

How To Buy Gold Low

HOW TO BUY GOLD LOW™

2nd Edition – Revised on 12/13/10

By
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How To Buy Gold Low

About The Author - Jeff Sneeringer



Jeff Sneeringer is widely considered one of the leading consultants on buying gold at prices far below its value. With over 20 years experience in the field he has completed tens of thousands of transactions.

Jeff has educated hundreds of people on the subject of buying gold low and is responsible for helping them acquire investment gold at prices far below spot.

When he's not working, Jeff is found spending time with his family (Lovely wife Terri, his twin boys Jacob & Andrew, son Brad, Daughter Amanda and his two step sons Matthew & Michael) or enjoying his interests of writing, watching baseball and traveling.

How To Buy Gold Low

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How To Buy Gold Low

INTRODUCTION

Hello, my name is Jeff Sneeringer and for over 20 years I have been buying gold at prices far below its value. Many times I buy it for pennies on the dollar, even as low as 20% of value.

This report was written to share my buying methods with anyone who may be interested in acquiring gold, but doesn't want to pay full spot price, plus a premium.

Before we get into the details of how to buy gold low, let me give you one simple truth on the subject...

Question: If you were to go into a bank with a \$50 bill and try to buy a \$100 bill what would happen?

They would call you crazy!

I use this example for those who are searching for a way to buy gold bullion, bars or coins, from a bullion dealer for less than spot price.

It is IMPOSSIBLE!

There is **no way** to buy gold low other than the methods revealed in this report.

Let me repeat - **There is no way to buy gold low other than the methods revealed in this report!**

I'll explain ways to find gold that the "*in the know*" buyers use.

Some of the techniques I outline may be suitable for you and others may not.

You will determine what will work for you, based on the amount of gold you wish to buy.

After reading this report, at the least, you will have learned ways to buy that will lower or eliminate the premium that is added to the spot price. At best, you will learn ways to buy below 50% of spot price.

How To Buy Gold Low

There is plenty of gold out there that you can buy at prices far below value. In fact, in 2009 alone there was over 1200 metric tons of gold bought at or below 50% of spot using the very same methods I will outline.

In 2010 this number should greatly increase for two reasons:

First, in a poor economic climate, the opportunity for buying gold only increases due to personal financial struggles.

Secondly, as the price of gold rises the media usually exposes that rise, creating a sense of urgency for people to sell.

There has never been a better time than now to acquire gold.

It's no secret we are living in uncertain times with a recession that is global, the increasing geopolitical uncertainty throughout the world and the ultimate demise of the U S Dollar.

In addition, there are some other indicators which are present such as the Dow vs gold price ratio, foreign governments shifting their currency reserves from United States Treasury Bonds to gold, China encouraging their 1.3 Billion citizens to buy gold and India making large gold purchases.

These global demands for gold will soon put a huge strain on the supply and will very likely drive gold prices much higher in the coming weeks, months and years.

In fact, many analysts predict the spot price will top the \$2000/oz mark in the near future and possibly \$5000/oz further down the road.

Even though there is overwhelming evidence to support an increase in the price of gold, no one really knows what the future holds.

The beauty of buying gold low is, even if the price of gold would happen to fall, we can still sleep at night because it drastically reduces the risk of loss.

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GOLD PRICES

Because it's the most common method, most investors buy gold bullion bars and coins from precious metals dealers. They pay spot gold price, plus a premium that usually ranges anywhere between 5% to 10%. The premium includes the costs of producing the product and the profit the dealer makes for providing his service.

Spot Gold Price

For those who may not know exactly what "Spot Gold Price" is, let me explain...

The value of gold, as with any commodity, is determined by the spot price.

Spot price of a commodity is the price that is quoted for immediate (spot) settlement (payment and delivery).

Keep in mind, this price represents gold in its pure state (.999 pure gold or fine gold).

In today's world with computers the current or live spot price can be seen as it changes by the minute. My favorite website to view the live spot price is <http://www.kitco.com>.

As you enter Kitco's site look to the left side of the window and you'll see the section titled "Live Spot Gold." This is the live spot price that fluctuates throughout the trading day.

As gold is bought and sold it raises and lowers the spot price. The spot gold market is trading nearly 24 hours a day as there is almost always a location somewhere in the world that is actively taking orders for gold transactions.

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London Gold

As you review the site, look a bit lower at the section titled "London Gold Fix."

Unlike the spot price, the London gold fixing is a clearly posted, quoted price for gold that occurs twice per day.

