

2024

BUYERS GUIDE



Welcome to Goldline, Your Trusted Gold & Silver Company


With a history that dates back to 1960, Goldline is a cornerstone in the precious metals industry. We've successfully delivered billions of dollars worth of precious metals directly to our clients. In an industry that sees constant change, our dedication to treating clients as our most valuable asset is our key to longevity. Our thousands of **5-star reviews on TrustPilot** affirm our impressive customer service record.



Goldline is rated
Excellent

Based on 8,261 reviews




 Trustpilot

“They worked with me to invest the money I had with no pressure. They listened to satisfy my wants and made it pleasant.”

 by Raymond

Rated 4.9 / 5 | 8,261 reviews

 Trustpilot

The Enduring Legacy of Gold

Gold, a symbol of power and wealth throughout history, continues to be a reliable asset, with a reputation for preserving its value and appeal in the midst of considerable economic changes.



Gold Coins and the U.S. Economy

In the U.S., gold coins circulated as currency until 1933. During the Great Depression, President Roosevelt strategically devalued the dollar by around 43% while simultaneously increasing the price of gold by approximately 75%. This decision significantly benefited those owning gold.

The Shift from the Gold Standard

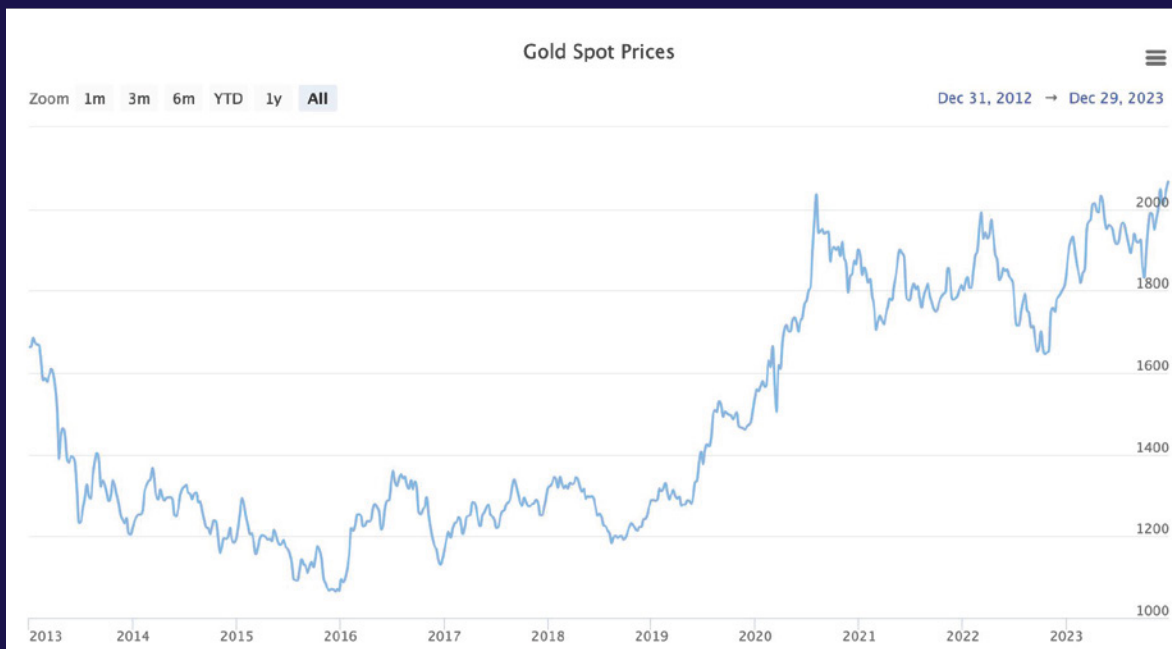
The gold standard was abandoned by the U.S. government in 1971, leading to a substantial expansion of the nation's money supply. Over time, this action resulted in a significant decrease in the dollar's purchasing power, prompting many to turn to gold assets as a hedge against inflation.

Gold in the Era of Paper Assets

The 1990's were marked by the rise of paper assets, with stock prices soaring and gold prices hitting a low of \$252 per ounce. However, a shift began to occur in 2001 when a new precious metals bull market emerged, leading to a consistent rise in gold prices. This upward trend culminated in gold reaching a record high in September 2011, and then again surpassing previous records by touching \$2,135.39 per ounce in December 2023.

