt suspended all United States gold coin production. In 1986, more than fifty years later, President Ronald Reagan authorized the United States Mint to once again begin producing non-commemorative legal tender gold coins and the American Gold Eagle family of coins was born. As the first \$25 gold coin ever minted in United States history, the \$25 Gold Eagle is a cornerstone coin among Select Four recommendations. Virtually every single year since they were first minted, the U.S. Mint has typically minted fewer \$25 and \$10 Gold Eagles than the other gold coins in the series. As a result, certain dates of these Gold Eagles have already distinguished themselves among collectors as "modern-day rarities" and risen significantly in price for top grades. These are eligible for IRA inclusion.



BENEFITS OF CERTIFICATION

Certifying your collectible rare coins provides:

- ✓ Grading and authenticity guarantees
- ✓ Greater liquidity and verifiable collectible value
- ✓ Anti-counterfeit control
- ✓ Attractive, secure tamper evident holder
- ✓ Rarity verification by population reports
- ✓ Barcode serial number tracking for theft protection and inventory control
- ✓ Ease of storage
- ✓ Registry Set Competition
- ✓ Market conformity



According to one of the former U.S. Mint Directors, in 1998, the number of U.S. coin collectors was approximately 2 million. By 2001, this had exponentially exploded to an estimated 60 million and counting. Largely as a result of innovative U.S. Mint programs, like the State Quarters and the Presidential Golden Dollars. By late 2007, the U.S. mint estimated the number had swelled to approximately 140 million, nearly half the entire population in America. The serious collectors among this group demand their coins be certified. The Numismatic Guaranty Corporation [NGC], the Professional Coin Grading Service [PCGS], and the Certified Acceptance Corporation [CAC] are the three major independent certification services filling this demand. To date, these three services have certified tens of millions of coins making them the indisputable, preferred certification and grading services for serious collectors.

In the 21st century, if you are a serious collector of rare coins, understanding certification and its benefits is a requirement for you to build a collection of true and lasting value. While certification does not guarantee absolute protection from the normal risks inherent in collectible market dynamics, certification provides the absolute best insurance available in preserving the authenticity, condition, pedigree and heirloom value of your family's collection.

To find out more on the benefits of NGC, CAC or PCGS certification,
Call 24/7 • (800) 336-1630

CERTIFIED TRADING NETWORKS

The NGC, PCGS and CAC grading and authenticity guarantees are the cornerstone of numismatic exchanges and computer systems linking thousands of dealers. Such trading networks have made it possible for large volumes of routinely traded certified coins to trade dealer-to-dealer sight-unseen and sight-seen instantly from coast to coast, over the phone, or by computer transmission.

Electronic trading of coins sight-unseen and sight-seen has been made possible due to the high degree of confidence that dealers, collectors and investors have in NGC, PCGS and CAC certified coins.

Today, this modern financial market links dealers very efficiently. The daily quotation of prices has created improved liquidity for many certified coins for all consumers.



SPECTACULAR CERTIFIED COLLECTIBLE COIN TRANSACTIONS

The finest coins in the world are graded and certified by NGC, PCGS and CAC. The Proof-65 Dexter Specimen of the 1804 Silver Dollar sold for \$3,290,000 in 2017. It previously sold for \$1,000 in 1885 and \$990,000 in 1989. A Proof-66 1913 Liberty Nickel sold for \$1,840,000 in 2001. In 2019, a different Proof-66 1913 Liberty nickel sold for a whopping \$4,560,000. In 2023, one of the highest-selling coins, according to records, was the 1870-S \$3 gold Indian Princess. This Specimen Proof-50 coin sold for \$5,520,000 in January 2023 and became the most expensive coin sold that year. A well-struck Proof-69 1907 High-Relief Saint-Gaudens double eagle hit the market and sold for \$4,320,000 in

August of 2023, making it the second-most-expensive coin sold that year. The third most expensive coin sold that year also occurred in August; it was an 1829 \$5 Small Size Capped Head Left gold coin in Proof-66+ Cameo, which netted \$3,840,000.

Even relatively inexpensive coins like the 1880-O Silver Dollar warrant huge premiums for only one grade difference. For example, in MS-64, this date trades for \$1,700 to \$2,400 but in MS-65, the 1880-O trades between \$14,000 and \$18,000. No seasoned dealer or collector would dream of paying MS-65 levels for a borderline non-certified 1880-O that could grade MS-64 when certified.

ALL ABOUT THE CERTIFIED ACCEPTANCE GRADING SERVICE CORPORATION



In 2007, the Certified Acceptance Corporation (CAC) was founded by respected numismatist John Albanese and twenty-two other prominent members of the numismatic community. Albanese is an original founder of two other leading grading services, the Professional

Coin Grading Service (PCGS) and Numismatic Guaranty Corporation (NGC), thus having the experience, knowledge and respect to begin a new venture in grading excellence. Originally, the mission of CAC was to be a verifier of the grade of coins certified by leading grading services like the PCGS and NGC.