The objective in establishing this was to allow large quantities of gold to be bought and sold using a single price. Because this price does not fluctuate and can not be disputed, people in the industry such as gold mines, refiners, jewelry manufacturers, and banks use it as a basis for daily transactions.

The "London PM Fix" is the price used by those in the industry and will be the one we use as well.

You should regularly follow the "**London PM Fix**", because this is the base price for all the formula's used to determine how much to pay for the gold you buy.

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Where To Buy

Where and how you buy is based on the amount of gold you wish to acquire, and only you will determine that.

If you are an occasional buyer the first method will most likely fulfill your buying needs.

Method # 1

The easiest and less time consuming way to buy is to build a network of connections with those who can supply your gold buying needs. In other words, have others be your fronts, the ones who find the gold.

Places such as pawn shops and jewelry & coin shops are excellent sources for gold bullion bars and coins. They frequently buy those items from the public at prices below spot and many times will resell them at spot price. Even if they do add a premium it is generally far lower than what bullion dealers charge.

Building these connections is as easy as stopping by the business, introducing yourself as someone looking to buy gold bullion and leaving a business card with your name and phone number. If you search the web, or look in the yellow pages of your local phone book, you will certainly find these types of businesses to build your network with.

Another connection source can be friends, acquaintances, co-workers, fellow club members, or anyone else you come in contact with on a day to day basis. Tell them you are looking for gold and give them some business cards to hand out. Word of mouth always works!

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Method # 2

If you are a frequent buyer, this method is certainly the one you will want to master.

Nearly **everyone** around you owns gold in one form or another that they will eventually want or need to sell.

Remember, in 2009 there was over 1200 metric tonnes(tons) of gold sold by the private sector that was purchased (far below spot price) by pawn shops, jewelry stores, coin dealers and private individuals like you and I.

This gold is mostly in the form of used jewelry such as rings, bracelets, necklaces, pins, broaches and earrings. Other types of gold items are dental gold, wrist watches, pocket watches and class rings.

NOTE: *These gold items can easily be turned into bullion by sending the scrap to a refinery in exchange for bars or coins. I'll give detailed instruction on this subject later in this report.*

Nearly everyone has gold items to sell, and their reasons for selling these items vary greatly. It could be because of divorce, inheritance, cleaning out the house or even just wanting to raise cash to buy something. Many times sellers need cash to pay a bill or even just to put gas in their car!

You'll be amazed at the number of people looking to sell their gold items.

Once the word gets out that you buy, you'll be flooded with offers. I rarely have a day go by where my phone doesn't ring or someone doesn't approach me when I stop at the local diner for breakfast!

Most of these items will not be in a pure gold state, with the exception of bullion coins and bars which *are* often bought from private individuals.

You may occasionally see jewelry items in a pure gold state, but most often it will be a lower grade of gold. The reason is because pure gold is rather soft and can be damaged too easily. Thus, harder metals are added to make jewelry more durable.

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The most common metals added are silver, copper, nickel and zinc. The higher the percentage of these metals added, the greater the change in the physical characteristics of the gold, and the lower the karat grade becomes.

Other metals that are combined with gold have a profound effect on its hardness and temper, as well as its color.

I bring this up because the color of the gold item does not affect the value of the actual gold content that is contained therein.

The karat grade, which determines the actual gold content, is what you will be concerned with.

For example, (14k is 14k no matter if it's yellow or white).

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GRADES OF GOLD

Gold is graded in what is called the "**karat system.**"

In the karat system, pure gold is expressed as "**24 karats**" (**24k**). The gold content of any item depends on the proportion of gold it contains.

The most popular jewelry grades in the United States are as follows:

- **18k = 18/24ths or 75% gold. Also indicated as .750**
- **14k = 14/24ths or 58.5% gold. Also indicated as .585**
- **10k = 10/24ths or 41.67% gold. Also indicated as .417**

In the United States, as well as any civilized country in the world, legal regulations require that the gold content of a piece of jewelry be marked on it. This law was initiated to protect the public against fraud.

If, for example, the jewelry item is stamped 14k it can not be less than 58% gold or the maker could be charged for fraud or counterfeiting.

Although this particular law has been in effect for many years, the United States Congress most recently passed an amendment in 1976 that stipulates the gold content of an article must be at least 10 karats for it to be called "karat gold."

