



AMERICAN RARE COIN AND COLLECTIBLES, LLC

Protect Yourself and Avoid Rip-Offs and Scams

1. Educate Yourself First.

Whether you are a serious collector, an enthusiast or an investor, take the time to learn about precious metals and numismatic coins; both are fascinating subjects! Study the markets or even join your local coin club, but just be clear about your reasons for wanting to include precious metals and/or numismatic coins in your collection or portfolio. There is no better way to protecting yourself than to have a fundamental understanding of how the markets operate, what to buy and what to sell, when to buy and when to sell and at what price.

Below and in no particular order are a few helpful resources dedicated to precious metals and the precious metals market(s):

- The World Gold Council
 - www.gold.org/
- World Silver Institute
 - www.silverinstitute.org/site/
- Platinum Metals Group
 - www.ipa-news.com/en/3-0-PGM.htm
- A Beginners Guide to Precious Metals:
 - www.investopedia.com/articles/basics/09/precious-metals-gold-silver-platinum.asp

Below and in no particular order are a few helpful resources dedicated to collecting coins especially numismatic rare coins:



- The Ten Rules of Successful Coin Collecting
 - www.money.org/explore-the-world-of-money/getting-started/ten-rules-of-successful-coin-collecting.aspx
- Beginner Coin Collecting – Beginner Articles Offering Tips and Advice
 - www.numismaster.com/ta/inside_numis.jsp?page=beginner-coin-collecting
- American Numismatic Association (ANA) and the ANA's NGC's Research Tips
 - www.money.org/
 - www.money.org/explore-the-world-of-money/research-tools-from-ngc.aspx

2. Locating a Dealer.

It is often said that the very best advertising is by word of mouth. Asking friends or relatives to whom they have purchased or sold precious metals or numismatic rare coins is the very best method of locating a good and reputable dealer. The people you know and trust will have recommendations based on firsthand experience.

Did you know that 70+% of American Rare Coin's business is due to repeat customers and/or referrals!

Thankfully, in addition to the above, other resources are available to help you locate a reputable dealer; more often than not they are trusted industry trade associations and/or well-known third-party review organizations – both of which have a vested interest in critically evaluating dealers within the coin and precious metals industry because let's admit it, we've all heard of the rip-offs and the shady dealers that our industry unfortunately can attract!



Below and in no particular order are a few helpful resources dedicated to finding and evaluating coin and precious metals dealers:

- The Professional Numismatists Guild or PNG
 - American Rare Coin is a member.
 - www.pngdealers.org/find-a-png-dealer?view=browselist
 - It should be noted that PNG is an exclusive and highly-praised organization of professional numismatists - not every dealer can be a PNG member. Perhaps more importantly it is a professional organization with strict by-laws including member's adherence to PNG's:
 - "Collector's Bill of Rights": www.pngdealers.org/collectors-bill-of-rights and
 - "Code of Ethics": www.pngdealers.org/png-code-of-ethics
- The American Numismatic Association or ANA
 - American Rare Coin is a member.
 - www.money.org/membership/dealer-directory.aspx
- The Professional Coin Grading Service or PCGS
 - American Rare Coin is an Authorized Dealer
 - www.pcg.com/dealers/
- The Numismatic Guaranty Corporation (NGC) and Paper Money Guaranty (PMG)
 - American Rare Coin is an Authorized Dealer with both organizations
 - www.ngccoin.com/services/dealer-listing.aspx
- The Better Business Bureau or BBB
 - American Rare Coin is an Accredited Business and has BBB's highest A+ rating.
 - www.bbb.org/minnesota/business-reviews/coinsstamps-and-precious-metals-



dealer/american-rare-coin-and-collectibles-in-bloomington-mn-3000910#sealclick

- Angie's List
 - American Rare Coin has received Angie's List's highest ratings for multiple years – their Super Service Award.
 - www.angieslist.com

3. Check Dealer References and Helpful Hints

Once you have selected a dealer – it's time to check them out!

- Visit their business address.
 - Hopefully they have a retail business address! What is their store like? Clean? Presentable? Professional?
- Ask how long they've been in business.
 - American Rare Coin has been in business since 1992.
- Ask how long they've been at their current business address.
 - American Rare Coin has been located at the same address for over 20 years. We're not going anywhere!
- Visit their website.