CAC only recognizes coins that their experts discern are solid for the grade, not low-end, "just made it," coins. Out of all the certified and graded coins submitted to CAC, less than half get their coveted green CAC bean, verification of grade, sticker attached to the upper obverse of the coin holder. Very few coins get a gold CAC sticker symbolizing a coin, which CAC experts believe, that upon resubmission to the previous grading service

would often upgrade. I have resubmitted a number of gold-stickered silver classic U.S. commemoratives and all have upgraded.

Many experts consider the CAC sticker not only as a symbol of a coin's better quality but also of its originality. Originality is considered, especially in higher grades, as a coin that has not been detrimentally mishandled or cleaned. Often such coins exhibit natural original, not artificial, toning or coloration.

Over the years, the CAC sticker has gained the respect of collectors and dealers as a symbol of premium quality for the grade exhibited on the holdered coin's insert.

By 2017, 10 years into its existence, CAC had graded and stickered over 1.2 million coins and was the only stickering service universally recognized as an important enhancer to a certified coin's desirability.

By 2021, CAC had stickered over 1.4 million coins. It was well documented that **CAC stickered coins typically brought premiums, sometimes large premiums, at auctions, on dealer trading exchanges and in all kinds of other transactions.**

In 2022, CAC brought together 150 of the leading experts in the numismatic universe to help launch a new cutting-edge, grading service, adhering to the same stringent grading standards as applied to awarding CAC stickers to PCGS- or NGC-graded coins.

CAC continues to have a service for applying CAC stickers to competing grading service coins but now has another service holding CAC-certified coins in a state-of-the-art CAC slab holder. CAC certifies both modern and classic coins. CAC Grading is known for tougher standards even on modern coins in MS69 and MS70. For example, original mint boxes of silver eagles submitted for grading typically have fewer MS70's graded than at other leading grading services.

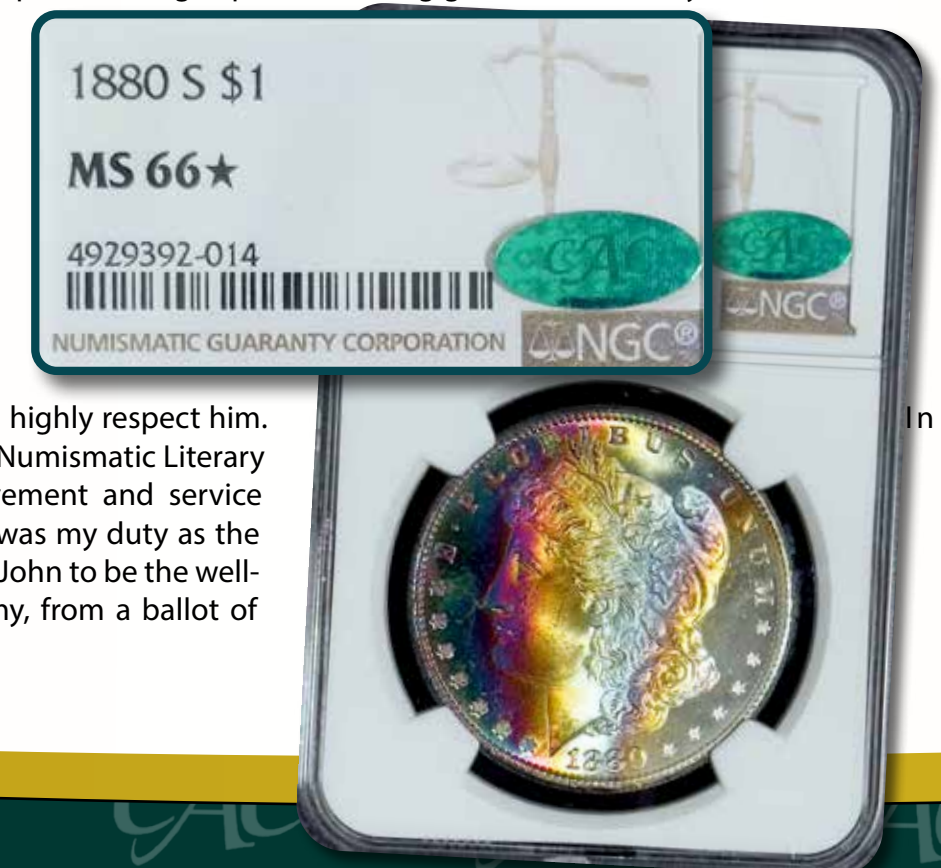
These CAC coins, either graded by CAC or graded by PCGS or NGC with a green bean, often bring premiums, sometimes substantial, at auction and in other market transactions. Why? Due to its proven track record and the expertise of its graders, the CAC label or sticker is now recognized by many as indicating a coin is of premium quality and is often considered a more attractive coin for the certified grade.