The karat stamp can be found on the inside of gold rings, on the clasp of gold chains and bracelets, on the back of pendants and on earring posts. If there is no stamp present the item may still be gold, sometimes through wear the stamp is hard to see or is completely gone.

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Testing The Gold

As I stated in an earlier section all jewelry manufactured in the United States must be stamped and support its karat grade. But be aware, there are counterfeiters of gold, just as there are of money, even though it is illegal.

The usual type of jewelry that is copied are heavy necklaces or rings, were they use silver that is heavily plated with gold. And yes, they put a karat stamp on them!

Although it is rare that you will look at fake items, it's good to keep your guard up and be ready if and when they do appear.

Early on, you may want to make it a rule to test every item you look at. Eventually you'll be able to tell the fake from the real just by looking at it.

Testing Equipment

Although there is electronic testing equipment available, the less expensive route to take is the acid test.

Test stones and acids can be purchased from <http://www.nationaljewelerssupplies.com>.

When you go to their website just click on the link titled, "gold testing", located under Jewelers Tools Equipment and Supplies. You'll see the items pictured there.

The "Test Stone" is similar to a knife sharpening stone. The acids are in small plastic bottles with a different acid for each karat grade (18k, 14k, 10k).

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Testing Procedure

The following is the procedure for doing an acid test.

To test the item you simply rub it against the stone. Press firmly as you rub until you see the gold on the stone. Then, using the bottle of acid, squeeze a drop on the stone where you rubbed the gold.

If it disappears, or turns green, the item is not gold. If it stays unchanged it is gold. If it turns a dark brown it is a lower karat grade than the acid you are using.

If you already have an idea what karat grade the gold is, use the acid labeled that particular karat. If you're unsure what karat it is, start with the 18k acid. If it turns dark brown then try it again with 14k acid. If it still turns dark brown it is most likely 10k.

If you have any doubts about the item being genuine, or if you think it may be gold plated, run the test several times. Sometimes the gold plating is very thick and will not disappear from the stone during the first test. What I do is rub the item on the stone several times to be sure to rub through the plating. Then I drop the acid on the stone where I did the last rub.

After you are finished testing, wipe the acid off of the stone with a wet cloth.

Be careful not to get the acid on your fingers it will leave a yellow stain deep into your skin and take weeks to wear off.

Once you've determined that the item is actually gold, it's time to determine its value. The first step in that process is to calculate it's weight.

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Weighing The Gold

In the gold industry weights are measured in troy weight. The "Troy System" began in medieval times and is named after the city of Troyes, France.

The troy ounce is what the price of gold is based on, hence the spot price is for one troy ounce of pure gold.

Below are the weights in the troy system and their conversion:

1 Troy Pound = 12 Troy Ounces (oz)

1 Troy Ounce = 20 Pennyweights (dwt) or 31.103 Grams (gr)

1 Pennyweight = 1.555 Grams (gr)

To weigh the gold items you'll need to purchase a scale. Preferably one that weighs in grams, pennyweight's and ounces.

Visit <http://www.nationaljewelerssupplies.com> and start with an inexpensive model. The Jennings 600 is a good model to start with. It retails for about \$40.00.

When buying gold you can deal in pennyweights (dwt) or grams (g), whichever you prefer. Be sure to set your scale for the type of weight you prefer.

After you have determined the grade of the gold, and calculated its weight, it's time to place a scrap/melt value on it.

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The following formula is used throughout the trade to estimate the approximate scrap/melt value per pennyweight for each particular grade of gold.

18k - spot price X .0347 = price per dwt

14k - spot price X .0269 = price per dwt

10k - spot price X .0195 = price per dwt

Example - If today's spot gold price is \$900 and you want to determine the value of one pennyweight of 14k scrap, you would multiply \$900 X .0269, which would result in \$24.21 per pennyweight. For value per gram just divide the value per pennyweight by 1.555, which would be \$15.60 per gram.

Word of caution – BE SURE YOU ARE WEIGHING IN THE SAME WEIGHT THAT YOU ARE APPLYING THE FORMULA TO.

A commonly made mistake is to weigh the gold in grams and multiply it by the pennyweight price, or vice versa. This can be costly!

Once you determine the gold value , you can then decide how much you wish to offer. Be sure to learn and apply the following advice on making the offer, it works!

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Making The Offer

Jewelry Offers

Making an offer and closing the deal on a jewelry buy is usually simple but occasionally you have to become somewhat of a salesperson.

