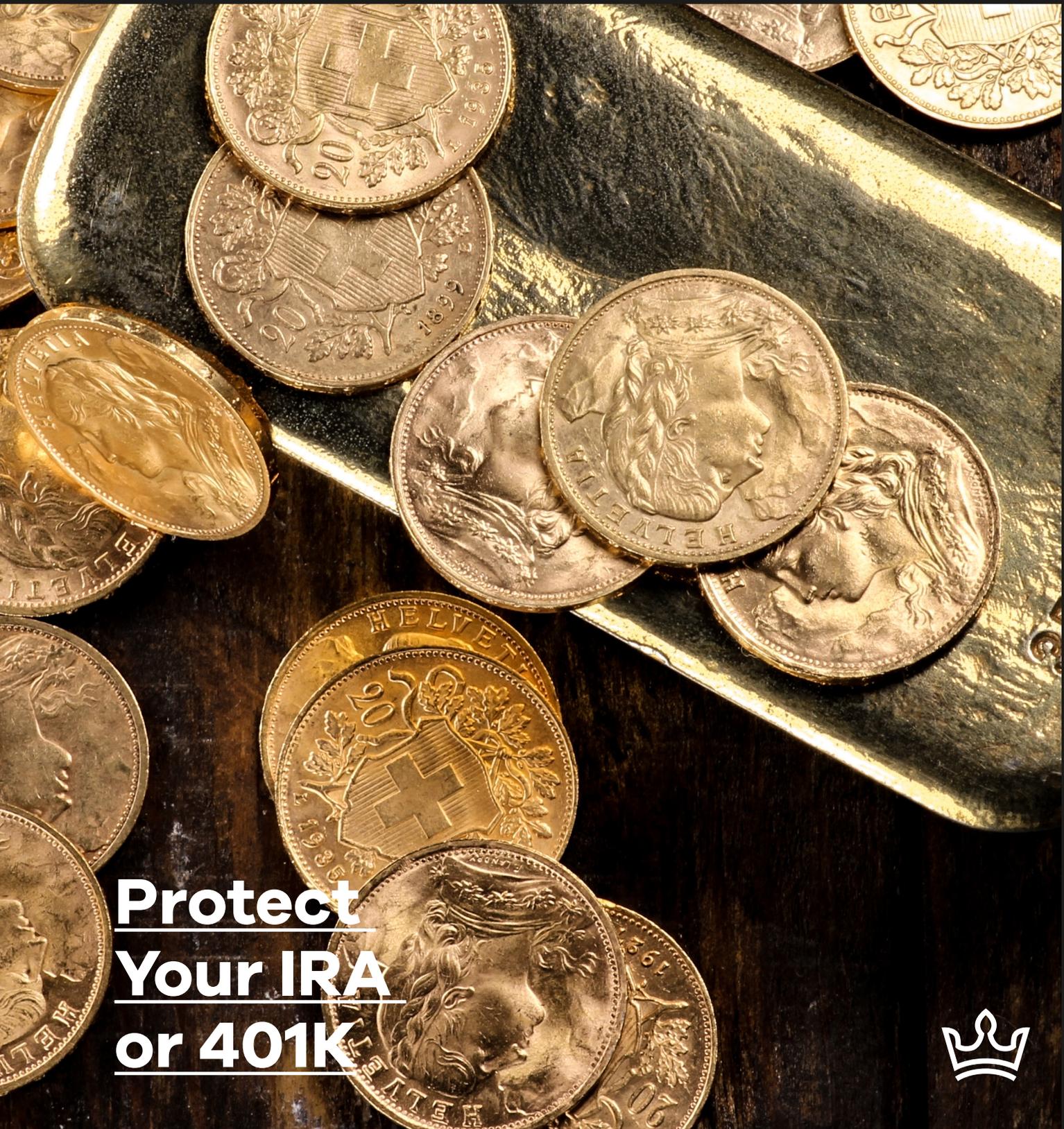




**Red Rock**  
SECURED



**Protect**  
**Your IRA**  
**or 401K**





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# A Letter from our CEO

## The Growing Case for Gold and Silver

As we approach the 10-year anniversary of our nation's second largest economic collapse, experts are beginning to wonder... when will the next one strike?

The U.S. has experienced a major financial contraction every 4.2 years on average since the Great Depression. Today, we're living in the longest period of expansion in US history. The DOW's bull run has now exceeded over 9 years.

