



PRECIOUS METALS IRA GUIDE

Access The Wealth
Standard of Centuries



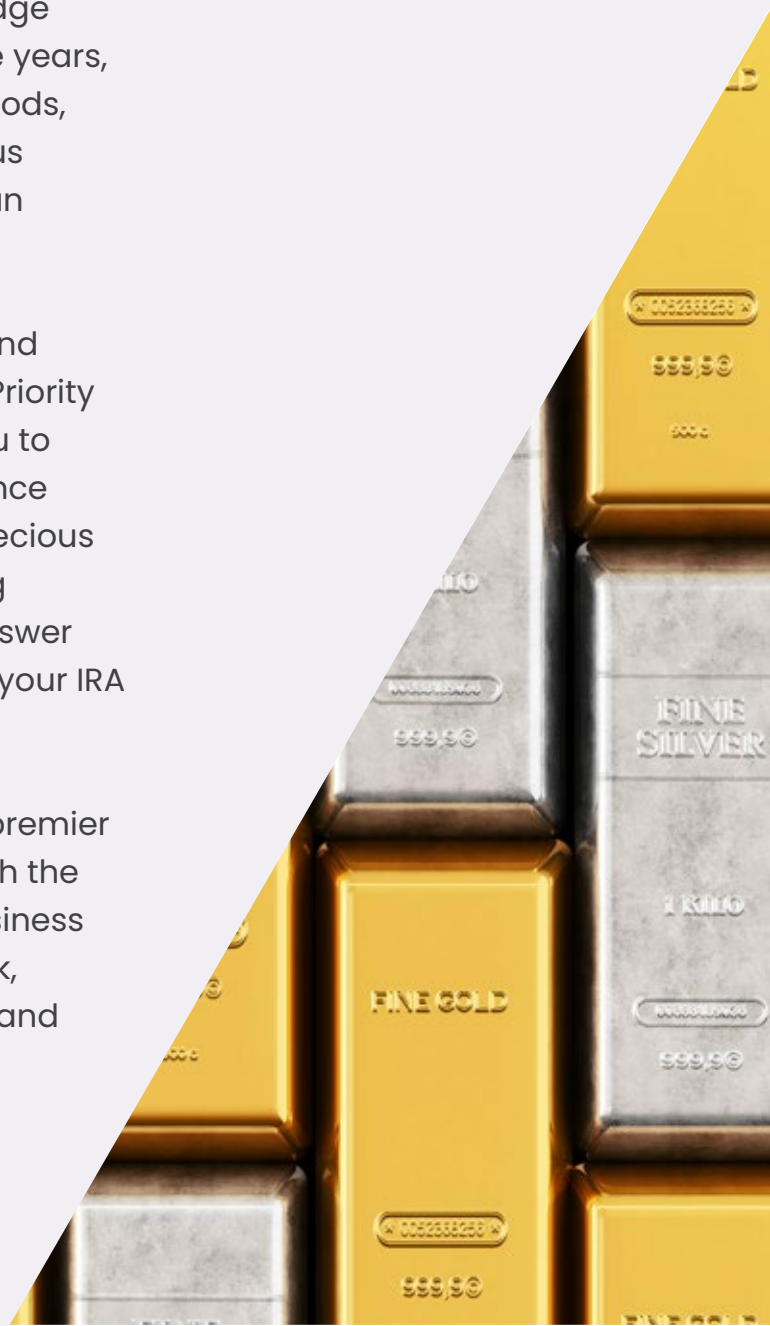
PRIORITY GOLD
AMERICA'S PRECIOUS METALS DEALER

Build Solid Wealth With Gold and Silver

Creating wealth for retirement requires an intelligent game plan that can survive today's volatile economy. Now, with mounting U.S. debt and the decline of the dollar, that means building a diversified portfolio as a hedge against inflation and global instability. Through the years, during both strong and challenging economic periods, investors have solidified their holdings with precious metals. They have made physical gold and silver an important stabilizer in their retirement accounts.