The most important point is - **YOU MUST BE A LISTENER!**

If you listen, they will usually tell you why they are selling.

The easiest type of sellers are those who have jewelry that is broken, worn or missing stones. The reason is, these types of items have no perceived value to the seller.

Another type of seller that is fairly easy to deal with is one where the item they have to sell is a result of a failed relationship or divorce. When there is no longer an emotional attachment, no matter what someone is selling, it's an easy purchase.

In a divorce situation, the woman usually ends up with the engagement ring and wedding band. In most cases she did not make the original purchase. Because it was not her money used to buy them, she could care less how much she receives for those items. She may have no idea what was paid when they were purchased in the first place.

Basically, if the item the person is selling is an undamaged piece of jewelry there has to be a good reason for them to sell at a fraction of retail.

Listed below are some of those reasons - Listen for them as you are in conversation with the seller.

1. No longer emotionally attached, such as divorce.

2. Inheritance.

3. Desperate need for cash.

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If they don't divulge their reason, simply ask them "What is the reason you are selling?"

They will usually give you their life story after that question!

Dealing With The Tough Seller

There are some statements you would rather not want to hear from the seller, such as:

"I know what it is worth."

"I know what I paid for it."

"I was told it is worth X amount of dollars."

The big one is, "I have an appraisal." (an appraisal is about 20% higher than retail and is for insurance purposes only)

These statements indicate immediately, that this will be a tough buy. After a lot of experience you'll be able to turn them around about 50% of the time, but they can be a bit challenging if you are new at buying.

Sometimes after I hear those types of remarks I just say **"I buy for the gold content only, so I most likely would not be able to come close to what you are looking for."**

You'll be amazed, though, how that statement sometimes turns their attitude around. And the moment it does, you can be fairly certain you'll get the buy.

Another way to justify your offer to the tough seller is to explain the retail markup. As I'm inspecting the item, I generally start by telling them:

"The retail markup on jewelry is very high. The basic increase from wholesale to retail is 300%. In fact, most of the catalogs the jeweler shows you are priced in what the trade refers to as "triple key", meaning the retail price is three times wholesale. Like all the other buyers, I pay below wholesale because the item is used"

How To Buy Gold Low

Once you educate the seller with that information they are already thinking in their mind, wow, I will not be getting anything near what I paid for this.

Then as I'm handing the item back to them I tell them my offer. If they reach out and grab it they most likely do not want to sell. But, if they don't reach out to take it you have a good chance at buying it.

Always keep in mind, you are offering a service. And one that is hard to find, I might add. Even if they do find your competition they will get no more for their item than what you offered them. If they get nasty with you tell them to take it to the person they bought it from and see how much they offer, if they will even buy it!

Most of the sellers you deal with will be pleasant. But, as in any business where you deal with people, you'll occasionally run into an unpleasant one. Just be friendly and use tact when dealing with the tough seller.

Remember, as a buyer/investor you can always walk away from a deal, you have the leverage!

Buying Dental Gold

You'll occasionally have the opportunity to buy dental gold, which is 16k.

Crowns, Bridges, caps, partials and inlays are forms of dental gold that someone may have to sell. And it may have teeth along with it!

If some teeth are included with the gold you can smash them out by laying it on something solid such as concrete, then take a hammer and smash the item until the teeth break out.

You have to be careful when buying dental gold because there could be silver or other white metals mixed in with the gold. I would suggest that if it is not gold in color, do not buy it.

When I calculate the value of dental gold I use the 10k formula just to be safe. There can be other elements trapped within the gold that might add to the weight.

How To Buy Gold Low

Buying Class Rings

Class rings from high school and college are often sold to gold buyers. When buying class rings be sure the ring has a karat stamp inside the shank. There are other metals used to make class rings that the acid test will show as gold.

Also, the stone in the class ring is usually a good part of the weight. I weigh the ring and make an approximate offer based on only half the weight. If they take the offer I use a hammer to smash the stone out of the ring then weigh the gold again to get the exact weight and then make my actual offer.

Buying Gold Bullion

The hardest gold item to buy below spot price is gold bullion. This can be in the form of coins or bars and is usually .999 pure gold. The reason it is the hardest to buy is because these sellers usually follow the spot gold price very closely and expect to receive near spot when they sell.

You will periodically have bullion offered to you to buy. If you do, always ask them why they are selling. There could be circumstances such as inheritance where they will sell well below spot price, and you won't know unless you ask!