Many collectors see coins with a CAC green bean as having an extra layer of security because they have been certified by two groups of leading experts, ensuring grade, authenticity and the absence

of artificial enhancements like artificial coloration or cleaning.

In 2024, CAC currently stickers coins in its Bedminster, New Jersey, location and grades them at its Virginia Beach, Va. office. CAC has rendered opinions on coins valued at over eight billion dollars.

On a personal note, I've known John Albanese for decades and highly respect him. In 2013, I was the recipient of the Numismatic Literary Guild's highest lifetime achievement and service honor, The Clemy. In 2014, as was my duty as the past Clemy recipient, I selected John to be the well-deserved recipient of The Clemy, from a ballot of deserving candidates.



BEST OF THE BEST

Legal Tender & Beautiful United States Commemorative Coins

by Dr. Mike Fuljenz

American coins are some of the most sought-after by collectors from around the world but it wasn't always that way as some of America's early coinage was considered boring with too much European influence. But in the late 1800s and early 1900s steps were taken to improve the "look" or "eye-appeal" of American gold and silver coins by paying tribute to the commemorative-style coins popularized by the Ancient Greeks.

Commemorative coins have been produced since the time of Alexander the Great in 356 B.C.

Sure, there were the \$3 Princess gold coins designed by James B. Longacre and the \$10 Indian gold coins and \$20 gold double eagles, both designed by Augustus Saint-Gaudens, but those weren't as affordable for many collectors. So, Congress and the approved the creation of half-dollar classic silver commemorative coins by the U.S. Mint, which are designed to commemorate people, places or historical events. Thus, they include some of the most artistic and meaningful designs in U.S. Mint history.

The popular classic 90% silver sets of U.S. Commemorative coins include mostly half-dollars minted between 1892 and 1954 and one Isabella quarter and one Lafayette silver dollar. The two most popular ways to collect those coins are by acquiring the 50 different design type issues or the 144-piece complete set which includes the 50-piece set plus each date and mintmark of the multiple issues. For example, there were three examples of Rhode Island commemoratives (1936-P, 1936-D and 1936-S).

Commemoratives are also called NCLT, or non-circulating legal tender. While they are legal tender to spend, most were not

as collectors paid a substantial premium to acquire them. A contributing factor to the popularity of classic commemoratives is that they include some of the lowest mintage silver coins of the 20th century.

One of the key issues with silver commemorative coins is they are used to raise money for charitable organizations and causes by having a premium attached to their sale by the U.S. Mint. Some commems bring in millions of dollars for the organizations represented and the low mintages make them very attractive to collectors.

So . . . why do I like "commems?" Oh, let me count the ways.

Collectors and investors have historically loved rare coins with low mintages like \$3 gold pieces and classic commemoratives. Some popular low-mintage examples of "type coins" as they are known, are the key 1928 Hawaii with a mintage of 9,958 coins and the 1935 Hudson with a mintage 10,008 coins. Extremely low-mintage examples included in a complete set of classic commemoratives are the 1939 P and D Arkansas – mintage 2,004; the 1938 P, D and S Boone – mintage 2,100; the 1938-D Texas – mintage 3,780 and the 1939 P and D Oregon – mintage 3,004.

Most commemoratives exist in mint state condition, although high-grade examples of many earlier or low-mintage issues can be extremely difficult to locate. A few commems, like the Columbian, Stone Mountain and Booker T. Washington were released into circulation when sales lagged by the organizations selling them.

Other organizations selling commems like the New Rochelle, returned unsold coins to the U.S. Mint for melting. Thus, out of about 25,000 coins received from the U.S. mint, the New Rochelle Commemorative Commission sold 15,266 and returned over 9,000 for melting by the Mint.

Low mintage commems are scarce in all grades and modestly expensive even in lower mint state grades (Hawaiian and Hudson). Some other higher mintage coins are not that expensive in lower grades, but due to low survival rates, in grades MS67 and higher, can be very expensive. These, like the Sesquicentennial and Monroe, are coveted by collectors and called "condition rarities."

Coins featuring beautiful toning with hues of blue, red and green among other colors are relatively few and far between and the toning makes them even more desirable. That drives up the premium, or collector's value, of a commemorative coin because of their rarity and low-population numbers, according to the grading services – Professional Coin Grading Service (PCGS), Certified Acceptance Corporation (CAC) and Numismatic Guaranty Company (NGC) – which keep track of the number of coins in each grade. The finest known examples of silver commemorative coins can bring tens of thousands of dollars from collectors.

Many collectors take things a step further and present their collectible coins to a secondary evaluation service – Certified Acceptance Corporation (CAC) – to receive assurance that their coins are solid examples of the grade they received. If they are, then CAC places a green sticker on the coin's holder, signifying the coins are "CAC Approved." These "CAC Approved" coins typically resell for more than coins without the additional certification.

