



Precious Metals Info Guide

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Dear Valued Customer,

Hello, and thank you for your recent request for information regarding diversifying your retirement savings with physical gold and silver.

You're probably just as concerned as we are for America's economic future. For the first time in our proud nation's history, we're facing a future where our standard of living will decline compared to those who came before us. Our two-decade-plus national binge of deficit spending and multiple bubble-and-bust cycles of the stock market has created a financial dilemma for Americans who hope, one day, to stop working and enjoy their golden years.

The U.S. faces an absolute ocean of red ink, over \$30 trillion (and counting). That's money owed to global central banks, U.S. citizens, and future recipients of Social Security, just to name a few. We've seen the federal government bailout banks owned by other nations. We've seen the Federal Reserve conjure trillions of brand-new dollars out of thin air, nearly overnight! It's only a matter of time before the entire house of cards comes tumbling down before our government becomes financially bankrupt, dooming all our futures, and our children's futures as well.

We have a window of opportunity right now. To diversify our hard-earned money out of the inflated, increasingly-worthless U.S. dollar. To turn those pieces of paper, backed by nothing but hot air and vague promises to pay with real, physical assets we can hold in our hands.

My colleagues and I at American Alternative Assets have been working hard to educate everyday Americans just like you about the crucial importance of acquiring physical precious metals due to their intrinsic value. We want you to know the benefits of acquiring rare, highly-valued U.S. coins to diversify and protect your savings. I'm confident that, if you're given the facts, you will make the right decision. You will proudly join millions of your fellow Americans who own rare coins and precious metals.

Please take as much time as you need to review the enclosed materials. I know it's a lot to take in! And remember, at any time, my staff of professionals stands ready to make your experience enjoyable. We want to offer you the same level of white-glove service the world's billionaires get when they go shopping – while never losing sight of the critical protection that tangible items with intrinsic value can give your financial future.

If I can personally be of any additional service to you or your family, please give my office a call at 888-503-1553. You have my commitment that our organization will make every effort to serve your needs with integrity and honesty.

Sincerely,



CEO, American Alternative Assets



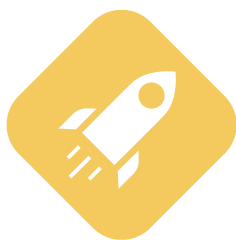


THE DIFFERENCE WE ARE MAKING

“Gold is money. Everything else is credit.”

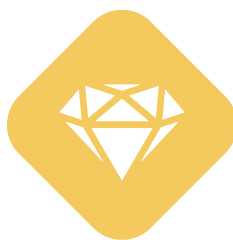
— J. P. Morgan

The core of our company is directed at providing great opportunities for Americans to protect and diversify their retirement funds through physical precious metals. We provide valuable knowledge and every of our company's decisions is tailored towards ensuring a smooth transition to your retirement plan.



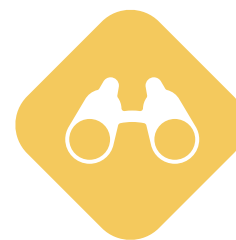
OUR MISSION

Our mission is to provide the best service through values of integrity, support, and knowledge to empower customers in making financially prudent decisions to attain their desired financial future and protect their savings.



OUR VALUES

We achieve this mission through values of hard work, customer-centeredness, integrity, empathy, and efficiency. We support our customers through the whole process to enable them to understand all the available options for purchasing precious metals and guide them in choosing one that is best suited for their goals.



OUR VISION

To establish a network of financially secured American retirees through sustainable ownership of physical assets.

HERE'S WHY WE ARE THE BEST

American Alternative Assets stands as the best in the industry as we offer a time-proven track record of success in our service provision. We have a profile that projects values of integrity, empathy, and hard work dedicated to helping customers meet their needs.



Simplicity

Our process is simple, easy to understand, and execute. Our customers trust us to make their retirement plans straightforward; hassle-free.



Transparency

We understand the value of integrity and pride ourselves in being open with our customers. We build and sustain trust through an entirely transparent process. From the point of contact to the delivery of your metals, you can count on our fair and trustworthy service.



Reliability

You can count on us to help you make the best choices. Through every step of the process, from lower prices to insured delivery we are always client-oriented. We have a track record of reliable customer service, something you can count on when safeguarding your future.

The benefits of choosing us are innumerable. We have set a standard in the industry that remains to be matched.

