

# Gold

OWNERSHIP

# 1-2-3

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*Gold and silver may be today's perfect investments. Over its glorious history, gold has never been worth zero—something stocks, bonds and currencies can't say. On the other hand, precious metals may prove to be your portfolio's antidote to the uncertainty ahead. And now we've made gold ownership as easy as 1,2,3...*

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**LEARCAPITAL**  
THE PRECIOUS METAL LEADERS

# Your Gold Ownership “How-To”

Dear Investor,

Everyone who owns gold understands.

They understand that they own one of the world’s oldest forms of wealth, something that has never failed to be valuable — in any type of economy— over its long history.

Which is why man has used it for money since about 700 B.C. Even today, when handy dollars have replaced hefty gold, we instinctively know the truth: Gold remains the real money.



*Kevin DeMeritt*

## COMPARE GOLD TO YOUR OTHER INVESTMENTS

Unlike “paper” investments, gold isn’t symbolic of wealth. Gold *is* wealth. Not only has it never been worth zero, certain forms of the precious metal have clearly outperformed the Dow over the past thirty years. Many are surprised to learn that.

Gold’s role as an antidote for inflation, interest rates and geo-political uncertainty has proven itself time and time again. Add in the fact that gold is easy to buy, easy to sell, with a limited supply, and its advantages become apparent.

## YOUR ANTIDOTE FOR TODAY’S UNCERTAINTY


On the following pages, you’ll learn how to purchase gold. One, two, three. You’ll get the tools to see which precious metal may be right for you...how gold can help diversify your retirement accounts...and why we’re worthy of your business.

All good things to learn. Because gold may become an important part of *your* history.

Warm Regards,

A handwritten signature in blue ink, appearing to read 'Kevin DeMeritt', written over a faint background of a gold coin.

Kevin DeMeritt  
President, Lear Capital



*“FORTUNATELY, I LUCKED INTO FINDING LEAR FIRST. Lear made gold investing a safe, profitable, and pleasurable experience for me.” — S. Gorder,, Seattle, WA*

***“IT’S A PLEASURE DEALING WITH INVESTMENT***

***SPECIALISTS*** who actually know what they’re doing. Through their newsletter, reports, timely phone calls and bulletins, Lear provides me with all the intelligence I need to make accurate investment decisions.” — E. Sutherland, Atlanta, GA

*“WHAT FIRST ATTRACTED ME TO LEAR were the many endorsements it’s earned from some highly respected people.” — P. Birch, Nashville, TN*

***“HONESTLY, I WAS OUT OF MY ELEMENT*** when I first started investigating gold as a hedge for my portfolio. Lear took the time to answer all of my questions and made me comfortable enough to want to invest.” — Mr. Johnson, L.A., CA

***“SOME GOLD INVESTMENT FIRMS*** are just out to make money. But, if you ask me, Lear is out to make me money. And they have.” — J. Tripple, Portland, OR

***“YOU COULD SAY WE WERE IN DENIAL*** about facing our retirement. But Lear showed us that planning a well-funded retirement wasn’t nearly as scary as continuing to ignore it.” — Mrs.. Conrad, Las Vegas, NV



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# “Why Should I Consider Owning Gold?”

**Good question. Let's start with a primer on gold and silver. The first thing you should know is...**

“Never” is actually a great track record. Meaning? Gold has never been worth zero over its 5,000 year history.

If that doesn't sound impressive enough, think about it. How many stocks and bonds have gone to zero? How many currencies? Investment schemes? Funds? Too many to count, right? You may even be holding an investment that suffers this unfortunate fate.

But not gold. “Never,” in this case, is an assurance of value unheard of in the investment world...and it's a certainty you can build on. So let's look at...



# Bullion: The Investor's Shiny Building Block

The most widely traded form of **gold** and silver is bullion.

Bullion takes the shape of coins, bars and ingots. The value of bullion is based on the “spot” price of the precious metal in it.

❧

*By far, the most popular, most liquid form of bullion is the coin. Major bullion coins include the American Eagle, South African Kruggerand, Canadian Maple Leaf and the Austrian Philharmonic. As gold, they're available in one ounce, and half, quarter and tenth ounce coins. Eagles and Maple Leafs are also available in silver and platinum.*

❧

So...why bullion?