Part of the popularity of collecting or investing in commems is that there are so many different ways to collect them besides the 50-coin set or the complete 144-coin set from each mint and year.

Examples of popular shorter sets would be the Arkansas Centennial, five years, three mints (P, D, S), 15 coins; the beautiful Oregon Trail, 1926-1939, three mints (P, D, S), 14 coins; Texas Centennial, 1934-1938, 13 coins; and the Booker T. Washington, 1946-1951, three mints (P, D, S), 18 coins.

Others like to collect theme sets depicting animals. The Albany, Bay Bridge, California and Vermont among others have a variety of animals while the Huguenot, Hudson, Pilgrim, Norfolk, Rhode Island and Long Island feature boats. The Boone, Lexington and Missouri feature firearms and if someone collects religious items, the Delaware depicts a beautiful image of a Protestant church and the Texas features Lady Liberty in angelic form holding a spray of laurel in her right hand as she holds tight to The Alamo with her left.

We are very picky about the commems we select. Most coins were chosen for having minimal bag marks, good detail from striking and original luster along with attractive toning. As previously mentioned, attractive toning can add value and sometimes add up to a point to the grade for some coins in my opinion.

Toning on some silver commemoratives can be especially pretty owing to their chemical reaction with the special five-coin cardboard holders used by commemorative organizations to ship many of the issues. Also, old Whitman albums with plastic slides, often used by advanced commemorative collectors in the 20th century, gave some commemorative half-dollars a beautiful peripheral toning, that included hues of ruby red, sapphire blue, emerald green and even gold.

Experts like to say, "You may pay a bit too much for the right coin, but you always pay too much for the wrong coin." Basically, they are saying to be patient when building a set and try not to settle when it comes to quality. Buy the best grade you can afford. That philosophy has served me and our customers well through the years.

Whether you're an investor, collector or both, classic silver commemoratives are a great series to include as a part of your collection. I have collected them in higher grades since I was a teenager and have been glad I did as they have returned much psychic income (joy) and real income in dollars over the years.



GOLD & SILVER ARE A GOOD HEDGE *but* YOU NEED A DIVERSE PORTFOLIO

1 Don't Put All Your Eggs in One Basket. We constantly advise investors not to put more than 25% of their investible dollars in any one investment category – like stocks, bonds, certificates of deposit, real estate and gold coins. There may be some exceptions to this advice due to unusual circumstances or opportunities but typically that's what I and others recommend. At one point, I demonstrated this on top of a building by dropping a basket of eggs, showing how all the eggs were shattered at once. Unfortunately, some on-lookers from a nearby nursing home got concerned and called the police, thinking somebody was contemplating suicide up there. Well... I got my point across to those at my seminar. It's important to have a wide variety of investments, where one class of investments can "zig" while the others "zag." Very often, your stocks will fall while gold rises, while the opposite might happen at other times. **You must diversify.** The World Gold Council has studies supporting the benefits of diversifying a portfolio with gold coins. Gold is like life insurance for the rest of your portfolio.

2 There is No Santa Claus in Numismatics. If you see a rare coin for sale at a substantial discount from its normal price, do not expect a bargain. It may be a falsely graded coin, a counterfeit, or a fraud. We recently heard from a client who sent us some \$2.50 Indian gold coins graded by a company with some letters that were very close to "PCGS" or "NGC" but were not the precise letters of those respected grading services. The coins were graded MS-65 by this second-rate grading service and were not even worthy of a MS-60 grade, in my view. Since the coins were subject to a 15-day money-back guarantee, I urged this client to ask for his money back, or to seek legal counsel for further help if that was no longer possible. Be wary of something that seems "too good to be true," since it probably is. There is no Santa Claus in the numismatic world.

3 Buy Quality Coins from Someone Known for Expertise in the Field. Sometimes, you may pay a little bit more for the same grade of a rare or antique coin from a recognized expert in the field, but you will also likely fetch more for that coin later on. When you go to sell it, because the expert is selling you a "sight-seen" coin, selected as a better coin, not a generic "sight-unseen" coin marketed by so many other dealers, who do not have the expertise or take the time to select the better coins in the field. I have graded coins at leading grading services and taught grading at seminars for decades. As you can see from our website, I have an unprecedented number of industry awards in my 50-plus years in the numismatic field and in 2024 was named One of the World's Greatest Coin Graders by COINage Magazine. I am personally involved with reviewing or approving most of the high-end numismatic coins we select and sell to our clients, so that you have the best opportunity to have a better coin for the grade compared to many other coin companies.