Our mission, vision, and values drive us to give customers the best value when making their retirement plans. Our service aims to establish trust – and to do it in the most honorable manner.





TODAY'S THREATS ARE WORSE THAN EVER BEFORE

Threats to sound financial health are at unprecedented levels. With new levels of inflation, the scare of a recession, and nerve-wracking movements in investment assets, these are dangerous and critical times for financial investing, specifically when it impacts your personal future.

“We live in unprecedented times and we’re facing unprecedented threats.”

— Mark C. Sprenger



Inflation

The United States is seeing new levels of inflation reaching a new high of 8.5% in March. Various factors have been identified from the economic impact of the Covid-19 pandemic to the rise in oil prices following Russia's invasion of Ukraine. The inflationary reaction caused by supply chains and the Fed increasing rates is hitting every sector of the US economy.

With a growing risk of recession, the Fed has begun tightening interest rates. Despite this, the battle against inflation might go on longer than imagined. The reactionary wave generated by inflation continues to ripple to influence market trends toward the negative.



Government debt & deficit spending

The U.S. has a debt profile of about \$30trillion as of February 2022. The majority of the borrowed money is directed at financing the economy to sustain growth. This negative income is the budget deficit. As borrowed money is pumped into the economy, inflation is driven up and so the costs of household commodities and other services begin to increase.





Stock market casino

The stock market can sometimes be likened to a casino where gamblers pour their fortunes only to lose everything carelessly. The volatile nature of the stock market makes it a very risky investment for one's savings. The market actors are beyond one's control and the risk of a market crash during moments of seemingly high returns is always the norm.

Below are some of the recent crashes in the stock market over time.