Markets are cyclical. It's a fact of life. To believe another correction won't eventually land on America's doorstep is nothing more than wishful thinking. But where does that leave retirees? The spectre of a potential crisis even half as damaging as our last is disconcerting to say the least, even if you're not yet fully retired.

Precious metals like gold and silver have served as an effective hedge against such economic catastrophes for centuries. In fact, metals prices have increased during times of financial distress more often than not.

That's why I want to share 3 reasons why today could be one of the most crucial, and potentially profitable, times in history to secure a piece of your savings in physical precious metals.

And as you'll see, the process is easier than ever. Anyone with a retirement account has all the tools they need to get started right away.

In the following pages, I'll explain all 3 reasons in-depth. 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.



# 3 Powerful Reasons to Open a Precious Metal IRA & Protect it with Gold & Silver



## REASON #1

### The IRS Has Created “Loopholes” for the Ownership of Gold and Silver

Yes, the IRS is making precious metals ownership more attractive than ever. Hidden in today’s tax code are 3 “loopholes” you can use to your advantage. Here’s how...

#### Loophole #1: Penalty-Free Asset Transfer

It’s perfectly legal to transfer any of your retirement assets currently invested in Wall Street straight into precious metals, without any kind of tax or early withdrawal penalties. Regardless of the type of retirement account you currently hold, the process is quick and painless.

#### Loophole #2: Offset Exit Costs On Distributions

According to federally and state regulated custodians. For tax purposes, all metals are assessed at melt value when you take a distribution. So if the melt value on your metals is lower than the spot price whenever you take

a distribution -- which it very often is -- then you can pocket the difference. This gives you the chance for greatly reduce exit costs.

Think of it like this: Your home’s property taxes could be based on an assessed value that’s significantly lower than market value. The market can keep going up, but the assessment stays the same. Whenever you decide to sell, you gain the benefits.

#### Loophole #3: Freedom & Privacy for Storing Your Metals

If you want your precious metals quickly accessible, a unique kind of IRA allows you to receive them at home and store them close by, in an IRS-approved facility of your choice (for example, a safety deposit box at your bank). In an emergency, your metals will always be within reach. And with this method, your IRA-held precious metals receive tax-deferred status, so they can appreciate in value without any immediate tax liability. Plus, your investment stays private, so the IRS does not know what you are holding in your self-directed IRA.

## REASON #2

### You Can Protect Your Retirement Savings from a Severe Market Correction

The market is overdue for a correction. We’re living in the 3rd longest bull market in history. And history tells us that markets don’t go up forever. At some point, they correct... prices fall.

The longer the bull market, and the higher prices have risen, the bigger the correction could be. And what happens to precious metals prices during a correction?

Let’s look back at the biggest corrections in U.S. history - comparing the S&P 500 index to gold prices - and see what the numbers say...

#### 1929-1941: The Great Depression

The S&P 500 experienced 11 major corrections throughout the Great Depression, starting with a 67-day decline of 44%, followed by a 783-day losing streak shedding 83%.

Over the same period of time, gold prices climbed from \$20.67 to \$35.00, an astonishing 69% increase and new historical high. And prices held steady at that level through the entirety of The Great Depression!

#### 1973-1974: 1970s Recession

Monetary instability and political turmoil in the early 1970s resulted in one of the most severe global crashes in economic history. From 1973 to 1974, the S&P lost 48% of its value.

Meanwhile, gold prices rose from \$76 in January 1973 (at the start of the crash) all the way to \$179 in January 1975, when the S&P was at its lowest.

#### 1980-1982: Fed “Stagflation” Overstep

Runaway inflation paired with stagnant growth (i.e. “stagflation”) pushed the Federal Reserve to abruptly raise rates to over 20% in the early 80s. As a result, the economy instantly pulled back into a recession, and the S&P lost 27% of its value between 1980 and the middle of 1982.

What did gold prices do? They set a new all-time record at \$850 on January 21, 1980.

### 1987: "Black Monday"

The advent of automated "program trading" triggered a massive selloff on October 19, 1987, known as "Black Monday." The following market correction caused the S&P to drop 33% of its value in just 101 days.

During the 3 months that stocks and other investment instruments crashed, gold prices managed to grow by 4%.

### 2000-2002: Dot-com Bubble

What started as a legitimate boom from the explosion in consumer Internet access during the late 90s quickly evolved into a dangerous technology bubble, fueled by rampant speculation and an absurdly overvalued equities market. When the bubble finally popped, the S&P fell by almost 50%.