If you are concerned about consistently growing and maintaining the value of your retirement savings, Priority Gold's Precious Metals IRA Guide can introduce you to the attractive financial options available to you. Once you have read about the history and viability of precious metals as an important part of your assets moving forward, our experienced team will be happy to answer any questions you might have about augmenting your IRA account with gold and silver.

Priority Gold is recognized as one of the country's premier precious metals dealers. Proud of our A+ rating with the Better Business Bureau, our AAA rating with the Business Consumer Alliance and 5-Star rating with Trust Link, we are committed to the highest quality products and superior customer service.



Maximize Your Retirement, Diversify Your Wealth

Traditional IRA plans offered by investment brokers typically tout traditional assets. But lacking diversification, these types of investments tend to be vulnerable during periods of unrest or uncertainty. Clearly, this was the case during the 2008 recession when many investors saw their savings dwindle to a fraction of their former value.

During times like those, precious metals have historically fared extremely well, often, as in 2011, trading at record highs.

Why Diversify My IRA or 401K With Precious Metals?

Gold and silver are two of the world's most desired commodities. The only assets still accepted as standards of payment, they have consistently held their value over thousands of years.

Many experts believe gold and silver can serve as vital components in an investment portfolio because of their history of effectively balancing risk and return. For example, as individuals with the majority of their retirement assets in the stock market suffered greatly during that 2008 recession, those who diversified with gold and silver saw the precious metals allocation of their portfolio nearly triple in value.

Because gold and silver have traditionally fared noticeably well even during times of turmoil, a self-directed IRA with an allotment of precious metals could act as a reliable, future-proofing form of hedge.

A History of Value

In the past, the U.S. dollar fared well because it could be exchanged for gold upon demand. But since moving away from the Gold Standard, our American currency has lost its intrinsic value and much of its economic value. Gold, conversely, has become exponentially more valuable over time. Selling at \$35 per ounce in 1971, it now trades for over \$1,500 per ounce...an increase of more than 4,200%! ¹

What has made gold such a valuable commodity is its finite supply. The high demand for gold has led to extensive mining, to the point where *National Geographic* estimates that "more than half of all humanity's gold has been extracted in the past 50 years. Now the world's richest deposits are fast being depleted, and new discoveries are rare...but there is no shortage of miners, both big and small..." ²

Though, historically, gold and silver were not particularly liquid investments, that has changed in recent times. Today, the preponderance of private exchanges and liquidators make it easy to liquidate precious metals, especially when they are Priority Gold. Locking your price the same day you call, we can manage swift, hassle-free liquidations of your coins and bars for optimum returns.





Silver – The Perfect Complement

Just as gold has been a solid performer over the years, silver has also shown tremendous consistency. In addition to its value as a precious metal, it provides numerous industrial uses that bode well for continued demand in all kinds of market conditions. For instance, silver can be found in a wide range of popular items, from batteries, LED chips and semi-conductors, to dental fillings, nuclear reactors, water filters, touch screens...even solar energy cells.

Worldwide supplies of silver have dwindled, even as demand has continued to rise, driven by technical and industrial uses. This unique combination of forces makes silver an intriguing precious metal to evaluate as part of your portfolio's precious metals allocation.³

Platinum & Palladium – Flying Under the Radar

Rarer and lesser known as investment vehicles are platinum and palladium, two precious metals that are noticeably similar, except for their density and price. Palladium, in fact, is the most expensive of the key precious metals. More than half the supply of these two metals is used in catalytic converters, while they are also popular for use in dentistry, hydrogen purification, jewelry and as key components of fuel cells.