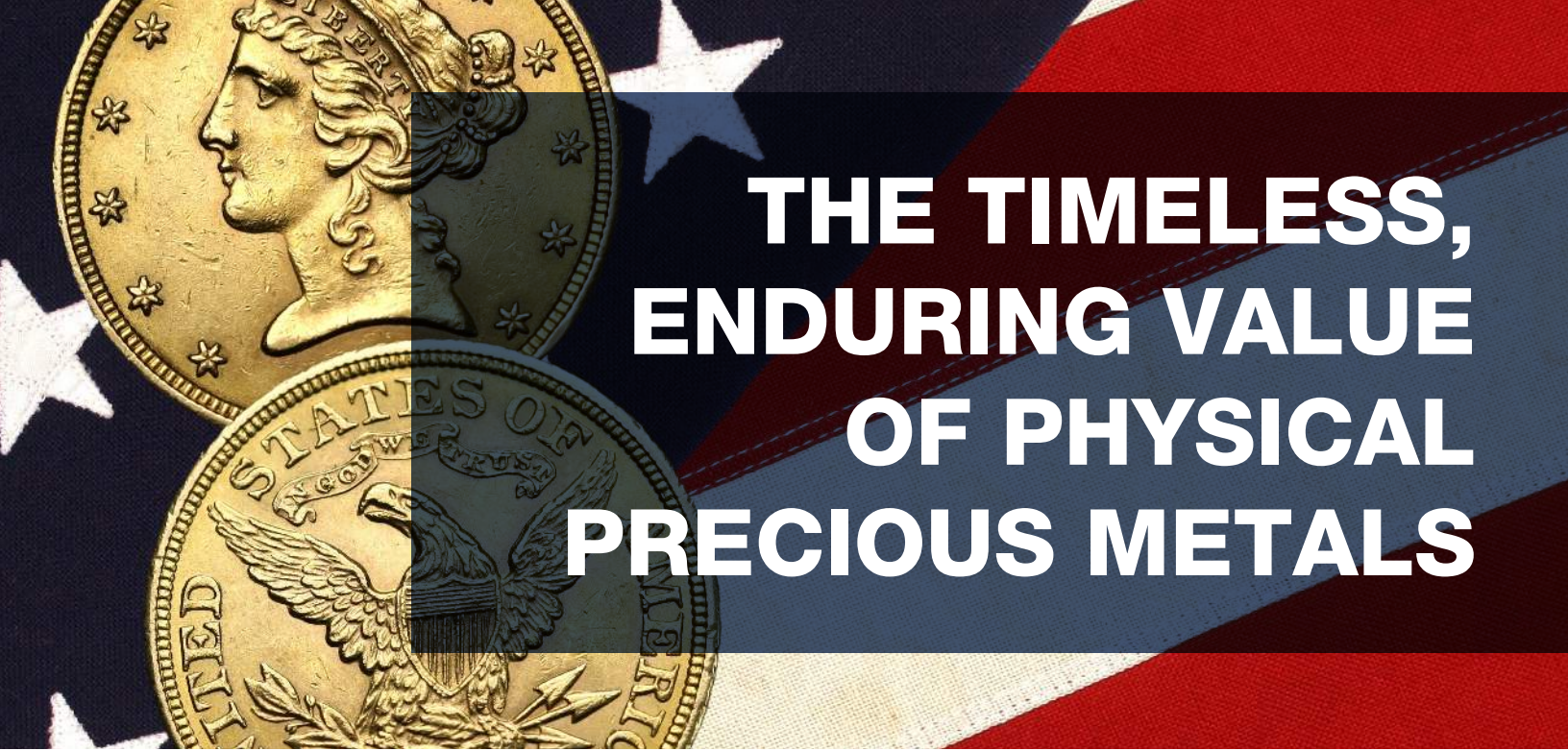
Fly by night assets

Arguably the most volatile class of assets, cryptocurrency has witnessed the most unpredictable movements in market trading. Many who have been enticed by its big gains have also been left burnt after major crashes. In May 2022, investors lost millions of dollars in a cryptocurrency sell-off in the oddest of circumstances.



Wealth disparity

The US states has one of the highest wealth disparities seen in the world. This is further worsened by several global financial crises, with the top class of earners recovering and outpacing the rest. In 2021, the top 10% of Americans held about 70% of US wealth with the remaining 30% divided among competing classes.



THE TIMELESS, ENDURING VALUE OF PHYSICAL PRECIOUS METALS

“There can be no other criterion, no other standard than gold.

Yes, gold which never changes, which can be shaped into ingots, bars, coins, which has no nationality, and which is eternally and universally accepted as the unalterable fiduciary value par excellence.”

— Charles de Gaulle

Precious metals have existed in antiquity. Their enduring qualities of these metals across civilizations and empires point us to the important intrinsic value they possess.

Gold has been recognized as money, a store of value with intrinsic worth, for centuries. Most scholars agree that the world’s earliest gold currency was the Lydian stater, minted about 600 BCE from a naturally-occurring alloy of gold and silver called electrum. In ancient times, Greece, Rome, Egypt, and China all minted and used gold coins as money. (Silver has been used as money since at least 1,200 BCE.)

Similarly, Silver has endured and surpassed numerous civilizations. As early as 3500 BCE, silver was said to have been found in the stores of Anatolia. It was a great store of value through its use in creating beautiful vessels, coins, and jewelry.

Their ability to withstand the harshest of natural conditions sets them apart from other stores of value and hedges against the unforgiving forces of economic woes.

Nations have used precious metals as a means of survival in difficult times as their values transcend the barriers of time and space.

GOLD

“If you want an alternative currency, check out gold. It has stood the test of thousands of years as a store of value and medium of exchange.”

— Paul Singer

Gold’s reputation as the “King of precious metals” precedes it. With thousands of years in history, its value has stood the test of time.



5000 years of track record

Mining of gold dates as far back as 5000 years ago. It has been found to exist on all continents and across different times. Its first known use for coinage was in ancient Egypt. In 1792, the United States passed its Coinage Act running a bi-metal standard for the country. During its rich history, Gold has been used as a currency, a store of value in fine vessels, and as a hedge against inflation in modern times. In modern investing, gold has had a modest increase in value, while also protecting investors from market crashes and volatility.



“Money of Last resort”

Gold is the money of last resort. It hedges against the economic problems of Inflation, and market crashes. As the uncertainty in market prices grows, the normal reaction of the average investor is to panic into a sell-off. Also, inflationary reactions reduce the purchasing power of the dollar as prices of commodities increase, meaning the money in your savings account is losing value. During this period, national stores in gold and other precious metals retain near their value and have even gone on an uptrend. The money lost during bear markets is safely hedged by the value inherent in acquiring gold.

WHY DO CENTRAL BANKS OWN GOLD?

Global central banks count as major holders of the world's gold reserve. Central banks have amassed a massive 30 000 tons of gold. Over the past decade, financial institutions have stacked tons of gold than it has in 50 years.

Being responsible for the stability of its national currency and prevention of an economic collapse, Central banks hold gold in their reserves as a haven, crisis or not.

