



Red Rock
SECURED



**Gold &
Silver
Guide**





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A Letter from our CEO

Why Buy Gold and Silver Anyway?

In modern times, financial writers have disparaged gold by calling it a “barbaric relic.” They imply that only unsophisticated barbarians would ever want to own gold. They further imply that gold is a relic that is better suited for a museum than a personal investment portfolio. Are these claims really true? Or are they scare tactics to keep you away from precious metals and push you toward Wall Street investments that pay higher commissions?

I hope to answer these questions in the next few pages.

There are many good reasons to own gold, silver, and other precious metals, but those reasons are not talked about in the mainstream financial media. This is because they are too invested in stocks, bonds, annuities, and other Wall Street investments.

They have no incentive to educate you about the value of gold and silver.

With that in mind, I hope to explain how precious metals are an essential part of any diversified portfolio. I also hope to explain why gold and silver present one of the most compelling investment stories of the last 50 years!

Ready? Jump to the next page and let’s get started.

Sincerely,

D. Kelly
CEO
RED ROCK SECURED



Why choose Red Rock Secured?



Red Rock Secured has been in the investment and financial services industry since 2009 and has survived through those turbulent times by taking an ethical road that is rarely traveled by other companies. One of Red Rock Secured's distinct advantages is being responsive to our clients' needs and providing that in a fair, ethical, and transparent fashion.

Because of this strong commitment to our clients, Red Rock Secured has an A+ rating with the Better Business Bureau and a 5-star rating on TrustLink.org, both of which are the highest ratings a company can achieve.

Some of the benefits of doing business with Red Rock Secured are:

- **Price Matching** - As a wholesaler, Red Rock Secured gets the lowest prices available and then passes those savings on to you.
- **100% Free Shipping and Insurance on every order** - You can buy with confidence, knowing that your investment is fully protected and will reach you safe and secure.
- **No questions asked Buy-Back Program** - We will promptly buy-back your metals if you ever need to sell them, at no charge to you.
- **Turn-Key LLC Set-Up** - After you answer a few simple questions, Red Rock Secured does all the heavy lifting to properly setup your LLC for your Red Rock Secured Home Delivery Gold IRA.

We are in this for the long haul and want to build long-term relationships with our customers. This is why we also offer annual account reviews and periodic updates and alerts.

While the focus of this brochure has been on physical precious metals, an IRA-owned LLC can also invest in other uncommon assets. So we are currently expanding our client offerings to include a greater variety of diversified, retirement-grade investments including: unique real estate offerings, private placements, debt vehicles, and the unprecedented growth potential represented by the pre-IPO market place.

We believe it is our job to bring our clients the latest investment options and value-oriented strategies. So we will continue to provide you with simple, common sense choices and a wider variety of non-traditional investment options so that your account is truly customized to meet your unique needs.



The Case for Investing in Precious Metals



There are many good reasons for investing in precious metals like gold and silver. Here are just a few of them.

Gold Protects You from the Wealth-Destroying Effects of Inflation

The problem with paper (fiat) currency is that it can be created out of thin air at zero cost. In the past, paper dollars had to be printed to inflate the money supply. Today, all they have to do is create a few journal entries on a computer screen.

Official inflation rates in the United States are currently around 3%. But those of us who live in the real world know that this figure is...less than accurate.

Home prices, for example, have risen dramatically since 2009. Some areas have experienced 8-10% price gains year after year.

And it's not just homes that are outstripping inflation. Healthcare insurance rates have skyrocketed...college tuition has outpaced official inflation by a long shot... even food prices are rising much faster than 3%.

Inflation has a way of eating away at your wealth. As the money supply grows, a dollar tomorrow is worth less than a dollar today. If you have cash sitting in a bank account, it is slowly losing value every day, every week, every month.

This may sound like an academic argument, but it is very real for retirees who live on fixed incomes. Each year, their fixed incomes buy them less and less. This is the devastating effect of inflation.