*"In today's markets wise diversification is
a portfolio survival skill, and gold its' invaluable tool!"*

"SIGHT-SEEN" vs. "SIGHT-UNSEEN" COINS

THE DIFFERENCE CAN BE GREAT

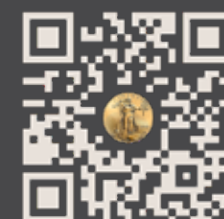
It's important to understand that any coin price guide is forced to make generalizations about prices within a certain coin's date, type and grade, but not all coins within those categories are equal – not by a long shot. There are differences in strike and toning, for instance, that call out the unique beauty of a coin. **That's why it is important a recognized grading expert look at each coin in the rare and antique category to make sure a coin is not borderline for the grade before we offer it to our clients.**

Many coin companies sell just any old coin in the grade as a "sight-unseen" coin within that grade. They are not being fraudulent when they do this. The coin is an honestly graded coin by a major grading service, but it has not been closely eyeballed by a trained numismatist to make sure it is not a low-end specimen within the grade. By contrast, all rare coins and antique coins that we accept from our distributors are reviewed by them and us. We have seen and approved each coin for eye appeal and quality within the grade. We look for positive attributes like good luster, striking details and minimal bag marks.

We often reject certified coins that do not meet our exacting standards. So, when buying coins, make sure your dealer has been recognized and honored as an expert or you could be paying sight-seen prices for sight-unseen coins and possibly get counterfeit coins in counterfeit holders. This could make a big difference in the price you receive for your coins if, and when, you sell them in the future. Remember, if you see prices a little lower from a competitor for the "same" coin in the "same" grade, it might not be the same quality of coin. It might be a sight-unseen coin, not our "sight-seen" coins.

**COMPARE & SAVE!
SHOP CLASSIC MINT-STATE
GOLD TYPE COINS**

Open the camera app on your mobile phone and hold it over
the code to visit Mint-State Gold Coins on our website.



SPECIAL REPORT

SEVEN PLACES TO QUICKLY SELL YOUR GOLD COINS & JEWELRY

Warning: Some might be a real gamble!

Recent testing done by Consumer Reports, ABC's Good Morning America and a national award winning weekly newspaper provide some answers regarding who typically pays the most for gold. I will address seven different business models and will briefly summarize their advantages and disadvantages. They are listed in order of who often pays the most to who often pays the least.

BE CAREFUL of other dealers, calling you to buy or sell coins, that you never contacted before (cold call). Especially be careful if they deal in coins not graded by PCGS or NGC but in coins graded by services that sound like PCGS or NGC over the telephone. Check out their Better Business Bureau status. Verify they have been honored by a leading coin and precious metals organization for their expertise and service. Our company is only located in Beaumont, Texas and we have no out-of-area representatives. All of our calls to you should come from a 409 area code. All packages shipped to us should be addressed to our Beaumont, Texas address.

SELL YOUR GOLD WITH CARE

1. LARGE NATIONAL COIN DEALER

ADVANTAGES Typically pay the most for types of gold coins or jewelry they specialize in and they are usually reputable nationally and locally but you must verify this. An award-winning series from a Texas newspaper found that major, honored and reputable, national coin dealers paid as much as 4-5 times what some hotel coin buyers paid on some rare gold coins. They are usually the most reliable. Large dealers often pay more than auction companies, who often charge buyers and sellers fees totaling about 25%.

DISADVANTAGES May be far away from where you are and may not buy jewelry. You still must check out their reputation and if they are Better Business Bureau accredited.

2. LOCAL COIN DEALER

ADVANTAGES They are in your area and newspaper reports found they often paid 3-4 times more than what hotel coin buyers paid for the same gold coins. If they routinely deal in gold jewelry they may make some of the highest offers for old gold jewelry. They are usually quick to deal with. They may buy bulk groups of lower value collector coins that don't interest some national coin dealers.

DISADVANTAGES Even if reputable and knowledgeable, they may pay 10-20% less than major dealers for rare coins and gold jewelry. Some local coin dealers are not Better Business Bureau accredited and may offer much less due to lack of expertise or integrity. Check out their reputation carefully.

3. JEWELRY SHOPS

ADVANTAGES For jewelry, not rare gold coins, these may be very competitive with local or national coin shops, if reputable, and are Better Business Bureau accredited. Finely crafted jewelry can bring premiums.

DISADVANTAGES Their experts for buying jewelry may not always be on premises and you must make sure of local reputation and if they are Better Business Bureau accredited. Often may pay melt value or slightly higher for rare gold coins that are worth multiples of melt value.

4. PAWN SHOPS

ADVANTAGES You can buy back some products you pawn if you want. Some are BBB accredited and give you very competitive prices locally on gold bullion and jewelry.

DISADVANTAGES They often are not in the best part of town, and may offer less than the previous three. Rare gold coins are usually not their specialty, thus their rare gold coin offers are usually not competitive. Check out their reputation carefully.

5. GOLD PARTIES

ADVANTAGES You know the person holding the party and it's held in a comfortable setting.