Gold In The Recent Decade

Since the 2010's, gold prices have seen fluctuations, yet gold continues to be a diversification component of investment portfolios. The graph below illustrates gold's performance over the past decade, showcasing its resilience and role as an alternative investment during this period.



Gold As A Safe Haven

In times of economic uncertainty, both investors and collectors often turn to gold, a trend further emphasized by its recent peak in December 2023. Serving as an effective strategy for portfolio diversification, gold is consistently referred to as a "safe haven" asset. In light of current global economic challenges, the necessity for portfolio diversification, coupled with gold's inherent value and its record-breaking performance underscores its crucial role in financial stability and investment strategies.

Contact Goldline For Gold Investment Opportunities

To explore the opportunities in the gold market, reach out to our knowledgeable team at **800-827-4653**.

Why Many Investors Include Physical Gold In Their Portfolios

Diversification

The U.S. Securities and Exchange Commission advises investors to include a variety of asset categories in their portfolios.

Investing in gold provides an important layer of diversification. As the World Gold Council explains, gold's low correlation to mainstream assets and its role as a hedge against systemic risk make it an appealing choice for many investors.

Divisibility

Gold coins and/or rounds of less than one ounce, known as fractional coins and/or rounds, offer a lower entry point and greater flexibility upon liquidation or distribution.



Gold Prices

In the current global landscape, where geopolitical tensions are on the rise and emerging economies such as Russia and the BRICS nations are considering gold-backed currencies, gold's valuation is poised for significant growth. Analysts are increasingly optimistic about its future, with projections indicating a potential surge well beyond the December 2023 record of \$2,135.39 per ounce. Factors such as inflationary trends, currency devaluations, and strong demand from key economies like China and India are pivotal in shaping these expectations. Furthermore, gold's industrial uses and heightened interest from Central Banks add to its appeal. This growing confidence in gold's market performance is exemplified by predictions that it may surpass \$2,500 in 2024, making it an increasingly attractive component for diverse investment portfolios during uncertain economic times.

The Lustrous Appeal of Silver

Silver has been an integral part of international trade and finance for thousands of years.

Mined over 5,000 years ago, silver quickly became an essential element in trading among early civilizations. By 700 B.C., the ancient Greeks were using silver as currency, demonstrating its long history of value.



Silver In U.S. Currency

Silver coins have played a significant role in U.S. currency throughout history. The U.S. Mint produced 90% silver coins for general circulation until 1964, followed by 40% silver half dollars from 1965 to 1968.

Silver's Industrial Demand And Limited Supply

In today's market, silver continues to be an attractive investment. Its strong industrial demand, coupled with supply constraints, make it highly sought after. The unique properties of silver, including its strength, malleability, electrical and thermal conductivity, and natural antibacterial properties make it indispensable in various industrial applications.

Challenges In Silver Production

Despite its critical role in technology and industrial production, global silver mining faces limitations. Mining companies are challenged to increase silver production due to the fact that two-thirds of silver is a by-product of other metals.

Investing In Silver

On a per ounce basis, silver remains the most affordable precious metal. Investors are drawn to silver for similar reasons as gold: as a store of wealth, a potential hedge against inflation, and a strategy for portfolio diversification.

Performance And Outlook Of Silver Market

Silver's performance during the new millennium's bull market has been notable. For example, during the period from 2001 to 2011, silver prices surged over 500%.

Looking ahead, silver's role in the technological sector, particularly in artificial intelligence (AI), is gaining prominence. As AI advances, its dependence on silver for essential components is expected to boost demand. Top analysts predict growth in AI technology areas like server and switch production could significantly increase silver demand.

This uptick in demand, extending beyond its conventional applications in jewelry and industry, highlights silver's growing market relevance and versatility. Such a trend, combined with strong traditional demand, points to the possibility of future price increases in the silver market.

Current Market Trends in Silver

In 2020, the silver price made significant waves as it surpassed \$20 per ounce for the first time in four years. Since then, silver has maintained levels above that mark, reaching noteworthy highs. In May of 2023, it surpassed \$26 per ounce, and in early December 2023, silver prices touched an intraday high of \$26.34, just shy of its annual peak of \$26.44. This consistent performance underscores the ongoing strength and potential of silver as a valuable investment, reflecting its resilience and appeal in the commodities market.



Contact Goldline for Silver Investment Opportunities

To explore the opportunities in the silver market, reach out to our knowledgeable team at **800-827-4653**.