Some of the reasons for owning gold include:



HEDGE AGAINST INFLATION

The safe haven of gold serves as protection against the scourge of inflation. To avoid harsh economic impact, Central banks use gold and other precious metal as a hedge for the economy.



TO REDUCE RISK

Financial institutions use gold as a shield against market risk.

During inflation, the currency faces devaluation, and purchasing power is low. Gold is used as collateral against the risk of an eventual collapse.

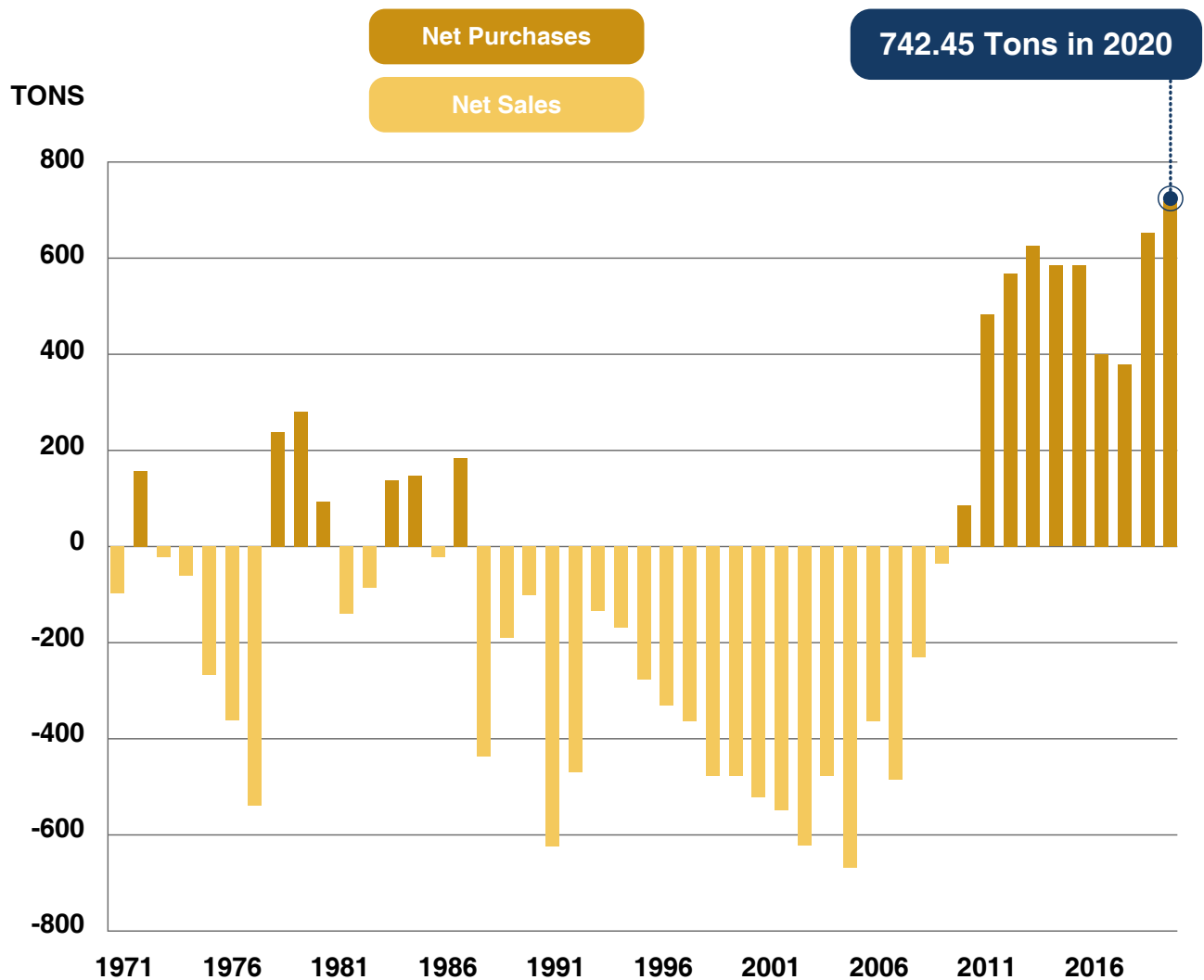


TO ENHANCE STABILITY AND GROWTH

Gold is used as a stabilizing factor for the economy as currencies face devaluation. Major countries of the world use gold in defending from the excesses and fluctuation that threaten economic growth.