How To Buy Gold Low

How Much To Offer

The amount you offer is entirely up to you. If you are buying for investment purposes you can go a bit stronger on your offers, as opposed to someone who is buying for profit, but you don't have to.

If you have no competition in your area you can generally make offers of 25% to 50% of scrap value and have no problem closing the deal. If you do have others buying in your area I would do some spying and see what percentage of scrap value they are offering.

I generally offer about 25% of value when buying scrap items because, to the seller, scrap has no perceived value. Many times my offer depends on the sellers reason for selling and the amount they are looking to get for their item.

If they have jewelry that has a scrap value of \$400 and they are looking for \$50 for gas in their car, I'm going to give them the \$50 they are looking for.

On the other hand if their items have a scrap value \$400 and they need \$300 to pay their car payment, I may give them the \$300.

I generally find that if I offer low on the scrap and a bit higher on the complete items, I end up having an average of 40% to 50% of scrap value invested in all of my buys.

Always remember, if you can't make the buy it's no big deal, just wait for the next one to come along!

By this point you should know what to buy, how to test the gold, calculate its value, how much to offer and how to make your offer.

Now it's time to find the sellers, or what I call getting the word out!

How To Buy Gold Low

Finding Sellers

Once the word gets out that you buy gold, you'll be flooded with offers to buy.

There are several ways to promote your buying operation, depending on the volume of buying you wish to do.

The first, and quite possibly the only, method of promotion you'll need is business cards. I do this myself on my computer. Another great place to get business cards is VistaPrint. The first order is free except for a small shipping charge.

On your cards you'll want to include your business name (if you have one), your name, phone number, what you buy (Gold Jewelry, Coins, bullion, etc.), and two very important lines to add are **"Highest Prices Paid"** and **"Friendly Service."**

The reason I include **"Friendly Service"** is because most people sell gold to a pawn shop and many times they are not very friendly people to deal with.

Another reason is, many sellers have a fear of the unknown. This is something they do not do often and, quite possibly have **never** done it before. By offering friendly service you'll make them feel more comfortable right from the start.

Being friendly will net you more buys, I guarantee that !

Be sure to hand your business cards out everywhere you go and pin them on bulletin boards whenever you see one.

Depending on how much investment gold you are looking to buy, business cards may be all the promoting you'll need. But if you are looking to buy on a regular basis, here are some additional ways to promote...

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Print Advertising

It's not necessary to spend a lot of money on advertising, there is a simple but very effective way to do it. In my 20+ years of buying I have been using the same inexpensive type of ads.

The best place to advertise is in the classified section of the weekly papers such as the Pennysaver, Merchandiser, Guide News, Shopper, or whatever they call it in your area. If the paper is delivered by the postal service, that's even better. There are two weekly papers in my area that come in the mail. I spend a total of about \$20 a week on ads.

The following ad has been working great for me for many years:

CASH PAID for Gold - Jewelry, Coins & Bullion. Any Condition. Highest Prices Paid. Friendly Service. Call XXX-XXXX.

Most papers have a section titled "**Items Wanted**" or "**Wanted To Buy**", which is where you'll want to place the ad.

I buy to re-sell, as well as for investment, so I place my ads weekly. You, as an investor only, can place an ad whenever you are looking to invest. Believe me, once the word gets out that you buy gold you will receive plenty of offers from sellers without even having to do much advertising.

Phone Questions

When sellers respond to your ad they may ask you, over the phone, how much do you pay for gold, or more specifically, what you would pay for their item. I just tell them "it depends on the type of gold" and/or "I have to see it before I can make an offer."

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Where To Set Up Your Business

Your buying location is up to you. It's based on how much gold you want to buy. I suggest you buy right from your home and not create a lot of expenses.

Although I have owned several stores through the years, I currently buy from the public at an office in my home. In addition, I have a network of buyers who ship their gold to me.

Flea Markets are a great, inexpensive place to do your buying. Besides buying there, you are also making people aware that you buy. Some Flea Markets have thousands of visitors a day. This is a great way to get the word out!

Another option is to rent an office to do your buying. I know several buyers who do just that. The seller sits across the desk from you as you view their items. It is a very professional atmosphere, but again it creates expenses.

Again, some of these ways create more expense, so you may want to just stick to buying from your home to keep the expenses at a minimum.

Buying Online

It's no secret that the future of business is via the Internet. Buying gold is no different in some respects, but should **not** be an "**online only**" business.