Exclusive Products Offered By Goldline

Goldline is privileged to offer an exclusive range of gold and silver products produced by a North American premier mint. These limited edition products are officially guaranteed for their weight and purity by the issuing mint and can be included in precious metals IRAs due to their purity.

Visit Goldline.com to view more of our products or call us at **800-827-4653** to learn more.



Legal Tender Gold Bars

The 1/10 oz Legal Tender gold bars, available in unique credit card-sized packaging, offer the same benefits as legal tender coins. These innovative bullion products, courtesy of the Royal Canadian Mint, are versatile, divisible, and ideally suited for barter in crisis situations.



MapleFlex

The silver MapleFlex stands out as the only 99.99% fine silver bar on the market. Each bar consists of 19 individual bars that together make up two ounces of silver. The innovative design allows you to break off smaller bullion coins or keep the bar intact as a larger investment bar, making it an ideal barter item in a crisis situation.



Benjamin Franklin Commemorative Round

First in the series designed by Glenn Beck in conjunction with Goldline, this round commemorates the Great Seal and depending on the metal, provides a fractional, divisible, pure, and affordable product. The front of the round has the bust of Benjamin Franklin with the word "Stand In Love" and the reverse captured Benjamin Franklin's original design and motto of the Great Seal. This round is available for purchase in 1/4 oz pure gold and 1 oz pure silver.

Continued Selection Of Exclusive Goldline Products

Visit Goldline.com to view more of our products or call us at **800-827-4653** to learn more.



Mayflower Commemorative Round

Second in the series designed by Glenn Beck in conjunction with Goldline, this round commemorates the Great Seal and depending on the metal, provides a fractional, divisible, pure, and affordable product. The front of the round has the Mayflower sailing across the ocean with the words “Stand With God” and the reverse captured Benjamin Franklin’s original design and motto of the Great Seal. This round is available for purchase in 1/4 oz pure gold and 1 oz pure silver.



American Covenant Commemorative Round

Third in the series designed by Glenn Beck in conjunction with Goldline, this round commemorates the Great Seal and depending on the metal, provides a fractional, divisible, pure, and affordable product. The front of the round has the bust of Abraham Lincoln surrounded by the words “American Covenant” at the top and “Abraham Lincoln” below. The reverse features a Civil War cannon surrounded by the phrase “One Nation Under God Shall Not Perish.” This round is available for purchase in 1/4 oz pure gold and 1 oz pure silver.

Purchase Precious Metals On Your Budget With Our Accumulation Program

Our unique Accumulation Program is designed to let investors steadily grow their precious metals holdings based on their set monthly budget.

Here's How It Works

- 1. Choose:** Select from our accumulation eligible products.
- 2. Set:** Establish your monthly allocation for each product (with a minimum of \$200 per product).
- 3. Pay:** Use your VISA, Mastercard, Discover, or Debit Card.



Once you've chosen your product(s) and set your monthly allocation, your first purchase will be made. Subsequent purchases are then automatically made for you on the second Wednesday of each month. Your card on file is charged for that purchase on the 15th of each month.

On the scheduled purchase date, your allocated amount will be used to acquire whole or fractional coin(s), round(s), and/or bar(s) based on the current selling price. We store your products until you request shipment. Please note that we only ship whole products.

Please note that this program is not currently available in Arizona, Indiana, Iowa, Minnesota, Montana, New Hampshire, Rhode Island, or Utah.

For more information about our Accumulation Program, contact us at **800-827-4653** to learn more.

The Accumulation Program can be an easy and automated way to steadily build your portfolio of precious metals, all tailored to your personal budget.

Precious Metals for IRA

Open a self-directed IRA with an independent custodian using funds from a qualified retirement plan such as an old 401k, TSP account, Roth IRA or any other qualified plan. Fund your precious metals IRA and then choose the IRA eligible gold, silver and/or platinum coins, rounds, and/or bars you'd like in your IRA.

The Concept of Precious Metals IRA

In 1997 Congress altered the rules for IRAs and allowed some self-directed IRAs to hold physical gold (or other precious metals) provided they met specific criteria. For over two decades, this option has been available for those who wish to diversify their retirement assets and introduce a different element that may act as a potential hedge against market volatility and inflation.

Precious Metals IRA with Goldline

At Goldline, we offer a service that can assist in the setup of a self-directed IRA featuring precious metals. Once your IRA is set up and funded, you may start acquiring precious metals. Feel free to contact us at **800-827-4653** to learn more about diversifying your retirement portfolio with precious metals.