DISADVANTAGES Prices paid are often far less than the first three and you often don't know as much about the actual buyers' knowledge and integrity and if they are Better Business Bureau accredited. The host typically makes 10% too!

6. HOTEL BUYERS

ADVANTAGES They're in your locale and you get paid immediately.

DISADVANTAGES These buyers may pay as little as 20¢ on the dollar compared to buyers previously listed #1 and #2 and they may not really know what they are looking at. They also may not give you an itemized receipt and the process can take the longest. One common coin may take 45 minutes to get a value. Some have been the subject of numerous customer complaints. They may not be Better Business Bureau accredited and may not comply with state laws requiring licensing of scales or registration.

7. MAIL-AWAY GOLD BUYERS

ADVANTAGES No in person contact and fairly simple to send.

DISADVANTAGES Offers may be about 20¢ on the dollar and you may have to negotiate to get that or higher. Some customers have reported having their gold items lost or melted and could not be returned and were refused reimbursement. Some companies have been the subject of numerous customer complaints resulting in new laws to address some business practices. They may not be Better Business Bureau accredited.

In conclusion, I would advise getting an opinion from a state- and city-registered, recognized coin dealer before selling your gold coins or jewelry by mail or to a transient buyer at a gold party or hotel. Always get an offer from the dealer that originally sold you the coins.

Understanding Measurement Units & Gold Purity:

Troy Ounce - The unit of weight for precious metals. One troy ounce equals 480 grains, 1.09711 avoirdupois ounces or 31.103 grams or 20 pennyweights. There are 12 troy ounces and 16 avoirdupois ounces to the pound.

24 Karat = Pure Gold **14 Karat** = 14/24 Pure Gold

18 Karat = 18/24 Pure Gold **10 Karat** = 10/24 Pure Gold



PROTECTING

YOUR GOLD & YOUR FAMILY

Owning gold is important, but owning gold can come with a big challenge: keeping it safe. Criminals love to steal gold. It's a large amount of value in a small, easy-to-conceal package. It's relatively hard to trace and easy to sell.

For maximum protection, store valuables in a bank safe deposit box. I've never personally known of anyone losing coins stored in a safe deposit box. But keep mum about the bank box and don't be predictable about visits to the bank. Experienced coin dealers know to vary their routine and make bank visits at different times and by different routes each time.

If you live in a hurricane-prone area don't leave valuables in your home where looters can get at them in the chaotic aftermath of a storm. Remember the TV footage of rampaging looters after Katrina and other hurricanes? Some local banks were closed after these monster storms, but within 60 days people were able to get to their valuables from their safe deposit boxes.

Some gold owners mistrust banks and elect to keep their gold close at hand in a home safe or buried in the backyard. Be forewarned: many buried tubes leak over time, and there are risks with having large amounts of gold around the house. In consultation with numerous law enforcement agencies, here are common sense ways to protect your valuables, yourself and your family.

- 1 Buy a fireproof safe or gun safe. Large safes usually are too heavy for thieves to carry easily.
- 2 Secure the safe. Bolt it to the floor, hidden in an out-of-the-way location, not your master bedroom or master bathroom. That's typically the first place thieves look.
- 3 Keep mum. Be very guarded about who you tell about your valuables and what they're worth.
- 4 Don't flaunt. Despite the temptation to show off your hard-won luxuries, never leave your valuable guns, coins or jewelry lying about exposed to children, maids, workers or even friends. Many a rare coin has ended up sold to a gold buyer or even put in a vending machine after it was taken by a tempted son, daughter, house-keeper or painter.
- 5 Read your homeowner's insurance policy to make sure it covers collectible valuables. Make an inventory list with estimated values, and photograph your most valuable coins, guns and accessories for insurance purposes, then keep the list and photos in a secure place.
- 6 Know your neighbors. Watch out for each other and report any suspicious activity in the neighborhood.
- 7 Make it look like you're always home. Cut off mail and newspaper delivery. Hire someone or enlist a willing neighbor to clear snow from your sidewalks, mow your lawn, move your parked vehicles periodically, and remove advertising fliers hung on your front doorknob or gate. Leave on a TV, stereo or radio with the volume loud enough to be heard from outside. Install timing or remote systems on several lamps near windows visible to the street so that lights come on and turn off unpredictably as though someone is home.
- 8 Never announce on Facebook, Twitter or any other public forum that you're going away. Social media is happy hunting grounds for thieves.
- 9 Destroy evidence of expensive new toys. Use an opaque garbage bag to conceal the box for that new super big screen high-definition TV set you bought. Empty boxes in plain sight could extend an invitation to burglars who will be on the lookout for other valuables in your home.
- 10 Always keep your house locked. Put dead-bolts on doors and keep them locked and secure window air conditioning units.
- 11 Install a very loud, monitored home security alarm. The alarm noise startles intruders and makes them anxious to get away before police arrive. Post the sign provided by the alarm company in a highly-visible place. Lock your outside breaker box or electrical panel to reduce the ease of thieves disarming burglar alarms and phone systems.
- 12 Turn on the lights! Well-lit grounds are less likely to be random targets and motion-activated lights leave few, undetected hiding places for thieves.
- 13 Get a dog that sounds ferocious, even if it isn't really. Even a cute, yapping "squeaky-toy sized" dog may serve as an alert that strangers are present.