Central banks own gold to demonstrate to the world that something is backing the nation's currency. Furthermore, central banks buy and sell gold all the time to increase or decrease the perceived value of their nation's currency.

Why would any nation want to decrease the value of its currency? Because it makes that nation's exports cheaper for overseas customers who pay in their own nation's currencies. On the other hand, weak currencies punish the nation's citizens, who are penalized with higher prices for all imported goods.



Source: Metal Focus, Refinitiv GMB, World Gold Council



BUYING GOLD IS PRUDENT INVESTING

On a macroeconomic scale, Central banks resort to gold as a financial hedge against the fluctuations and risks of equities and fiat currencies. Owning gold on an individual level is the edge to securing your future and independently making a decision that financial powerhouses deem important to protect yourself from market and non-market actors in the economy.

SILVER – MUCH MORE THAN “POOR MAN’S GOLD”

Along with U.S. gold coins, we also recommend U.S. silver coins, because of their widespread public circulation throughout American history until 1964. In 1964, the U.S. Mint abruptly stopped minting coins with silver content.

Like gold coins, U.S. silver coins are categorized as bullion silver coins, general numismatic/collectible silver coins, and rare U.S. silver coins. Bullion and general coins derive their value primarily from the daily spot price of silver, while rare silver coins may have added value based on their scarcity, condition, popularity, and collector interest.



What’s driving the silver rush?

One aspect of the silver market most analysts simply ignore is the intense popularity of U.S. Mint silver coins. Year after year, Americans have bought out entire mintages of American silver eagle coins – that’s why you see so many Out of stock messages when shopping for silver coins.

But it’s not just the U.S. – China has a centuries-old love of silver. The Chinese Communist Party (CCP) actively encourages citizens to buy and stockpile physical gold and silver. This is either sound economic advice or possibly a large-scale scheme to corner the global market on physical gold and silver...



PROFESSIONAL INVESTORS ARE STILL BEARISH ON SILVER

Back in 2011, silver prices rose from \$30 to nearly \$50/oz before gradually settling back down. Investor sentiment can be a great contrarian indicator because most people do the right thing at exactly the wrong time. They buy assets when prices are already near the top, and they sell when prices have fallen near the bottom. (That’s a major reason that Fed-sponsored asset bubbles are so destructive to everyday American investors.) When asset prices are low, and when speculators talk silver’s price down (and short silver contracts too!), it’s often a signal for smart money to buy, because prices can go nowhere but up.



MONEY-PRINTING DEVALUES DOLLARS, BUT NOT SILVER

When the money supply increases, the value of assets that have intrinsic value, like gold and silver, rises. The Fed’s inflationary policies made silver the best-performing major financial asset of 2011. Should the Fed’s near-zero interest rate policies and money-printing binge continue, silver prices could rise dramatically.



SILVER IS A GOOD, LONG-TERM STORE OF VALUE

Silver coins make outstanding gifts for children and grandchildren, reminding them of the real value of true and honest money. U.S. silver eagle coins are the nation's only official silver coin still in production. Their popularity and intrinsic value make them an excellent long-term store of value and can make a great addition to your tax-sheltered Precious Metals IRA.



WHAT'S DRIVING SILVER PRICES?

Silver is a precious metal with a very bright future, due to basic supply-demand fundamentals. Worldwide market demand for silver is growing, while easily-mined supplies are dwindling. To further complicate the supply picture, pure silver mines are incredibly rare. Silver is most commonly found in mines extracting base metals like lead. Therefore, the silver supply is less responsive to changes in demand than many other commodities.

Today, the U.S. government's silver stockpile is long gone. Silver must be purchased at market prices. And new, high-tech uses for silver are piling additional demand on an already strained supply. World demand for silver now exceeds annual production, which depletes global stockpiles.

Silver prices would need to rise above \$125/oz. today *just to reach the previous inflation-adjusted high of \$50/oz. back in 1979!* Silver is still a mere fraction of the \$100-\$150/oz. price projected by many silver industry experts.

For all these reasons, the current silver market may represent a great buying opportunity. Silver coins have a long history of serving as an inflation hedge, protecting purchasing power against dollar devaluation and easy-money, inflationary monetary policies.



DIVERSIFICATION: “THE ONLY FREE LUNCH” IN INVESTING

Nobel Prize-winning economist Harry Markowitz once described diversification, the practice of putting your nest egg in different baskets, as “the only free lunch” in investing.