Because of their rarity and practical applications, these beautiful and lustrous silver-white metals have gained real traction with investors in recent years. They are both available in IRA-approved bars, rounds and various coins.⁴

The Proof Is in the Coin

The great appeal of Proof Coins, which typically offer favorable returns against inflation rates for the source continues to be strong among those holding assets in precious metals. What is it that gives them such strong value in the market? Actually, a number of factors come into play. Among them are:

U.S. Mint-Certified

Each proof coin comes with an official Certificate of Authenticity – protected in a classic velvet presentation case – which displays the government’s guarantee of the coin’s weight, content and purity.

Rare & Limited Mintage

Only a limited number of Proof Coins are issued each year.

Mint Mark

Found on American Eagle Proof Coins, the mark signifies the coin’s limited mintage.

Rare Finish

Coin blanks are struck multiple times to give the detailed images in the metal a distinct luster and glossy shine.

Sealed & Inspected

Each proof coin is meticulously inspected, then sealed in an airtight container. Never touched by human hands, the metal maintains its unique luster and shine.⁵

Why a Precious Metals IRA May Be Right for You

Besides gold and silver's strong history of maintaining and growing its value over the years, there are other reasons why a Precious Metals IRA can be advantageous to you. For instance, did you know?

Precious Metals IRAs can be liquidated quickly or, conversely, the metals can be taken into your physical possession easily once you reach the statutory retirement age.

Through possession, you can continue to own your asset even after taking your required distribution.

You can roll over into a Gold and Silver IRA, tax-deferred since the government views this as a lateral move from one asset to another.

A self-directed Precious Metals Individual Retirement Account enables you to purchase gold and silver as a way to prudently diversify and balance your investments.

Open Your IRA In 3 Simple Steps

Priority Gold makes it easy for you to open your Precious Metals IRA in just three steps. As a respected authority for IRA accounts of all types, we can provide you with valuable information, knowledge and confidence to move forward. And we will be by your side when you want to sell, take a distribution or buy some more – just a simple phone call away.

Now let us walk you through the process.

STEP 1

Contact a Priority Gold IRA specialist who will discuss your options with you and help you complete your IRA custodial account application.

STEP 2

Your Priority Gold specialist and your custodian will work collaboratively to help you roll over your existing 401(k) or IRA funds to a new Precious Metals IRA account.

STEP 3

You will work directly with your Priority Gold specialist to identify the metals you wish to purchase. We present the options, but you maintain all of the control. No orders are placed until you make the decision and confirm it.

Select Your Metal Type For Asset Growth

You have several different choices when purchasing your gold and silver for your IRA account. Gold and silver come in two forms: bullion bars and coins.

Bars have gained favor for bullion investing because they are uniform in size and stackable, making them easy to handle and store in small spaces.

Gold and silver bullion with recognized hallmarks are easily accepted for resale. Additionally, American Eagle Proof Coins draw interest from prospective purchasers because of their U.S. Mint Certification and highly polished, mirror-like finish. ⁶

IRA-approved coins and bars must meet specific standards set in place by the Internal Revenue Service (IRS), in order to be eligible for IRA inclusion. ⁷



Leaders in Secure Storage

The safety of your precious metals remains our highest priority. That's why, once you have made your purchase, we recommend storing those assets with a reputable, certified depository. We have close relationships with the world's most respected vault storage companies, including Brinks Storage and Delaware Depository. Priority Gold or your IRA custodian can arrange the transfer for you, so that everything is smooth and secure.

BRINK'S STORAGE – Trusted Security for Over a Century

Known worldwide for its ultra-reliable security logistics, Brink's has protected valuables since 1859. Its integrated network of secure facilities and services instills trust of the highest level. As an authorized, fully-insured depository, Brink's operates vaults throughout the world for comprehensive storage and immediate shipping from its locations, many of which are close to airports, mines and central banks.

Brink's provides secure inventory management, which includes accurate reporting on stock positions, inventory balancing and detailed item-level tracking. You can also request third-party inspection and assaying. Brink's provides thorough, rigidly-controlled management throughout the supply chain, and assumes full liability for your holdings while under Brink's watch.