## Bullion Considerations

**What you gain by the physical ownership of gold** or silver bullion is liquid, portable and *credible* wealth. Here are some specifics...

### INFLATION FIGHTER

**Look at any chart of gold** versus inflation (like the one above). After you see inflation spike, you'll almost always see gold follow with a spike of its own.

Gold shadows inflation...and isn't that a wonderful thing? That means, by owning gold, you may have what amounts to “inflation-police” in your own portfolio.

Inflation robs you of your wealth... gold can protect you from that robbery.

### UNCERTAINTY INSURANCE

**History shows that gold** tends to serve as a cure for the shrinking dollar





and our loss of purchasing power. In fact, gold has one of the longest track records of protecting purchasing power.

Gold can also help as a hedge against economic, geopolitical and military uncertainty of which, unfortunately, there's no lack of today.

*“Including gold within an existing portfolio could improve investment performance by either increasing returns without increasing risk, or by reducing risk without adversely affecting returns.”* That’s from Raymond Lombra, a professor of economics at Penn State, confirming gold’s role as a potential hedge.



## NEVER WORTH ZERO

**As mentioned, over gold’s 5,000 year history**, while many currencies,

stocks and bonds have gone to zero, gold never has. “Never” is the kind of unique track record you can count on.

## EASY TO BUY, EASY TO SELL

**The fact is, gold is a universal money** that can be bought and sold worldwide. Moreover...

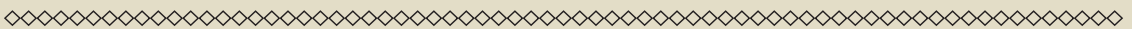
  
*Gold is not some investment concept you have vague control over. You actually get to own gold—you get to hold it in your hands—which means you retain complete control over it.*  


## OTHER CONSIDERATIONS

**Bullion prices can be** volatile and there can be a loss of privacy (forms may be required upon sale).

And, however unlikely, there’s at least the potential for another government confiscation.

But bullion certainly isn’t the end of the story...



# Quietly Amazing: Numismatic Gold And Silver Coins

**Is there something more alluring** than bullion? Yes...let's look at the combination of precious metal *and* rarity.

Investment gold coins—or numismatic coins as they're often called—are the embodiment of gold *and* rarity. This powerful combination offers you profit potential, privacy and asset protection that can exceed other forms of gold.

In short, you can profit as the gold and silver value in the coin rises *and* as its rarity premium increases, a potent one-two punch.

**Since there's only a fixed number** of older coins in this kind of pristine condition, experts predict premiums will continue rising along with investor interest.

But what if bullion prices drop? Rare coins can move *contrary* to declining precious metal value, providing another

level of diversification safety. For example, when gold fell to \$388, a gold MS63 \$10 Liberty jumped 20% to over \$1,000\*.

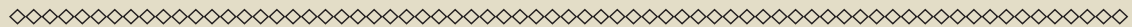
## Five More Investment Gold Coin Considerations

### INCREASE YOUR PROFIT POTENTIAL

**Simply put, no investment can guarantee you profits.**

The fact is, though, most gold and silver numismatic coins bought the past decade *did* gain value. **According to the CU 3000 Index, a standard of numismatic coin performance, a \$1,000 investment in a “basket” of gold coins purchased in 1970 was recently worth \$59,750.\*\***

Compare that to the Dow, where \$1,000 invested in 1970 was recently worth





\$13,500—  
and to gold  
bullion, where the same  
amount was worth  
\$24,275—and you can see how  
numismatic coins could boost your  
metals' profitability.\*

## FINALLY, SOME PRIVACY

**Numismatic U.S. coins** are among the few remaining investments that can be privately accumulated. While other assets require extensive disclosure and reporting, rare coins are free from that. You'll enjoy a degree of privacy unequaled by other investments.

## PORTABLE WEALTH

**\$1 million in gold** or silver numismatic coins can be carried in an attaché

case or placed in a safety deposit box, wonderful examples of asset portability.

