## STILL <del>CRAZY</del> MONEY AFTER ALL THESE YEARS...



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If your investment plan is to build and hold a stable portfolio that will steadily grow over the years and provide for a comfortable and independent retirement, NO financial planner on Earth would ever recommend that you invest in Silver. Why? Well, it's a given that they don't understand Silver. But really, WHY won't they recommend Silver? Because they can pocket large upfront fees by selling financial plans and packages, with products like stocks, bonds, REITS, mutual funds, and they often make sizable fee annuities from the same. Suffice to say, Silver doesn't fit within their 'profit' agenda. To the point, they're not trained nor are they set up to transact real assets. Silver is REAL, it's CRUDE, and it's THE OLDEST FORM OF MONEY ON THE PLANET<sup>1</sup>. Asking your broker about investing in physical Silver would be like asking a vitamin store if they sold real fruit. Physical Silver tarnishes and gets your hands and clothes dirty. One of our core collectors reminisced about growing up and watching his Dad literally wash his Silver coins with warm soapy water to remove the tarnish so they wouldn't stain his pant pockets. Are 'Silver coins and bars' really the right horse to pick for a retirement investment portfolio? Wouldn't you rather have your money in a stock or bond portfolio with a 'proven' track record and projection chart where you can instantly track your value on a professional spreadsheet on a screen? You would never have to worry about dirty pockets! Well, honestly, WE wouldn't consider that for even a split second. But we're not like the masses, we're contrarian investors, and we know that mainstream investing does not make any sense to us, and we're likely speaking for all of us Silver bugs when we say that. In the 18th century, Baron Rothschild was quoted as saying, "Buy when there's blood in the streets, even if it's your own." In other words, the worse things seem in the market, the better the opportunity for profit.

Most mainstream investments today are Trendy, and Trendy investments come and go, they're hot, then they're not, and then they're bankrupt and gone and you lose everything, and the herd flocks to the next hyped asset. The fiat dollar is no exception, as it's near the end of its purposeful run. All known attempts over generations to reinvent a new currency have failed horribly in short time. In the 1630's, Tulip Bulbs were used as money, and Tulip Mania created such a frenzy in the Dutch Golden Age that bulbs became not only the currency of choice but the symbol of ultimate wealth, only to burst as the World's First Financial Bubble, and never again to appear on the 'financial' scene. I don't recall seeing tulip bulbs on any exchange lately, but you can buy a sack of bulbs at Home Depot for

<sup>&</sup>lt;sup>1</sup> The **Mesopotamian Shekel** is the oldest form of currency on earth, a Silver coin dating back to 5000BC. You might look it up yourself. Just sayin'...

less than \$15 today. Imagine that a few tulip bulbs could buy a nice house back in the 1600's! Today we have crypto currencies making a gallant effort to replace our fiat currency system. They might gain some traction for a few years, but we would bet the house that if you could advance civilization another 5000 years, Silver would STILL be the money of choice. As real and convincing as that might sound, most folks want to finally dismiss Silver as being old and washed up, with preference to focus on the more trendy and cool forms of money. That's their choice, and in the short term they may do fine. But long-term on Planet Earth (i.e. from Existence to Extinction) Silver is **STILL MONEY** after all these years.

But the funny thing is, in this Herd Mentality world we live in, and with Silver still under \$20 per ounce it receives little attention on the investment radar. But oh, will everything change when it again hits \$50 per ounce, and everyone will want their piece of it, but it won't be available. Silver is a Giffen good, which buyers consume more of as the price rises and vice versa. Call us crazy, but we have believed for many years now that the Silver price is unfairly manipulated lower<sup>2</sup>, and we know so well by now that its real value is multiples higher than today's current spot price. So we are ALL buying everything we can right now, right? We sure hope you are. It certainly won't be as fun to buy at exponentially higher prices in the near future. They call us "Silver Bugs" because the truth here is undeniable and infectious. And it doesn't hurt that the product is comfortable to hold, easy to store, universally accepted and one of the most beautiful and versatile metals on the planet. As for our investment plan? SILVER. As far as what brands and sizes we recommend, there's really no secret formula or game plan as long as what you choose is authentic and recognizable. Most folks have their personal preferences and stick to those – we know people who only buy US Silver Eagles, others only buy generic rounds, others only Engelhard, and some folks want some of everything. Choose what you like, but most importantly, STACK! We have recently talked to some folks who have balanced portfolios that resemble something to the effect of the below:

BASE SILVER INVESTMENT GOAL:		1000 ounces
100 oz Silver Bars	3	300 ounces
10 oz Silver Bars	30	300 ounces
1 oz Silver Bars/Rounds	200	200 ounces
90% Silver Coins		200 ounces

It would be your choice as to whether any of the above are rare or collectible, provided that your base Silver investment is acquired at close to Silver spot price. Odd sized bars are also good candidates, but for basic investment and barter it is important to have the mindset that the recipient of your metals in trade wants a universal and or recognizable bar/round/coin, i.e. Engelhard or JM Silver bar, US Silver Eagle or Canadian Maple round, and US 90% pre-1965 coinage. These, in our opinion, would be the optimum choices for safety, barter, insurance and upside. Collectible bullion is an entirely different animal, one that we are also heavily involved in. Prices for ultrarare bars have taken on numismatic values and have no correlation to Silver spot price, and we believe this is also an excellent avenue for investment long term. But here we're talking about Silver as Money. Buy the best name/quality Silver you can at the best price you can and you'll be ready for whatever comes your way!

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