Is there something you can do to protect yourself? Yes. You can invest your hard-earned money in gold and silver. Both metals tend to go up in value as inflation increases. The faster inflation happens, the faster the prices of gold and silver rise. Back in the early 1960s when dimes still had silver in them, you could buy a loaf of bread for just ten cents.

Today it's almost exactly the same. Take that same "Mercury Dime" and sell it for about \$3 (the value of its silver content). Now you can buy a loaf of bread at your local grocery store. The value of dollars has gone down, but the value of silver has remained steady.

To show how gold maintains its value over time (and has actually appreciated relative to the dollar), it is commonly compared with the price of a good men's suit.

For example, in 1967 the price of a good men's suit and the price of one ounce of gold were exactly the same. Today, a quality men's suit runs about \$700 to \$800. You could buy almost two nice suits with one ounce of gold at today's prices. Gold has not only maintained its value over time, it has increased.

Gold Has Been Accepted as Currency for Thousands of Years

In all cultures around the world, both gold and silver have been recognized as a form of money for thousands of years. In times gone by, you could use it to buy almost anything you wanted.

Even though many Americans don't understand why gold is so valuable, you can still buy things with gold today. For example, when Donald Trump leased 40 Wall Street in 2011, he did not accept payment in dollars. Instead, he accepted three 32-oz bars of gold.

In 2014, former Federal Reserve chairman Alan Greenspan was asked if gold was currently a good investment. He said, "Yes... Remember what we're looking at. Gold is a currency. It is still, by all evidence, a premier currency. No fiat currency, including the dollar, can match it."

This was an especially shocking statement since during his tenure Greenspan inflated the U.S. money supply and created bubbles in the housing and stock markets.

Gold and Silver Will Always Be Worth Something

If a company goes bankrupt and ceases to exist, its stock can go to zero. If you invest in such a company, you will have nothing left. Your investment will be worth nothing and you will have nothing to show for it.

Gold and silver will NEVER go to zero. They will always be worth something because they are tangible assets with value as both investments and resources. Gold and silver are used in many industrial applications, including electronics, medical applications, and more.

Even if investor demand diminishes (which is unlikely), industrial demand will continue because they require gold and silver to manufacture the assets they sell. "Mercury Dime" and sell it for about \$3 (the value of its silver content). Now you can buy a loaf of bread at your local grocery store. The value of dollars has gone down, but the value of silver has remained steady.

Gold and Silver Are Scarce Resources that Cannot Be Easily Multiplied

Dollars can be multiplied quickly and easily for little to no cost. One of the things that makes a currency valuable is that its supply is limited and controlled. This is because the more abundant something is, the less valuable it is. This is the law of supply and demand.

Gold and silver are limited in supply. The supply can not be quickly expanded because of the cost to mine the metals. So the supply grows slowly over time.

Meanwhile, investor and industrial demand is fairly strong. There will always be demand for gold and silver, but there could come a day when dollars are scorned like "Continental" -- because they won't be worth the paper they're printed on.

The Demand for Gold and Silver Is Global

Gold and silver are coveted by people around the world. In fact, there is strong demand for precious metals in China, India, Russia, and the Middle East. Increased demand for gold in India can cause prices to rise in America.

Not only that, the Central Banks of foreign countries also covet gold. Over the last few years, China and Russia have gobbled up hundreds of TONS of gold, and even smaller countries like Germany have attempted to

repatriate their gold and increase gold supplies inside their country.

This global demand supports the prices of precious metals. Even if demand flags softens in one country (due to recession or other circumstances), the prices of gold and silver could still rise due to strong demand from other countries.

Current Prices of Gold and Silver Are Close to the Cost of Production

The average price to extract one ounce of gold from the ground is around \$1,200. The average price to extract one ounce of silver from the ground is around \$13.

If retail prices fall to these levels, miners begin shutting down mines and restricting supply. This then drives prices back up.