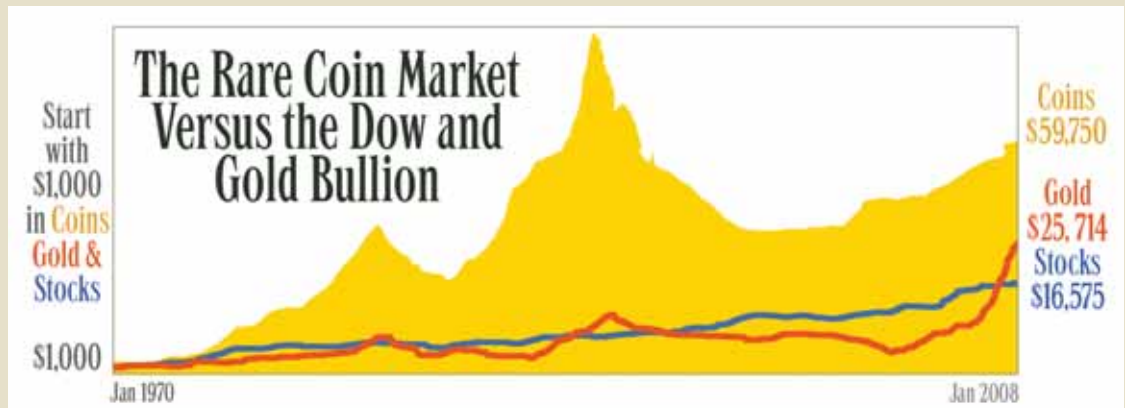
## TAX-ADVANTAGES THAT CAN GROW YOUR PORTFOLIO FASTER

**Capital gains on coins** are only assessed at liquidation when profits are actually realized. There is no taxation on phantom or undistributed profits as there are with some investments. And, in some cases, unlike stocks and other assets, you can trade your U.S. coins of equal or greater value without tax liabilities.\*\*

## NOT CONFISCATABLE

**Unlike bullion**, rare coins have not been subject to gold confiscation laws due to their status as "collector pieces."

Now that you know more about investment coins, consider this question...



*\*Past performance is no guarantee of future results. \*\*Always consult a CPA to confirm your specific tax situation and advise you on any tax law changes that may affect your portfolio. Lear is not a tax specialist.*



# Bullion...Semi-Numismatic... or Numismatic?

*Whether a precious metal is classified as bullion, semi-numismatic or numismatic may turn on a number of factors, including the age of the precious metal, its condition, the number of known copies, the likelihood of additional minting, relevant historical events or owners (e.g. royalty, shipwreck), relevance to the formation of precious metal collections, and an investor's personal attraction to the piece.*



*Common Bullion pieces include: American Eagle, Canadian Maple Leaf, American Silver Eagle and the Krugerrand\**



*Common Numismatic pieces include: \$20, \$10, \$5, \$2.5, \$1 Liberties; \$20 St. Gaudens, \$5, \$2.5, \$1 Indians; \$3 Princess; \$1 Morgan dollars and \$1 Peace Dollars.\**

\* Shown above as bullion coins are the American Eagle, the Canadian Maple Leaf and the American Silver Eagle. Shown as numismatic coins are the \$20 Liberty, the \$10 Indian and the Morgan Silver Dollar. The above list represents only a small sampling of the most common bullion and numismatic pieces. Lear Capital's classification of precious metals and numismatics is an opinion only and may change over time (e.g., if additional quantities of the precious metal are discovered). In addition, given the subjective nature of the classification process, other dealers or investors may classify the same coin differently. Lear Capital's prices and spreads are based on its classification determination.



1-2-3

# “Why Should I Buy Gold From Lear Capital?”

**The second point in owning gold has nothing to do with the gold itself. It’s about the company selling you that gold.**

**There’s no question** you’re looking for a track record of integrity, knowledge and service—you *want someone who can respond quickly to you, whether you want to buy or sell.*

The reality is, *you want the best.*

Having said that, here are...



# Seven Reasons Why We Merit Your Business

## 1/ SIMPLY PUT, LEAR CAPITAL IS

the standard for serving precious metal investors.