Why? Well, in investing, risk and return are joined at the hip. It’s rarely possible to add potential return on investment without taking on a corresponding risk of loss.

But diversification across different types of assets can boost returns AND reduce risk. This sounds too good to be true, so we’ll just quote the Securities and Exchange Commission website here:

The Magic of Diversification. The practice of spreading money among different investments to reduce risk is known as diversification. By picking the right group of investments, you may be able to limit your losses and reduce the fluctuations of investment returns without sacrificing too much potential gain.

Diversification can be across different types of assets (stocks and bonds), across different regions (the U.S. and international), and different asset classes (physical precious metals and equities).

Diversification’s benefits are very well-studied in financial and academic research, and they’re the underpinning of Modern Portfolio Theory (MPT). We don’t have the space to explore them fully, beyond one key consideration...

WHY NEGATIVE CORRELATION CAN BE A POSITIVE

“Correlation” means “the tendency for prices to move in the same direction.”

Gold’s price tends to move in the opposite direction of stocks, though sometimes with a delay. That’s likely because, when *everything* is plummeting in price, investors and hedge funds, and billionaires want to *get out of the falling markets*. And where do they want to put their money? What’s the centuries-old Haven asset class of choice? Gold.

That’s why we usually see gold’s price rise, even when everything else is falling. Note that correlations can change over time, and looking at very short windows (one or two days) doesn’t reveal the full picture. However, the general wisdom of Wall Street is very simple:

***When the
world’s falling
around your
ears, buy gold.***



PAPER GOLD

Paper gold basically describes gold-related assets with gold's spot price without the ownership of any physical gold. The three types of paper gold include – ETFs, gold futures, and gold certificates.

You might have considered diversifying your savings by investing in an exchange-traded fund (ETF) that tracks gold or silver price. If you have a financial advisor, they might've guided you in this direction.

Here are a few things you should know before you invest your hard-earned money into any sort of fund.



Funds don't always own physical gold

Some financial products don't own anything but contracts on gold's spot price. Maybe you imagine huge vaults filled with gleaming gold bullion bars, but what you're buying might be nothing more than a wager on price movements.



Funds are subject to market manipulation

One of the realities of our financial markets is that every asset, whether it's a stock or a bond, creates an opportunity for speculators to manipulate its price. Short sales, derivatives, and other "side bets" can easily grow to dwarf the value of the underlying asset.