No business will sell the assets they produce for a loss and stay in business. Likewise, few businesses will sell the assets they produce for break even or small profit -- at least not for very long. Businesses want to make a healthy profit. To do that, they must charge more than it costs them to produce their assets.

Since gold and silver are relatively close to their costs of production, this suggests there could be ample room for higher prices.



Gold and Silver Prices Have Been Artificially Suppressed

The prices of gold and silver have been artificially suppressed for many years now. In late 2016, Deutsche Bank paid \$98 million to settle allegations that they were involved in the rigging of silver and gold prices. Plaintiffs have also alleged price rigging by Barclays, BNP Paribas Fortis, Standard Chartered, and Bank of America.

What happens when you try to hold an inflated beach ball under water? Eventually, you will tire and no longer be able to hold the beach ball. It will rise quickly and pop out of the water.

It should be somewhat obvious the prices of gold and silver are like a beach ball being held underwater. Eventually, the big banks that have manipulated the prices of gold and silver will lose their grip. When they do, the prices of gold and silver will rocket upward and nobody will be able to stop it.

As gold and silver rise, the prices of other precious metals are likely to rise too, namely platinum and palladium.

There Is No Counterparty Risk When You Own Gold or Silver

Every business transaction has some counterparty risk. If you buy something, you are trusting that the seller will deliver the assets you purchased.

But some business transactions involve ongoing counterparty risk. For example, if you keep your money in a bank, there is counterparty risk that the bank will use your money irresponsibly. If the bank takes big risks that move against them, they could go bankrupt and you could lose some or all of your money.

The same counterparty risk exists when you own stocks or bonds. There is another party that is responsible for recordkeeping and making sure you really do own the assets you've purchased.

Precious metals are different. Once you take delivery of them, they are now fully in your possession and there is no more counterparty risk.

This is a huge benefit of owning gold and silver. It is true wealth... in your possession. The bankruptcies or failures of other banks or exchanges won't have any effect on your ownership of precious metals.

Gold and Silver Can Be Purchased Anonymously

When you purchase investments like stocks and bonds, the government receives reports about what you bought and sold, how long you held your investments, and how much you made or lost. You are then responsible for paying any taxes you might owe.

In other words, the government has total transparency into your investment activity when you purchase certain assets.

Gold and silver, on the other hand, can be purchased anonymously. You pay the dealer, the dealer sends the metals to you. The government is not involved. No report gets filed with the IRS. No 1099, nothing.

This means you can invest in gold, silver, and other precious metals... store them at home or in a safety deposit box of your choosing. Such locations are not monitored or reported to government or regulatory agencies.

Your investment -- and knowledge of your investment -- remains with you.



Owning Precious Metals just makes sense



As you can see, there are many compelling reasons to own precious metals. We believe they are the foundation of any truly diversified investment portfolio.

So how can you diversify into gold, silver, and other precious metals? You could use some of your savings to make a purchase right now. But a better way is to use money already in a 401(k) or IRA account to purchase gold and silver inside of a Red Rock Secured Home Delivery Gold IRA.

With a Home Delivery Gold IRA, you can purchase precious metals with pre-tax dollars, which means you can get 15-30% more metal than if you used after-tax dollars (depending on your income tax rate). Your new Home Delivery Gold IRA allows your precious metals to appreciate tax free until such time as you take a taxable distribution. And the best part is you get to take delivery of the precious metals at your home and then store them at an IRS-approved secure location of your choosing for example, a safety deposit box.

Owning precious metals makes a lot of sense. Owning precious metals inside a Home Delivery Gold IRA makes even more sense.

If you would like to talk to a Home Delivery Gold IRA specialist, please call Red Rock Secured today at (844) 824-5051. One of our Account Executives will answer any questions you may have and explain just how easy it is to open and fund a Home Delivery Gold IRA.

Remember, gold and silver will not always be as affordable as they are today. Call Red Rock Secured today at (844) 824-5051 to lock in some of the most favorable precious metals prices of the last 10 years.