## 2/ WE ARE ARGUABLY ONE OF THE MOST HIGHLY ENDORSED

gold firms in the country, maybe even the world. Top talk show hosts Oliver North, Lora Ingram, Mike Gallagher, Michael Medved, Art Bell, George Noory and Dennis Prager are actually *customers* of ours.

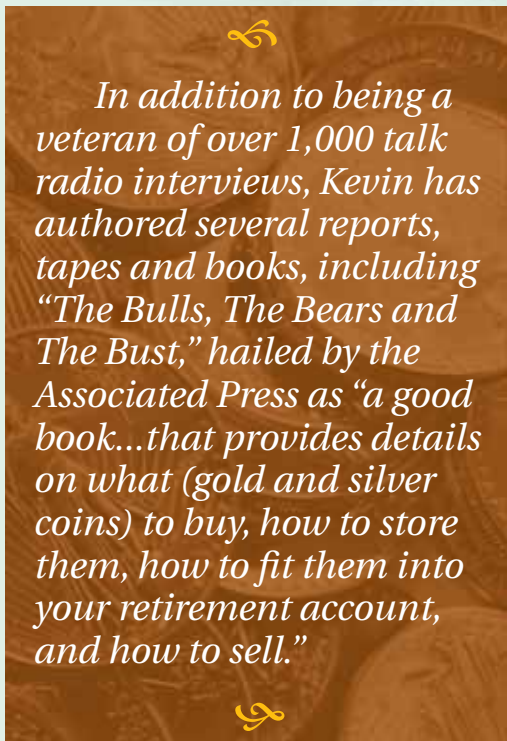
## 3/ YOU'LL GET PATIENT,

professional attention from the personal Lear representative assigned to you.

He or she will answer your questions and assist you with each purchase or liquidation. You will always be rewarded with personalized service.

## 4/ PRESIDENT AND FOUNDER

of Lear Capital, Kevin DeMeritt, is a well-known financial authority.



*In addition to being a veteran of over 1,000 talk radio interviews, Kevin has authored several reports, tapes and books, including "The Bulls, The Bears and The Bust," hailed by the Associated Press as "a good book...that provides details on what (gold and silver coins) to buy, how to store them, how to fit them into your retirement account, and how to sell."*

He's earned double degrees in both finance and economics prior to establishing international banks and accounts for top U.S. companies.



**5/ OUR "INVESTOR-FRIENDLY** Service Policy"

includes five high standards of customer service you can count on (see box to the right).

These are service standards we think you'll come to appreciate, especially if you're an experienced investor.

**6/ YOU WON'T BE** kept in the dark.

We'll keep you informed on the markets through...**A/** our quarterly newsletter, **Insight**; **B/** our weekly email news; and **C/** the daily news & reports on our Website, [LearCapital.com](http://LearCapital.com).

**7/ NOT ONLY CAN YOU**

reach live representatives during business hours, you'll have easy online access to Lear Capital 24/7. We maintain the premier precious metals site on the Web, [LearCapital.com](http://LearCapital.com).

Now you'll feel more connected to the precious metals market than ever before.



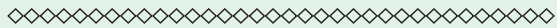
**YOUR INVESTOR-FRIENDLY SERVICE GUARANTEE**

**T**rying to extract the answers you need from busy sales reps can sometimes be intimidating. But not with us, we hope. Your ease of doing business with Lear is important to us...and, with our Investor-Friendly Service Guarantee, we believe we're establishing the standard for investor relations. It includes:

- 1/ Did the representative treat you with patience and courtesy?**
- 2/ Was your sales rep professional and knowledgeable?**
- 3/ Did the representative answer your questions?**
- 4/ Did you get our competitive pricing information and transaction agreement?**
- 5/ Did your rep explain the news and reports you'll be receiving?**

We guarantee your informed Lear representative will make you feel right at home from your very first call. So in the event you can't answer yes to any of the five questions above, contact us immediately. You'll have our prompt assurance that it won't happen again plus a Free Silver American Eagle as an apology. \*

*\* This offer only applies to customers who have purchased. To qualify, you must request the silver coin within 90 days of your last purchase.*





1-2-3

# “Can Gold And Silver Help My Retirement Plans?”

**Point number three has to do with the future. Your future. Your retirement, to be specific.**

**Think about it. Most retirement plans are funded** by paper-denominated assets like stocks. But with baby boomers now reaching retirement, the assets largely fueling the stock market are poised to be withdrawn.