Physical gold vs. paper gold

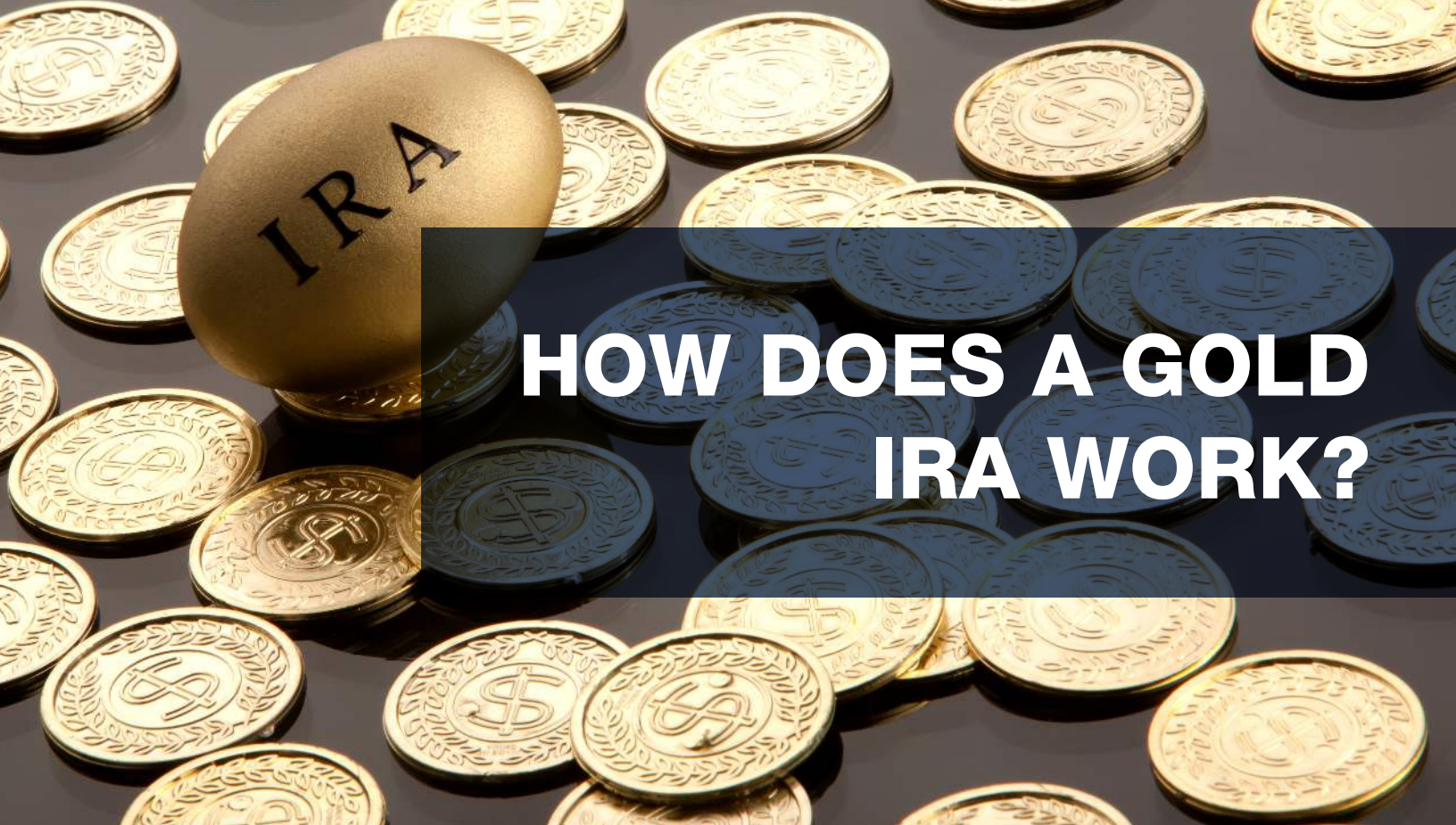
When you own an American eagle 1 oz. gold coin, it's yours. There's no uncertainty about the asset's ownership. You know where it is at all times. Its value isn't subject to speculative attacks by Wall Street powerbrokers or day-traders with a smartphone and an attitude. Gold is simple, unlike virtually every other investment choice you have.

That is an enduring aspect of physical gold's appeal.



Counterparty risk

Paper gold adds to the complexity of counterparty risk. The gold ETF company could go bankrupt or fail to deliver on any of its promises. Also, issues like tracking costs and tracking errors are due to third-party involvement.



HOW DOES A GOLD IRA WORK?

A gold IRA or self-directed IRA operates like any other retirement account. Your retirement fund is saved in physical assets of gold such as coins, bars, or bullion. A gold IRA can be set up with pretax or after-tax money and must be held separately from normal IRAs. Remember you can hold equities and bonds in your self-directed IRA, but now you get to include precious metals as well.

Types of Gold IRAs include:



TRADITIONAL GOLD IRA

They work on a tax-deferred basis like the traditional IRA. They are funded with pretax dollars and taxes are removed when you claim your withdrawal at retirement.



ROTH GOLD IRA

A Roth IRA works on an after-tax basis. They are funded with after-tax money and you won't be paying taxes when you claim your withdrawal at retirement.



SEP GOLD IRA

Business owners and self-employed individuals have this option that is similar to a traditional Gold IRA available to them.

SETTING UP YOUR ACCOUNT

American Alternative Assets helps you through the process of setting up your account.

Our representatives work you through the process involved in creating your gold IRA account and guide you in making an informed choice on all available physical assets.

Schedule your free consultation with one of our Senior Portfolio Managers or contact us today.



FUND YOUR ACCOUNT

Once your account is created you can roll over your funds through an IRA-to-IRA transfer, rollover from an existing 401k or cash contribution to a self-directed custodian.



SELECT A DEPOSITORY

To complete the process, you must find a secured depository to store your gold. IRS law requires that funds in a gold IRA be stored in a depository. Depositories are specialized safe houses where all your precious metals will be stored and are insured against loss, theft, and other events.

WHY BROKERS AND INVESTMENT BANKS HATE GOLD IRAS

It is uncommon to notice the hate Wall Street has for gold. The average stockbroker or investment banker shares a disdain for gold despite its value as a hedge against inflation and a wise store of your IRA.

The reasons are quite obvious and understanding the psychology behind it is important in protecting yourself against this bias.