Gold & Silver Products



CANADIAN MAPLE LEAF



AMERICAN BUFFALO



AMERICAN EAGLE



CANADIAN MAPLE LEAF



AMERICAN PHILHARMONIC



AMERICAN EAGLE



AUSTRALIAN KANGAROO



CANADIAN POLAR BEAR & CUB



COMMEMORATIVE



AMERICA THE BEAUTIFUL



CANADIAN POLAR BEAR & CUB



SILVER ROUND



GOLD BAR



VALCAMBI COMBIBARS



AMERICAN EAGLE PROOFS



SILVER BAR



VALCAMBI COMBIBARS



AMERICAN EAGLE PROOFS

Making a purchase from Red Rock Secured

What is the first step in making a purchase from Red Rock Secured?

You can call us at 844-824-5051, toll-free of course. One of our Account Executives will be happy to answer any questions you may have, and walk you step by step through the purchasing process.

What forms of payment does Red Rock Secured accept?

Bank wire transfer, personal check, or cashiers checks. We do not accept credit card as they charge transaction fees which would raise the price of metals for our clients.

Would my purchase be physical gold or a certificate?

All of the assets Red Rock Secured sells are tangible, precious metals that you can put your hands on, meaning you are in full control of your investment.

What is the minimum amount of precious metals I can purchase? Is there a maximum allowable purchase?

The minimum purchase amount is \$1,500. There is no maximum as Red Rock Secured is equipped to handle any size transaction.

Can I purchase a variety of assets? What does Red Rock Secured offer?

Red Rock Secured, due to the wholesalers we work with, has access to nearly every type of gold and silver available whether its common bullion coins or bars, as well as a wide array of premium assets.

How your order is priced at Red Rock Secured

Is the price of my order based off of spot price?

Yes, all orders are based off of current market prices, also referred to as spot price. Spot price is a common, industry wide standard used to determine the value of one ounce of gold or silver. Different assets have different premiums above spot price, which a Red Rock Secured Account Executive will be more than happy to explain to you in detail.

Is my quoted price my final, out the door price or are additional fees and commissions added?

Yes, absolutely! Red Rock Secured prides itself on the value we add through transparency on our pricing. All prices are totally inclusive including free, fully insured shipping for your order.

When is my price finalized?

Your price is finalized when you have funded your account, confirmed the purchase on a tape recorded line, and received a written invoice detailing the specifics of your order.

How we ship your metals at Red Rock Secured

Your order is shipped via USPS, FedEx or UPS. If you have a different preference please let us know and we will be happy to oblige.

Red Rock Secured will cover the cost of shipping and fully insure your order, meaning it will not cost you a dollar out of pocket!

The packages are exceptionally discrete as they make no mention of gold, silver, precious metals, or even Red Rock Secured.

Where can I have my metals shipped?

Red Rock Secured is happy to ship to all 50 states in our great country, totally free of charge. We are also happy to ship to P.O. Boxes, although a signature will still be required, as with any shipment from Red Rock Secured.

How long will it take until I have the metals delivered to my home?

The vast majority of orders ship in 5-10 days.

Is Red Rock Secured willing to store my metals?

No. But we are more than happy to set you up with state of the art, non-government, private storage facilities. These vaults have no debt, are insured in some cases up to \$1,000,000,000 by Lloyd's of London and are one of the safest ways to store physical gold and silver.

Return Policy at Red Rock Secured

Red Rock Secured extends a seven calendar day cancellation period after the date your first transaction is confirmed, unless laws in your state of residence dictate otherwise.

All subsequent orders are final upon completion of the recorded confirmation call. All bullion and semi-premium orders are final upon confirmation, unless laws in your state of residence dictate otherwise.

“Opportunities come infrequently. When it rains gold, put out the bucket, not the thimble.”

- Warren Buffet

Call Red Rock
Secured now at
844-824-5051 to
get started.

Or email us at info@redrocksecured.com.



Red Rock Secured
www.redrocksecured.com