Equally as troubling is Social Security. If you're relying on it to fill any retirement shortfall, you may want to think again. It faces a \$7 billion shortfall by 2013—not exactly reassuring news especially since, according to Duke University, most Americans will be living to nearly 100 by the year 2030.

Of course, the real fear is waking to a portfolio filled with relatively worthless investments. When you retire, you should at least have the assurance that a portion of your portfolio will retain its value—at all times—in most every kind of economic environment. That said, here's...



*Gold investors stand out by their ownership of an asset that doesn't come with a central bank, printing presses or out-of-control debt*

## Why We Can Help You Prepare For Your Retirement

Lear understands retirement issues, and here's how we can help...

**1/ FIRST OFF, WE HAVE** the precious metal answers you need.

We'll be thorough and patient in answering your questions, then help you through the entire process. All in a friendly, knowledgeable and conversational manner.

**2/ WE'LL DETAIL OUR** Golden IRA to you. This is a qualified, gold-funded plan you can launch immediately, either through origination or the transfer of an existing retirement plan.

**3/ WE'RE ALSO EQUIPPED** to help you fund other plans with gold and other metals, including SEPs, 401(K)s, 403(B)s and Roth IRAs.

**4/ LEAR IS READILY ACCESSIBLE** to you 24/7—whether through our online Retirement Center, our toll-free phone service or, if you're near us, through a personal visit. All at your convenience.

Will your retirement plan end decades before you do? Gold can help prepare you for your years ahead with sound retirement and diversification strategies.

Now...



# It's Your Turn To Act

Gold investing takes three easy steps.

**1/** Be sure to get your questions answered. We'll be happy to do that for you to the best of our ability.

**2/** Pick an investment amount you'd like to start with...and the metals you believe are right for you.

**3/** Go ahead and purchase from us.

You'll be pleased—and maybe a bit surprised—at just how easy this is.

The ball's in your court now. We think gold could be a part of *your* history...and you can be positioned to take advantage of it by calling...



# 1-800-576-9355

[www.LearCapital.com](http://www.LearCapital.com)

*Lear Capital, Inc. (LCI) is a seller and purchaser of precious metals. LCI is not a broker/dealer. No broker/client or fiduciary relationship exists between LCI and its customers, and LCI does not warrant that the precious metals it sells are fit for any particular purpose. LCI may, and usually does, make a profit on the precious metals it sells to customers. LCI's sales representatives are commissioned salespersons i.e., their salary is based, at least in part, on the amount and profit margin of the precious metals they sell. Semi-numismatic and numismatic precious metals almost always carry a higher profit margin than bullion. The statements made in this brochure are opinions, not facts, and past performance is no indication of future performance or returns. Precious metals, like all investments, carry capital risk. Precious metals may appreciate, depreciate, or stay the same depending on a variety of factors. LCI cannot guarantee, and makes no representation, that any precious metals purchased will appreciate at all or appreciate sufficiently to make customers a profit. The decision to purchase or sell precious metals, and which precious metals to purchase or sell, are the customer's decision alone, and purchases and sales should be made subject to the customer's own research, prudence and judgment. In LCI's opinion, (i) precious metals should be considered a long-term investment (i.e., 3 to 5 years or more), and (ii) customers should not invest more than twenty percent (20%) of their available investment funds in precious metals. However, a customer's individual circumstances may warrant a different approach. Precious metals do not yield income and thus are not an appropriate investment vehicle for investors seeking current or future income. LCI does not provide tax, investment, or legal advice or advisory services, and no one associated with LCI is authorized to provide any such advice or services. LCI makes no representations regarding the tax consequences of holding precious metals as an investment in an IRA or other retirement account. Customers considering whether to include precious metals in an IRA or other retirement account should seek independent tax advice from a qualified professional regarding the tax consequences of such an investment.*



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