



Market Comments from Jerry Williams



It is getting increasingly difficult to make short term prognostications about the metals markets. Our physical markets continue to be played (manipulated) by money center banks in the PAPER market. They sell huge amounts of leveraged contracts of metals they

don't own and can't deliver. Two weeks ago, 2 million ounces of gold were sold short on the market opening.

"Shouldn't that be illegal?" everyone asks. You would think so! The Commodity Futures Trading Commission (CFTC) just concluded a **five year** investigation of the silver futures market and found NO evidence of market manipulation. Gold is never investigated.

There are ongoing indictments of J.P. Morgan for manipulation of energy, currencies, interest rates and aluminum futures. A large settlement is pending and J.P. Morgan announced that

they are leaving the commodities trading business.

Meanwhile, government central banks are buying up cheap physical gold and silver with their excess dollar reserves.

Eventually, some insider will write a book a few years from now and the true facts and names will be disclosed.

So we wait and hold our security blankets and don't sell unless we have to.

Brave souls, who see the macro picture, will establish long term positions here and eventually, all of us will be rewarded.

Special points of interest:

- New Website Design
- Storage Services
- Perth Mint Launches 2014 Coin Designs
- Apply Online for Precious Metals IRAs
- Precious Metals Loans
- 2013 ANA Money Show

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New Website Design Launched in August—visit us at www.apmaz.com

Working with a web design company here in Phoenix, APM's website now has a fresh new look and logo design. Our goal was to make the site cleaner and easier to search and create a memorable brand for our company.

We would like to remind everyone that we do post articles and blogs every couple of days, if not every day, so please add our site to your Favorites for the latest in precious metals news.



Storage Services Now Available

By partnering with a trusted, privately owned depository located in the United States, we can now offer you a storage solution for your gold, silver, and other precious metals.



While we have always been and still remain proponents of holding your precious metals investment in your physical possession, in today's climate it may not be safe to hold large amounts personally. Most insurance premiums are cost prohibitive for a policy covering theft of precious metals from your home and safe deposit box contents are not FDIC insured. For that reason, segregated vault storage with a private, fully insured third-party custodian is a great option for storing your gold, silver and other precious metals bullion products.

Segregated storage means that your precious metals investment is held separately, and never comingled with other investor holdings. The coins or bars that you put into your storage account, will be the exact same metals that are disbursed when the time comes that you want to sell or take physical delivery of your precious metals.

American Precious Metals has selected CNT Depository, Inc. as our storage services partner. CNT has a strong history in the industry, a staff of storage experts, and they use latest technology to protect your assets and confidentiality. To learn more about storage services, please call or visit our website at <http://www.apmaz.com/storage->



Perth Mint Bullion Launch & Chicago's ANA Coin Show

In August, Jerry and Courtney attended the American Numismatic Association's (ANA) 2013 World's Fair of Money coin show in Rosemont, IL (near Chicago). There were literally several billion dollars in rare coins, currency and precious metals on display and for sale. Over 500 dealers from across the country set up booths there and mints from around the world were present, including South Africa, Austria, Canada, China, Australia and the U.S. Many dealers had sold out of inventory and were closing up halfway through Saturday. It was apparently a very successful show.

During that trip, they also had the privileged of attending a small, private seminar hosted by the Perth Mint to showcase the 2014 Perth Mint gold and silver bullion coin launch, featuring the new designs for the gold and silver Lunar Horse, gold kangaroo, silver kookaburra and koala and the platinum platypus coins. The coins

have a staggered release during the fall and will all be available by the end of 2013. The launch video of the new coins is available on our website at <http://www.apmaz.com/videos/2014-australian-perth-mint-bullion-coin-launch>



Your Reviews Matter To Us

We would like to encourage all of our clients to write a review of their experience with us. We want to ensure that we are providing our clients with a superior experience and any feedback gives us a chance to improve our client service going forward.

There are several places where reviews can be posted online. If you could take a moment to write a quick review, we would appreciate it.