HOW TO HANDLE THE NEW SAFETY DEPOSIT BOX DILEMMA

I have long recommended that clients store most of their valuable coins in a bank safety deposit box or security deposit center and I am in touch with many law-enforcement people, including retired FBI agents and police chiefs who share the belief that you are far safer storing your coins in a safe facility off-site. I also serve on the board of the Crime Stoppers of Southeast Texas. You may prefer to have personal and handy access to your coins at home but criminals who gain access to your home can force you to divulge the contents of your safe by threatening bodily harm or worse. It's not worth the risk.

Neither do I recommend burying coins in remote areas as you may become incapacitated and unable to retrieve the coins. There is also a risk of fire or flooding at home. The potential for flood damage is one reason why I recommend that you select a safety deposit box well off the floor level in the bank, preferably at chest level if you live in an area like ours where there is potential flooding.

But now, some new investors face a dilemma. I recently received a notice with one of my bank statements from JPMorgan Chase that they are no longer renting new safety deposit boxes. A few clients across

the country have called in about the same kind of letter they received. The bank is saying, in essence, they will honor the existence of current safety box contracts, but they are not offering new deposit boxes. I asked around with a couple of bank executives I know, and they were cautious about how they described the situation, but they basically said that "regulatory messaging of the current administration" was raising concerns about making new safety deposit box contracts. Another bank executive said they would open a new safety deposit box "as long as you do business with us," that is, you have some other type of banking account there.

So, the solution to this dilemma is that you need do nothing if you already have a safety deposit box in a bank you can trust – a bank that has always given you access when you need it. If you do not have such an account, you need to find out if your bank will open one for you and, if not, then go shop for a bank which will allow new safety deposit box accounts. If you are a good customer, maybe your current bank will make an exception in your case.

AMERICA'S GOLD EXPERT®

DR. MIKE FULJENZ

2021 American Numismatic Association Dealer of the Year

2024 named One of the World's Greatest Coin Graders by COINage Magazine

2025 Honored with the Friend of the BBB Award

Major Media Appearances

New York Times, Los Angeles Times, USA Today, Kiplinger, Forbes, NRA News, NBC News, Bloomberg TV, CNBC, Fox Business, CBS MoneyWatch and The Wall Street Journal

Awards

NUMISMATIC LITERARY GUILD (NLG) AND/OR PRESS CLUB OF SOUTHEAST TEXAS

- Book of the Year Award
- 12 Television Report of the Year Awards
- 6 Investment Book of the Year Awards
- 7 Best Dealer Publication Awards
- 11 Best Radio Show Awards
- Best Columnist of the Year
- Best Electronic Newsletter
- Best Brochure "Personal Gold Guide"
- Best Overall Article of the Year Award
- Best Investigative Radio Report (KLVI)

Offices Held

Chairman: American Numismatic Association Certification Committee

Board Member: National Coin & Bullion Association (NCBA)

Board Member: Numismatic Literary Guild

President: Beaumont Little Dribblers Basketball

President: Diocese of Beaumont Catholic School Board

State Bar of Texas Standing Committee on Advertising Review

Consumer Protection Assistance

Numismatic Crime Information Center, NBC News, U.S. Mint, Federal Trade Commission, CNBC, U.S. Postal Service, Los Angeles Times, CBS Inside Edition, Texas Attorney General and Beaumont Crime Stoppers Board

First Fidelity Reserve® has the benefit of proven and extraordinary trust and experience in Dr. Mike Fuljenz. With over 50 years in the numismatic field, he is considered one of the world's noted authorities on coin grading, authentication and the rare coin market.



"The fact that since 1986 Dr. Mike Fuljenz has won so many major awards in so many diverse categories, including the top NLG award 'The Clemy,' underscores how important his peers in the rare coin and precious metals markets view Mike's excellent analysis and reporting."