THEY BELIEVE IT HOLDS NO VALUE

Investors like Warren Buffet have been known to keep a fixed stance on Gold as having no value. The sentiment is common among investing establishments. However, this is far from the truth.

Civilizations have hemmed in on Gold primarily because of its intrinsic value. This value has been important in protecting nations from the harsh reality of inflation.



THEY HAVE BEEN TRAINED TO DO SO

American financial institutions have been primed since the Nixon policy to downplay gold's importance and relevance. This was due to gold being seen as a threat to fiat currency and as such have been trained to have a disdain for gold.

This institutional thinking is common among investment bankers and brokers who rarely mention Gold IRAs to their customers.



FIXATION ON EXCESS GAINS

The typical stockbroker believes Gold IRA is not a good investment as it offers no dividend and doesn't give the super high returns seen among volatile holdings such as stocks and cryptocurrency.

This mentality on Wall Street is driven by greed without the consideration of the investor. The current loss and sell-out seen so far in the equity market continue to prove them wrong and show why Gold IRAs are a great option plan for you.



YOU GET TO MANAGE IT YOURSELF

The process of acquiring and managing a Gold IRA can be done by yourself eliminating the need for a third party. This eliminates the broker fee or recurrent fees on your equities and the brokers know this. Also, your asset is away from the manipulations and fluctuations that are sometimes the effect of big brokers and investment bankers



STORAGE PROCESS

The fast-paced processes involved in more volatile assets have attuned brokers and investment bankers to more paper assets – Exactly why they have no problem with gold ETFs. The brokers want nothing to do with the risk and cost of protecting physical assets like gold.





Financial peace – the equivalent of a fire extinguisher for emergencies.

The volatility seen in the equity market during the year is a pointer to the turbulence of volatile assets. Financial peace is the equivalent of a fire extinguisher – It becomes handy in difficult moments. Losing hard-earned money in the equity market can be a sad fate for one's financial life which is why financial peace must be sorted through enduring assets.

The Standard and Poor 500 equity index is down about 15% year-to-date as compared to Gold's 0.4%. Maintaining a prudent investment in physical assets to protect your retirement money from the fires of volatility. Hedging your funds through Gold IRAs gives you the needed peace in a tough financial market without jeopardizing your need for returns.



Diversification smooths volatility without significantly lowering returns

As earlier said, gaining returns is an important aspect of investments and this drives your choice of IRA. Managing volatility through diversification is a necessary stratagem to adopt in selecting your portfolio. As retirement beckons, riskier assets should take a lesser part of your portfolio as you focus on enduring assets. Diversification doesn't deny you the risk of enjoying great returns rather it balances the risk inherent in investing in assets with moderate returns.

In 2020, the annual average return on gold was 24.6% as compared to the S&P 500's return of 18.40% within the same period. The fair returns offer dual protection against market declines and economic woes while providing moderate returns.

CONCLUSION

Getting a Gold IRA is a wise choice for your retirement plans. You are safely hedged against inflation, market currents, and negative financial trends while being in total control of your assets. A gold IRA is a necessary diversification of your portfolio to limit the risk on your retirement funds.

Setting up a gold IRA is an easy process from setting up your account to getting a depository to store up your physical gold asset.

We have an outstanding team built on a core of integrity, flexibility, and empathy to guide you through the entire process. Get started on your gold IRA journey by calling this 888-503-1553 and speaking to a Precious Metals Specialist.



OUR CUSTOMERS SAY...

Our reputation precedes us and has earned us the goodwill of our customers.

They say:

We are reliable

Trust is essential to us. We carry our services at a high level of reliability that gives our customers the assurance of the future we are helping them build.

We are understanding

We understand what our customers want and we go through the journey with them through patience and by providing the valuable knowledge they need.

We are the best

We offer customers the best service they can get. We provide an enabling environment to help them understand their retirement needs and give them the necessary support to choose the best option for them.

GENERAL DISCLAIMER

American Alternative Assets, its principals, and representatives, in no way, guarantee a profit or guarantee against a loss on any purchase made. Significant price swings in a short period of possible. The degree of liquidity for certified coins will vary according to the general market conditions, as well as the specifics of the particular coin involved. American Alternative Assets and its representatives are not certified to provide tax, legal, insurance, or investment advice. You are solely responsible for determining whether any investment, security or strategy or any other product or service, is appropriate or suitable for you based on your specific investment objectives as well as your personal and financial situation. You should consult a qualified accountant, attorney, or tax professional regarding questions about your legal or tax situation.