Better Business Bureau

<http://www.bbb.org/central-northern-western-arizona/Business-Reviews/coin-dealers-supplies/american-precious-metals-inc-in-phoenix-az-9000392/customer-reviews>

Click on "Submit a Customer Review"

Yelp

<http://www.yelp.com/biz/american-precious-metals-phoenix>

Click on "Write a Review"

Chamber of Commerce

<http://phoenix-az.chamberofcommerce.com/47122801-american-precious-metals-inc/>

Scroll down to User Reviews and click on "Rate This Business"

New Financing Option—Precious Metals Loans

For customers with short term cash flow needs, who do not wish to liquidate their precious metals position and/or possibly pay taxes on any gain from the sale, it is now possible to obtain a loan that is backed by your precious metals. This is a great option for many precious metals investors, as traditional banks will not loan against your precious metals since they do

not have the ability to store them as collateral. We can put you directly in touch with an individual at this private company who would be handling your loan.

The precious metals that you pledge as collateral for your loan will be held at the CNT Depository until the loan is repaid. If you choose, A.P.M. would be

glad to help you ship your precious metals to the CNT Depository so you can be sure they are fully insured during transit.

Please call or email us today for more information. You can also visit our webpage at <http://www.apmaz.com/precious-metals-loan>.



Open a Precious Metals IRA Account in Minutes at *myDirection.com*

New Direction IRA has been working over the past six months to make a more efficient and enjoyable interface for clients to use.

They have launched a new online client portal called *myDirection.com*. They have implemented a New Account Online Application which allows them to gather client information and approve new accounts faster (typically within 2 business days). https://service.newdirectionira.com/app/account/create_account. The portal also enables the client to electronically submit a Buy Direction Letter, Sell Direction Letter and Exchange Letter (the movement from one IRA-

held metal to another metal) within 2-3 business days. This expedited, paperless process allows them to disburse funds within 24 hours of receiving an invoice for new orders and service existing holding requests. Clients can also access *myDirection.com* to view their current holdings, look at past statements, ask questions and more.

Lastly, they established a Precious Metals Acquisition Team (PMAT) to exclusively service their client's precious metals transactions and answer client questions.

You can always visit our website at <http://www.apmaz.com/precious-metals-ira> for more details and watch an introductory video on opening a precious metals IRA.



Electronic Newsletter

Our goal is to eventually deliver the majority of our future newsletters in electronic format.

Please send us your most recent email address to info@apmaz.com to receive the newsletter electronically going forward.

If you do not have email, we can continue to send you a paper copy in the mail.

To opt out of receiving the newsletters, please send us an email at info@apmaz.com and put "Stop Newsletter" in the subject line and provide us your name.





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*Family owned and operated since
1994*

We are on the web!

Please visit us at www.apmaz.com

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- Connect with us on LinkedIn



American Precious Metals, Inc. is a retail and wholesale buyer and seller of gold, silver and platinum coins and bars. While we deal mainly in bullion products, we also handle numismatic coins. We have performed countless estate valuations and appraisals for clients. We also have extensive experience helping investors set up Precious Metals IRAs.

At APM, our purpose is to provide our clients with the best possible prices whether buying or selling. You will get honest answers and objective information. No high pressure sales tactics. If we don't have what you want in stock, we'll do our best to find it. We deal with customers nationwide and can ship your order registered and insured for the full value anywhere in the United States.

We are a family owned and operated business, established in 1994 by Jerry Williams. Jerry brings 40 years of experience to the company, having started his career in the precious metals business and also spending time as an investment advisor with Merrill Lynch. Jerry has a long standing reputation for honesty and fairness which provided the foundation for the organization's principles. APM is operated by a team of friendly, knowledgeable staff who will dedicate time and attention to ensure our customer's needs are met.

References are available on request. Our reputation is sound and long standing.

For Up to Date Market Information—go to www.apmaz.com

Please be sure to check out our website from time to time.

- We post articles every few days on our **Current News** page and we put an editorial style piece on the **Our Blog** page at least once a month.
- If you haven't seen our **Videos** page, there are a number of great interviews featuring Jerry as the guest appearance.



- As new products become available, we add pictures and descriptions to the **Products** page as well. Pricing changes almost daily, so please call for the most current product prices.

