



**AMERICAN**  
PRECIOUS METALS

### Market Comments from Jerry Williams

On November 30<sup>th</sup>, the Swiss will vote on a referendum to restore gold as a reserve for their currency and to repatriate all Swiss gold held abroad back into Switzerland. Polls show 45% of the population is in favor of it. It would require purchasing 1500 metric tons of gold over the next 5 years. If approved, it would have a significant effect on the gold price.

No doubt the German experience of having to wait 7 years to get their gold back has had an effect here.

The current record number of short positions in silver has driven its price to new lows for the year, currently \$17.20 per ounce. It now has a ridiculously low ratio to gold of 72 to 1. Three years ago that relationship was 30 to 1, (\$1500 gold, \$50 silver). Quite a few people have been opting to trade gold for silver, a possible tax loss strategy before year end, but more so intending to reverse the position at a lower ratio netting more gold in the process.

All the markets seem to be taking directions from the Federal Reserve Board's comments. Last week, St. Louis Fed President, Bullard, stated that the economy needs MORE inflation and that the Quantitative Easing policy (QE), due to end this week, should be continued. Furthermore, interest rates will be kept low for the foreseeable future.

That kept gold well above the \$1200 level but previous comments about raising rates seemed to contain a rally to \$1252. Again, the stock market and gold seem to maintain an inverse relationship to each other.

With mid-term elections less than two weeks away, a financial panic must be avoided at all costs. Draw your own conclusion. Mine is that markets continue to be manipulated for financial gain and political purposes.

Physical gold and silver, in your possession, represents the ultimate secure asset.



### Thinking of Converting Your Paper Backed 401k or IRA to An IRA Backed by Physical Precious Metals?

We have helped countless clients transfer their IRA or 401k holdings from traditional paper investments to a physical gold or silver backed IRA. The idea of having their investment backed by a physical commodity has brought our clients great peace of mind. The process of setting up a precious metals IRA is simple and typically takes about 2-3 weeks from start to finish.

New Direction is one of several custodians that has made getting started easy by establishing a new client portal at [myDirection.com](http://myDirection.com).

After entering just a few pieces of information, you can have an account number within minutes.

For more information or to watch the instructional video, please visit our [Precious Metals IRA page](#).



### 2014 Rich Dad Symposium in Las Vegas

This October, we had the privilege of being invited to be the first precious metals dealer to ever participate in the vendor resource area at a Rich Dad financial education symposium.

We were fortunate to have the opportunity to meet with a highly intelligent and motivated group of attendees, a superb group of vendors in various areas of financial services and the gracious team of individuals representing the backbone of Rich Dad Education.

We raffled off a 2014 Silver Kilo Lunar Horse coin at the seminar, which created a lot of stir and got the attendees excited to learn more about precious metals investing. Congratulations to Genevieve on winning the raffle prize! We hope to have the opportunity to represent the precious metals industry at future conferences!



### Looking For The Perfect Holiday or Birthday Gift?

Many people struggle to find the right gift for the person who has everything. Gift cards seem impersonal and that sweater with the snowflakes on it that you picked out may never make it out of the closet of the person you purchased it for.

Many of our clients come in once a year to purchase a gift for their loved ones. A gift that has real, long-term value. Sometimes it is an ounce of gold, but often times it is simply a current year Silver Eagle or Silver Panda coin. We have no purchase minimums so please stop by and see what products might make a nice gift for a "hard to buy for" friend or family member.

Check out our [Products](#) page for our most popular products. Call for availability.



## Storage Services Program Gaining More Interest

Almost every day, we answer questions from current and prospective clients about storage options for their precious metals. One option we can offer our clients is a privately owned depository located in the United States with whom we have partnered to provide a trusted, highly secure and fully insured location to store your gold, silver and other precious metals. Because of our 20 year relationship with CNT and the fact that we handle the administration of our client's accounts, we can offer our clients a lower annual storage rate than if they were to inquire with CNT directly.

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 [Storage Services](#) page.



## Perth Mint Unveils Australia's 2015 Bullion Coin Program

Once again, in August of this year, Jerry and Courtney ventured to Chicago for the ANA Money show and to meet with the folks from the Perth Mint in Australia to have an exclusive sneak peek at next year's bullion coin designs.

A few items to note, this year marks the 25th anniversary of the silver Kookaburra coin, so the 2015 coin features the original design from 1990. Also, in keeping with their tradition of minting bullion coins portraying Chinese themes, 2015 Year of the Goat coins are being minted in limited quantities in both gold and silver.

The Perth Mint has released a Bullion Coin Launch Video to showcase the 2015 gold, silver and platinum coin designs. Click below to see the 2 1/2 minute video.

[2015 Perth Mint Bullion Coin Launch](#)



## Your Reviews Matter To Us

We hope that all of our clients experience exceptional service when dealing with everyone here at APM. We would like to encourage you to write a review of their experience with us. Any feedback gives us a chance to improve our client service going forward.

Here are a few links directly to our company page on these sites:

[BBB](#)

[Yelp](#)

[Chamber of Commerce](#)

[Google](#)

These are just a few of many places where reviews can be posted online. If you could take a moment to write a quick review, we would greatly appreciate it.



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## Commonly asked questions

One of the most frequent questions we are asked by clients is:

### **Why do some bullion products cost more than others?**

The higher price is not typically a result of the dealer's markup but rather who produced the product. Government mints tend to charge more than private mints for the same amount of gold or silver. Since it costs more for gold dealers to buy government-minted coins in the marketplace, those costs are passed to the customer. For example, a 1 ounce silver American Eagle coin created by the U.S. Mint will almost always cost more than a 1 ounce silver bar or round produced by a privately owned mint. Government mints command higher prices because there is a greater sense of security in the marketplace when a product carries their seal of approval.

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