Gold is the only asset that is not someone else’s liability.

Gold expands its value
A traditional store of wealth against inflation, gold has gained even more investment value in recent years. Since January of 2015, the stock market has risen 16%, while gold has gone from $1,060 an ounce to $1,260, an 18% gain. Interest rates are likely to drive higher over the coming years, with the Congressional Budget Office projecting that the cost to service the national debt will rise to over $700 billion annually by 2023. Zagalsky explains. "This will put a lot of pressure on credit ratings, and probably accounts for gold’s rise through three interest rate hikes."

"The bond market’s 30-year bull run appears to be ending," Baratta notes. "The stock market is also trading at near historic all-time highs, at roughly 30 times earnings. It’s all very expensive, and if you’re in a traditional IRA or 401(k), there’s little way to protect yourself against the inevitable downturns in the paper markets."

The gold IRA benefit
Enter the self-directed IRA, where investors can hold physical bullion coins or bars of gold and other precious metals along with more typical investments. "Gold is the only asset that is not someone else’s liability. When you have all of your existing risk in paper, why would you want more in the form of ETFs or mining stocks when you can own the actual physical asset?" asks Baratta.

"With ETFs, there is no guarantee that the gold is really there when you want it, as was the case last fall when a global bank was unable to satisfy a client’s gold delivery request," Zagalsky notes. "If the actual safety and security of the physical asset is important to you, then there’s absolutely no comparison between a paper contract for gold held by someone else, maybe, and an actual asset that you own and is your property."

Additionally, with physical gold and other precious metals, you can actually take the asset out of the IRA without actually selling it – as an "in-kind distribution." This could be an advantage when used for annual required minimum distributions after age 70½, as it allows you to liquidate the IRA without liquidating the asset.

Best-in-industry leader
Advantage Gold’s mission is to help protect and secure as many 401(k)s, IRAs, TSPs and traditional retirement accounts as possible through education. This has led to the creation of several in-depth guides, research reports and their most sought after 44-page Gold Investment Guide that has been requested over 45,000 times by investors all over the country seeking to protect their retirement accounts with physical precious metals. But they haven’t stopped there.

In their quest to help investors through education, Advantage Gold partnered up with one of the world’s leading experts on gold and renowned author and monetary expert Jim Rickards on a special edition of his most recent bestseller, The New Case for Gold. In his book, Rickards predicts a future reconstruction of the world’s monetary regimes, with gold rising to $1,800 or more an ounce. “When I was leaving the business I poured through everything Jim Rickards wrote,” says Baratta.

We purchased 10,000 copies of his book months before it was released with the sole purpose of giving them away to as many U.S. retirement account holders as possible.

Jim believes totally in owning physical gold, so we explained our approach and had a meeting of the minds on that. As a result, he wrote a preface for the book specifically about our company."

Advantage Gold’s continued focus on education and service creates a win-win for all involved, and investors have taken notice. Trustlink, a review site founded by the Better Business Bureau awarded Advantage Gold as the Best in the industry with the highest rating of any gold company in the country.

“We really believe that there’s no such thing as a wasted conversation, whether someone becomes a client right away or not,” says Zagalsky. "And that’s exactly what we instill in every agent here. If you are pursuing someone’s understanding, it’s going to lead to them becoming a client later on. When the education is there, the business takes care of itself.”