IRA Diversification

The inclusion of precious metals in your IRA is an option that could offer several potential benefits.

Other than diversification, these may include a possible hedge against inflation and economic downturns, and potential price appreciation over time. However, these outcomes are not guaranteed and can depend on various factors. Always consult with a financial advisor or investment professional before making decisions about your retirement portfolio.

Goldline believes clients should expect to hold precious metals and numismatics for at least 3 to 5 years and preferably 5 to 10 years to optimize their opportunity for potential gains. Goldline believes clients who may already be in their retirement years and receiving distributions from their IRA's should carefully consider investments in precious metals and numismatics and determine if such an investment is appropriate for them.

Why Investors and Collectors Choose Goldline

As one of America's largest, oldest, and most enduring precious metals dealers, Goldline has been a dependable source of precious metal investments for over half a century. Our longevity in an industry where dealers are often transient is a testament to our steadfast commitment to our clients. We firmly believe in treating our clients as our most valuable asset, which is why investors and collectors continue to choose Goldline.



Providing Comprehensive Information

Goldline distinguishes itself by providing a broad range of analytical information to our clients. We strive to keep you informed with regular market news, detailed coin fact sheets complete with photos, current spot metals prices, and informative charts. Our commitment to transparency also means we provide vital risk disclosure information and require all clients to read, understand and acknowledge our Account Agreement.

Tech-Savvy Investing Tools

Understanding the need for accessibility and convenience in today's digital age, Goldline offers a free smartphone app.

These applications provide you with precious metals prices and other valuable market information on the go, ensuring you're always connected to the pulse of the precious metals market.

Personalized Service

When you choose Goldline, you'll be assigned a personal Account Executive who will be available to answer your questions, guide you in acquiring precious metals, and provide you with timely updates, prices, and current market information, but does not provide any investment advice. This personalized approach ensures you're never in the dark when it comes to your investment.

Secure Shipping And Assurance

Before your purchase is shipped, Goldline undertakes at least two reviews of your order to ensure accuracy. We promise, in writing, to either replace your order or refund your purchase in the event of any damage or loss during shipping (please refer to our Account Agreement for full details).

Unrivaled Return Policy

All first-time purchases with Goldline are protected by a full seven-day money-back guarantee, offering you peace of mind as you venture into precious metals investment. Additional refund policies are fully detailed in our Account Agreement.

Sell To Us Program

Goldline or an affiliate has historically made buy-sell markets in bullion and rare coins it offers although the law prohibits any precious metals dealer from guaranteeing to repurchase the items it sells. Goldline can make selling your precious metals easy with just three simple steps.

Contact us at **800-827-4653** to be connected with our affiliate, Precious Metals Purchasing Partners to sell your metals.



Experience The Goldline Difference

Goldline excels in the precious metals market through its dedication to exceptional customer service, transparency, and innovation. We demonstrate this commitment by offering straightforward pricing, observing stringent compliance and governance, delivering comprehensive product information, and confirming all purchases.



Dedicated Customer Service

Our devoted customer service team is ready to address all your questions and guide you through the process of investing in precious metals. **Call us at 800-827-4653** to embark on your precious metals journey.

Assurance In An Age Of Uncertainty

Investing in precious metals provides a level of assurance not provided by other investments, especially in uncertain times. As a company, Goldline strives to offer a platform that informs, enables, and empowers both seasoned and first-time investors.

Start Your Precious Metals Journey With Goldline

We hope this guide has enlightened you about investing in gold and silver. Whether you're a long-term investor seeking diversification, a collector drawn to the history and beauty of precious coins, or someone looking for a potential stable hedge against economic volatility, we're here to assist.





More Than Just Financial Returns

Investing in gold and silver is not just about potential financial gains. It's a voyage into a rich history and a captivating world that has enticed humans for thousands of years.

Goldline recommends reviewing its Account Agreement and risk disclosure booklet, Coin Facts for Investors and Collectors to consider, prior to making your purchase. Precious metals and rare coins can increase or decrease in value. Past performance is not a guarantee of future results. We believe that precious metals are a long term investment, recognizing any specific holding period may be affected by current market conditions requiring a longer or shorter holding period.

Ready To Assist

Feel free to reach out to us at **800-827-4653** to learn more or to commence your journey in the world of precious metals. Our experienced team is ready to guide you at every step.