The Brinks logo features a stylized icon of seven vertical bars of varying heights on the left, followed by the word "BRINKS" in a bold, blue, sans-serif font.



DELAWARE DEPOSITORY – America's Precious Metals Storehouse

The second largest depository in the U.S., Delaware Depository provides multiple layers of physical and electronic security. Your metals undergo rigid processes for identification and authentication before deposit into the company's vault.

Delaware Depository carries \$1 billion in all-risk insurance for depositors and is qualified to store your IRA assets. Detailed, comprehensive inventory controls and reporting systems ensure the highest grade of security for you, the valued investor. The depository offers a range of storage and reporting arrangements to meet your custody needs and provides you with secured accessibility to your deposits. All of your precious metals assets are held off-balance sheet in fully allocated, individually identified accounts.

Preferred Trust Company

Expanding the Circle of Trust

Priority Gold's commitment to security and transparency for every transaction extends beyond the opportunities we offer for buying and selling precious metals. We also work closely with trusted support companies, such as leading IRA custodians and large precious metals custody and distribution centers.

Strengthening Your Security Net

These organizations, such as Preferred Trust Corporation, share our vision for professionalism of the highest order in helping to safeguard your valuable investment. Many of our clients have utilized Preferred Trust's talents for vital IRA custodial duties.

As a licensed IRA custodian, Preferred Trust provides that all-important extra layer of security to ensure safekeeping for your investments and to make certain that all IRS and government regulations are followed. This enables you to make your investment decisions without worrying about complex financial laws and regulations.

Among the many reasons why we've chosen to work with Preferred Trust is their quick response time in meeting your unique needs. We know that you will appreciate the excellent customer service, fast turnaround and superior communication. A state regulated company, Preferred Trust offers years of experience specializing in self-directed IRAs containing alternative assets, such as precious metals. Thousands of clients throughout the nation have entrusted hundreds of millions in retirement assets to Preferred Trust's management and care.

PREFERRED TRUST



PREFERRED
TRUST
COMPANY

Clarity for Your Future

Like Priority Gold, our valued associates at Preferred Trust operate in a highly transparent fashion. Fees are all-inclusive and clearly defined so that you always know what you are getting for your money. While Preferred Trust cannot, by law, provide investment advice, the company's professional team of experts seeks to educate account owners about the various investment options available...alternative assets with the excellent potential to provide tax-advantaged growth.