Did you know that American Rare Coin publishes both its Buy and Sell prices on its website! Visit: www.CoinsOnLine.com

- Ask for customer references
 - American Rare Coin has dozens, if not tens upon tens of positive references on our website from people just like you!
Visit: www.CoinsOnLine.com
- Ask for bank references.
 - We'll happily provide you ours.
- Ask if they are members of their local Chamber of Commerce.
 - American Rare Coin is a proud member of both the Bloomington and Greater Minneapolis Chambers.



- Make sure they are Bonded and Insured.
 - American Rare Coin is.
- Transact a small purchase or sale first before proceeding with a larger purchase or sale.
 - How was your experience?
 - Did they explain their Buying and/or Selling Procedures to you?
 - Did they answer your questions truthfully and completely?
 - Did you feel pressure to sell or buy NOW?
 - If you were selling what is generally regarded as scrap gold or silver – did they weigh it and did they do so in front of you?
 - Did their scale(s) have an NTEP certificate from the MN Department of Commerce Weights and Measures Division?
 - Do they post signage as “We Pay Cash” or “Cash on the Spot” or something similar?
 - Caution: It is against Minnesota law for coin and precious metals dealers to pay cash.
 - Caution: State of Minnesota dealers are required to prominently post their prices within their place of business.
 - Did you receive a receipt and does it show the applicable Spot Metal Price? Were you provided with the information on the amount of precious metal within your coin(s), etc?

Other Resources and Helpful Hints

- Investigate the business by looking them up at the State of Minnesota’s Secretary of State’s Office. What is their status?
 - Visit: <http://mblsportal.sos.state.mn.us/>
 - We’re listed as American Rare Coin and Collectibles, LLC
- Read the Minnesota Attorney General’s “Beware of Fraudulent Gold Coin Dealers”.
 - <http://www.ag.state.mn.us/Consumer/Publications/FraudulentGoldCoinDealers.asp>



- Visit the Numismatic Consumer Alliance or NCA
 - <http://www.stopcoinfraud.com/nca/>
- Visit the Numismatic Crime Information Center
 - <http://www.numismaticcrimes.org/>
- Read the Better Business Bureau’s Consumer Tips (of which American Rare Coin assisted in authoring):
 - <http://www.bbb.org/minnesota/business-reviews/coinsstamps-and-precious-metals-dealer/industry-tips/precious-metals-collectible-coin-buying-and-selling>
 - <http://www.bbb.org/us/article/beware-of-companies-offering-quick-riches-304>

There are some very clear guidelines that if followed will add to the security of the transaction for you and your family:

- If the deal sounds too good to be true, it usually is.
 - Dealers have to operate profitably of course, but a good dealer is a fair dealer – their prices need to be competitive and be in alignment with the rest of the industry.
- If you receive a cold call from someone you don’t know trying to sell you precious metals, say no thank you and hang up.
 - Out of state boiler room operations do exist and they do cold call potential customers all the time and they use high pressure sales tactics.
- If you are being pressured by salesmen using “the gold confiscation of 1933” into buying older gold coins, alarm bells should go off!
 - The likelihood of gold being confiscated again in the United States is extremely remote. The reason it occurred in 1933 was because we were then on the gold standard – we are not now.
- If you are being pressured to buy rare dated coins you know nothing about, don’t do it.



- Never buy if you are uninformed. Unless you are a sophisticated collector of coins and have an intimate knowledge of the coins being offered for sale, do not part with your money. A case can be made for these types of coins based on their condition and rarity, but it is a near certainty that you will be paying far more than you would normally have to if you had a solid and working knowledge of the industry.
- Don't pay too much.
 - Do your homework by knowing which type of precious metal you are going to purchase, what the actual metal content is within each coin and what the average cost of the coin or bar is in comparison to other dealers. This will ensure you are getting a "fair" price.
 - No legitimate dealer will be the lowest price all the time. Businesses do not exist for very long when all they offer is the lowest prices only – something has to suffer and most likely it is customer service. A legitimate dealer on the other hand will be in the middle of the pricing range on a consistent basis and do so over the long term.
 - A knowledgeable customer will want his dealer to make a fair profit so that dealer can be there when it is time to liquidate one's holdings.
- Avoid dealers that have been in business less than 5 years.
 - Most coin companies older than 5 years have long term management and leadership in place and know what they are doing. They have a long track record and they are active members of their communities.
 - American Rare Coin has been in business in same location for over 20 years!