Ed Reiter

Former Executive Director, Numismatic Literary Guild
New York Times Former Columnist

Partnering

for Your Acquisition Strategies

Specialists in Rare & Certified United States Gold Coins

- Type II and Type III Liberty Double Eagles
- Indian Head Eagles, Half Eagles & Quarter Eagle
- \$5 and \$10 Carson City Minted Gold Coins
- Charlotte and Dahlonega Minted Gold Coins
- \$3 Gold Coins
- Gold American Eagle Coins

Serving as Market-makers within the Industry

- ▶ Outstanding acquisition strategies, timely in-depth numismatic analysis, and comprehensive consultation services provided to clients nationwide.
- ▶ Nationally award-winning executive team specializing in our Select 4 areas and gold coin markets guiding your acquisitions.
- ▶ Expert personal inspections secure value, grade and certification for your purchases.
- ▶ Now housed in a modern office complex complete with vault services, national buying software and ongoing award-winning training providing you some of the best service in the rare coin industry.
- ▶ 100% Customer Satisfaction Guarantee for every transaction.
- ▶ Rare Coin Quality Assurance Policy
- ▶ 100% Customer Service Hotline 877.877.2256
- ▶ Better Business Bureau Accredited since 2002

Contacted FFR to place an order for the 2009 Silver American Eagle. FFR's employees are informational and helpful. I like FFR because of the good values on their products.

Ryan, IL

I contacted FFR on a silver and gold offer in a publication. My silver and gold coins were delivered promptly, well packaged, and in great shape. Even for introductory offers, FFR has top quality, clean coins that were well packaged and always timely delivered.

JB, MA

I originally contacted FFR because of an ad I received regarding the purchase of Silver American Eagles. This was to be a one-time thing with no intent/need to acquire anything else from them, but after talking with a knowledgeable staff member about my intended coin purchase, I realized this may be the start of a worthwhile relationship.

John, NJ

I have been a FFR customer since 2009. I like FFR because they are overall very informative and have good prices.

Frank, NJ



To learn more about diversifying and protecting yourself with gold investments, watch our award-winning educational videos featuring Dr. Mike Fuljenz on our website.

CONSUMER PROTECTION

HONORED TO RECEIVE PRESTIGIOUS 2022 AWARD FOR AN ANTI-FRAUD, ANTI-COUNTERFEIT COLUMN

In June 2022, I was awarded 1st place honors from the Press Club of Southeast Texas for a column I wrote in 2021, entitled "China Continues to Profit from Counterfeit Culture that Jeopardizes Safety and Economy." I share this honor with my "Team Mike" staff, which helped provide much of the research.

Anti-counterfeiting has been a long-time specialty of mine. For almost 20 years, I taught at national grading and counterfeit detection seminars for the American Numismatic Association (ANA) and in 2021 named the ANA Dealer of the Year. I have also received the Al Kreuzer Award from the National Coin and Bullion Association and in 2016 & 2024 the Sol Kaplan Award from the Professional Numismatists Guild for my efforts to stop numismatic counterfeit coin sales. I say this only for the purpose of establishing my credentials for the quality of our service. You should only buy precious metals from dealers who have been recognized as experts by their peers, so that you know they have the expertise to spot and reject counterfeit coin offers.

I was also on the Anti-Counterfeiting Task Force. Here's an example of what we did. We were warned about a website selling counterfeit coins. The site was offering a 38-piece American Silver Eagle NGC MS69 set of all dates (1986-2022). The website included the name of a prominent dealer, who did not give the advertiser permission to use their company name. The coins in question and the NGC holders were counterfeit as the set was being offered at below silver spot price and at a fraction of what a genuine set of MS69 gem coins would cost. The site has now been removed, probably due to our actions.

In another example, I examined a set of American Silver Eagle coins for the family of a deceased pastor in our area. All of the coins were counterfeits, containing no silver. This was a pastor without much money to invest. There has to be a special place in hell for those who rip off a pastor's family. When investing, stick with someone who knows how to spot and reject any counterfeit products.



Buying Gold Today...
for Stability Tomorrow

FAQs

How do I pay for my gold?

By credit card, personal check, cashier's check, money order, PayPal or bank wire transfer. (Credit cards are not accepted by many dealers on gold bullion transactions.)

Once I place my order, what happens next?

Your order is shipped to you via priority and insured delivery, usually arriving in approximately 3 weeks or less depending on method of payment and market availability.

How should I store my gold?

A bank safety deposit box is highly recommended. My 50+ years of experience has shown that other storage options have greater risk.

Are 24k or 22k bullion coins better?

In the United States it really hasn't mattered. Some foreign investors prefer 24K products so the U.S. began the 24K Buffalo program. American Eagles, which are 22k, are still the most popular gold bullion coin and are eligible for IRA inclusion.

What is the benefit of dealing with a market maker?

Major market makers often have top experts, get first shot at some of the best coins, and typically buy coins back at higher prices. Major market makers have insights into breaking news that many dealers do not. Our expert, Dr. Mike Fuljenz, has contributed to most industry publications and leading price guides for over 30 years.

What if my preferred coins are not available?

Rare coins are, by definition, rare. They often require patience to find the right specimen. Even with bullion coins, mints around the world can run short of the bullion blanks necessary to mint new coins and have sales interruptions.

What if I need to sell my gold?

Contact First Fidelity Reserve at 800.336.1630. As one of the largest dealers and market makers of rare gold coins, we offer high prices to buy your bullion and rare coins. **Our customer policy is to buy back what we sell.**

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