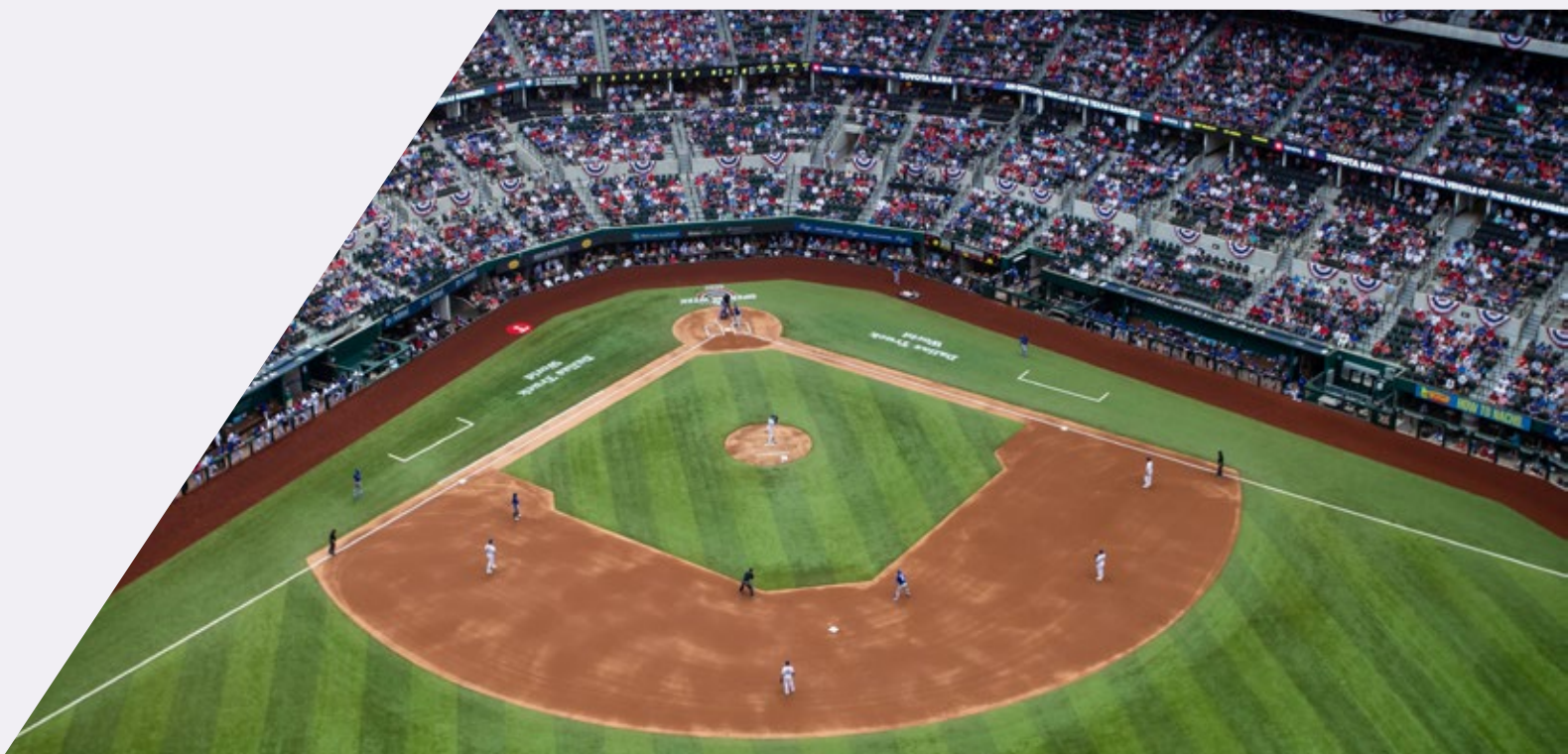
Should you enlist Preferred Trust Company as your self-directed precious metals IRA custodian, you will quickly recognize their diligent adherence to all compliance matters, their dedication to hassle-free service and fierce protection of your assets. It's no wonder the name says "Preferred."

Teaming Up with Texas Rangers Baseball

Priority Gold is the proud precious metals partner of the Texas Rangers Major League Baseball team. We share that same team mentality, working together toward common goals that enhance our communities and the common good. Like the Rangers, we are committed...day in, day out...to excellence within our organization and in the services we provide.



This relationship is one that we take very seriously. The Texas Rangers' steadfast determination is something that we admire in the team, and that we also see in ourselves. It is what drives our business model of conservative investing that stands the test of time. Investing, like baseball, is all about timing and consistency...skills that are built with practice. As seasoned professionals, we strive to bring our knowledge and experience to every decision we make.



Contact Priority Gold Today

Add another layer of security to your retirement portfolio, and diversify with the historical strength of gold and silver. Our dedicated IRA department will help you open your self-directed Precious Metals IRA quickly and properly. And you can then set your plan for building wealth upon a foundation that has consistently stood the test of time.

888-465-3008

Sources:

1. Source: <https://www.investing.com/commodities/gold>
2. Larmer, Brook. (2009 January) The Real Price of Gold - National Geographic Magazine; <https://www.gold.org/about-gold/gold-supply/gold-mining/how-much-gold>
3. <https://www.nasdaq.com/articles/silver-demand-surging-to-its-highest-since-2015-silver-institute-2021-04-22>
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7. <https://www.irs.gov/retirement-plans/investments-in-collectibles-in-individually-directed-qualified-plan-accounts>





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