Gold prices, on the other hand, increased by roughly 26% during the same timeframe.

### 2007-2009: Subprime Mortgage Crisis

In 2007, the U.S. began its largest and most severe economic downturn since the Great Depression. The S&P lost a devastating 56% of its value, the second worst correction in the index's history.

Again, gold prices made amazing strides in the face of overwhelming economic adversity. Gold sat at \$754 in October 2007, when the crisis began. By the time the crisis ended in March 2009, gold was at \$897.

Then gold reached its highest price ever recorded, which still stands today, in August 2011 at \$1900, while the economy remained in shambles and Americans continued trudging through The Great Recession.

Now that you know the history, what do you think gold prices will do when our next crisis arrives?

### REASON #3

## You Can Protect Yourself from Taxes and the Wealth-Destroying Effects of Government-Sponsored 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 central bankers have to do is make 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 over 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 isn't just a high-brow economic theory or some abstract academic argument. It's very real for retirees living 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.





# Which Type of Precious Metals IRA is Best for You?



Owning physical precious metals inside an IRA is an excellent way to preserve and potentially even grow your retirement wealth. And there are two different IRAs for doing this:

**Depository IRA** - State of the Art Security, 100% Insured by Lloyd's of London

Through a quick, simple process, your existing retirement account is converted to a special IRA that can legally hold precious metals. A qualified custodian like Kingdom Trust will administer your IRA - e.g. handle asset purchases and liquidations - but you retain 100% control of the investments in your account.

Your IRA-held metals are stored in a top-tier depository facility with state of the art security, and they're fully insured. Clear documentation is kept to verify ownership of each piece of metal in your account, and you can visit the depository whenever you would like to see your metals in person.

Additionally, your metals are not included in the depository's balance sheet. So in the unlikely event of a depository failure, your metals are never at-risk of being seized in bankruptcy proceedings.

**Home Delivery IRA** - Shipped to You, Stored Near Home in an Approved Facility

If privacy and accessibility are your top priorities, this option is ideal. Here's how it works...

1) Set Up a Self-Directed IRA: This first step is the

same as for depository IRAs. You'll open a new special IRA account that can legally hold precious metals and other non-traditional assets. Once created, you can convert assets from your existing retirement account with zero tax penalties or fees.

2) Create an LLC: To legally store metals outside a depository, you must create an LLC that will take legal ownership of the metals. Your LLC can store metals in any IRS-approved facility, such as a safety deposit box at your bank. Your IRA alone is prohibited from owning and storing metals that way directly (depository must be used), but the next step alleviates this problem.

3) Buy All Shares of Your LLC Using IRA Funds: Because your metals are owned by your LLC, they can legally be stored outside a depository (some metals can even be stored inside your home). But since the LLC will be owned by your IRA, the metals are still under the umbrella of your retirement account.

4) Purchase Your Metals Investments: You'll accept delivery of your metals at home and store them at your discretion. And since the IRS only requires documentation for assets inside your IRA, your metals investments will stay totally private; the IRS will only see an investment to your LLC, not the underlying metals the LLC holds.

The background of the left page is a close-up, slightly blurred image of numerous stacks of gold coins. The coins are arranged in vertical columns, creating a sense of depth and abundance. The lighting is warm, highlighting the metallic texture and the circular patterns on the coins.

# What about Your Non- Retirement Savings? Can You Convert Cash to Precious Metals Too?

Yes, once you've decided a cash purchase is right for you, cash can easily be invested straight into physical gold and silver. Putting cash savings into precious metals is a simple and easy process which will protect you from inflation and a potential stock market crash.

If you'd like to talk to a Precious Metals specialist, please call Red Rock Secured\* 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 Precious Metals IRA.

Remember, gold and silver will not always be as affordable as they are today.

Call Red Rock today at (844) 824-5051 or email us at [info@redrocksecured.com](mailto:info@redrocksecured.com) to lock in some of the most favorable precious metals prices of the last 10 years.

# Gold & Silver Products



AMERICAN EAGLE PROOF



CANADIAN POLAR BEAR & CUB



AMERICAN THE BEAUTIFUL



CANADIAN POLAR BEAR & CUB



CANADIAN GYRFALCON



CANADIAN GYRFALCON



ARCTIC FOX



AMERICAN EAGLE PROOFS



ARCTIC FOX



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](mailto:info@redrocksecured.com).



**Red Rock Secured**  
[www.redrocksecured.com](http://www.redrocksecured.com)