Goldline Referral Program

Goldline is pleased to announce an enhanced Referral Program as a thank you for referring your friends and family who become part of our Goldline family.



Here's How the Goldline Referral Program Works:

By introducing new clients to Goldline, you have the opportunity to be rewarded with free metals. The amount of free metals you are eligible to receive depends on the purchase made by the person you referred.

Benefits on Top of Current Promotion(s)

In addition to the free metal rewards, the referral program operates in conjunction with any existing promotions or specials, thus giving you the opportunity to potentially receive even more free metals, all helpful to grow your portfolio further.

Take Action: The Opportunity is Now

We encourage you to take advantage of our referral program. Not only will you be helping your friends and family diversify their portfolios but you will also both benefit from the opportunity to receive free metals.

For more detailed information about our referral program or if you have any questions, **contact us at 800-827-4653.**

Testimonials from Our Valued Clients

At Goldline, we are confident in the value our services and products offer to the world of precious metals investing. We believe that the best testament to our quality comes directly from those who have experienced it firsthand.

"I Trust Goldline – I have worked with Goldline for a few years now, and can trust what they say."

★★★★★ by Deb

Rated 4.9 / 5 | 8,255 reviews

★ Trustpilot

"Great service! – I have had nothing but the greatest service from my Goldline representative. Quick and ...

★★★★★ by Cindy Clarke

Rated 4.9 / 5 | 8,255 reviews

★ Trustpilot

"AAA+ – My broker walked me through the entire process. Quick delivery too. AAA+"

★★★★★ by Richard

Rated 4.9 / 5 | 8,255 reviews

★ Trustpilot

"I find GoldLine to be the best, they are always offering free metals when you purchase what they have as their special, Sherrill Kalupa is a great agent, honest and sincere, always there to help you"

★★★★★ by Jean

Rated 4.9 / 5 | 8,255 reviews

★ Trustpilot

"My Goldline Rep was great to talk to and very knowledgeable. He made the process easy and was willing to take the time to answer all my questions."

★★★★★ by Jason

Rated 4.9 / 5 | 8,255 reviews

★ Trustpilot

"Honest and very helpful for what to invest in. I would recommend this company to anyone."

★★★★★ by Daniel

Rated 4.9 / 5 | 8,255 reviews


★ Trustpilot

Additional Testimonials From Our Clients

“Good, honest information. Will even tell you when they think a certain option isn't the best for you.”

 by Cindy


Rated 4.9 / 5 | 8,261 reviews

 Trustpilot

“No pressure to buy from them. They fact based and allowed me time to make a decision.”

 by Joseph


Rated 4.9 / 5 | 8,262 reviews

 Trustpilot

“Being a repeat customer, the service is exceptional, quick and easy. Gino introduced me to some new products which I greatly appreciated. He and Robin are a fantastic team!”

 by Neal


Rated 4.9 / 5 | 8,262 reviews

 Trustpilot

“Very knowledgeable advice without sales pressure”

 by Thomas

Rated 4.9 / 5 | 8,262 reviews

 Trustpilot

Purchase Precious Metals FAQ

Question: How do I buy Precious Metals?

Answer: There are three ways to buy precious metals:

1. Have the metals shipped to you or store in a secure vault.
2. Open a Precious Metals IRA.
3. Acquire precious metals monthly for as low as \$200/month through our Accumulation Program.

Question: How do you ship Precious Metals to my home?

Answer: All packages are shipped discretely and fully insured.

Question: How do I store Precious Metals in a secure vault?

Answer: Metals are physically stored primarily in Las Vegas, Nevada. You can also contact Goldline for additional storage location options.

Question: How do I buy Precious Metals in my IRA account?

Answer: Call our Concierge Team to open your IRA, transfer or add funds to your IRA, and then choose IRA eligible precious metals products.

Question: How does the Accumulation Program work?

Answer: Purchases are automatically made for you on the second Wednesday of the month and your credit card will be charged on the 15th of the month or the following business day. On the scheduled purchase dates, you will purchase the quantity of coin(s) and/or bar(s) that your allocated investment can buy at the current selling price (ask price). Please note, because you are allocating a fixed dollar amount per your payment schedule, you may not be able to purchase an entire coin or bar every month.



**Thank You For Considering Goldline,
Your Trusted Gold & Silver Company.**

We Look Forward to Serving You.

800-827-4653

Goldline.com