The reason is, some of your best buys will be from sellers who have a sense of urgency to sell because they need cash immediately. They can't wait out the period of time it takes from the day they send out their merchandise until they receive the money. They need the cash in hand immediately for that urgent reason which is forcing them to sell.

But, there is one good reason to have an Internet presence and that is to help get the word out about your gold buying operation.

How To Buy Gold Low

In today's society there is a large percentage of people who look online for businesses in their local area. "Paperless" no longer applies to bills and bank statements only, the online yellow pages are quickly making that big thick phone book obsolete.

You may want to place an ad in places like the yahoo local directory where people can see your name, phone number, etc. You can also place a link to your website in that format, if you do choose to set up a buying site.

As I stated earlier, having a website to give sellers the opportunity to ship their items to you is a bit tricky because those types of sellers usually don't have that sense of urgency to sell. But, you do have to consider the number of people you can reach by having an online presence.

Setting up a website can be a pretty big task if you are not familiar with doing so. You could hire the services of a professional but that can be costly. I suggest if you have any website knowledge whatsoever, try to do it on your own.

A good company for building do it yourself web sites, and the one that I use, is [GoDaddy](#). You can also register your domain name there.

GoDaddy's "**website tonight**" accounts are easy to use and are reasonably priced. You can own a five page site for about five bucks a month. They also have tutorials to help guide you through the process.

Your website should have key information such as, what you buy, your shipping address, information on how they should package and insure their shipment, and most importantly you should explain the turn around time, payment options and how you'll be making the offer (email and/or telephone). Also, remind them to include their contact information with their shipment.

If you have additional questions about setting up a website you may forward them to me at support@buygoldlow.com.

How To Buy Gold Low

Additional Tools

Some other tools that are not a “must have”, but would come in handy are:

A professional Jewelers Loupe to magnify. It’s great for looking at the karat stamp on the jewelry items. A good, inexpensive model is the Hasting Triplet Loupe 10X. It costs about \$12 to \$15.

Eventually you may want to invest in an electronic gold tester. The Tri Electronics Pro Gold Tester GXL-24 is one of the best models, it will tell you the karat as well as the percentage of gold. It retails for \$475.

These tools can be purchased at <http://www.nationaljewelerssupplies.com>.

Converting Your Gold Into Bullion Bars and Coins

You can send your scrap gold to the refinery and have it converted into bullion or you can save the added expense by just holding what you buy in its original form.

Also, there are numerous refineries throughout the United States, as well as in other countries, where you can receive bullion bars or coins as payment for your scrap.

Below you’ll find website links to two refineries that I have used:

<http://www.midwestrefineries.com>

<http://www.garfieldrefining.com>

These two refineries have a good reputation of prompt and reliable payment. Plus, they do not charge assay or lot fees as many refineries do. They also have no minimum amounts, they’ll accept any amount you ship. The turnaround is usually only a few days.

How To Buy Gold Low

So, there you have it, a complete guide on - **"How To Buy Gold Low."**

Remember, the best place to find gold below spot price...from the more than 100 million households in America!

Its been my pleasure to share this valuable information with you. I trust that you have learned a lot and are now going to put it into action.

If you have any questions or comments please send me an email at:
jeff@buygoldlow.com

Also, if you have a testimonial feel free to shoot me an email so I can share it with others!

Happy Investing,

A handwritten signature in black ink, appearing to read 'Jeff Sneeringer', with a stylized flourish at the end.

Jeff Sneeringer

Author: "How To Buy Gold Low"

How To Buy Gold Low

Dec. 2010 updates to the original Jan. 2008 edition of "How To Buy Gold Low"

The following are updates that include additional information and resources for buying gold low.

With the information age upon us, there are new methods of doing business that were not available before.

This also holds true for those who are buying gold low!

Here is a list of new sources for locating gold...

1. [Craigslist](#) – Craigslist is a local classified ads and forums site that is mostly free. It has over 50 million users in the United States alone. It generates some 20 Billion page views per month. They have over 700 local sites in 70 countries.

It is common to find gold for sale especially under the Jewelry listings. Many times the seller is asking less than scrap value because they purchased years ago when gold was trading below \$300/oz. And the retail price they paid was lower than scrap price today. You can also post an ad for buying gold.

2. [Oodle](#) – Oodle provides a local marketplace where people can buy, sell and trade almost anything. They have over 15 Million *unique* monthly visitors. Their ad network is amazing because they are connected with other ad platforms like Facebook ads and Ebay classifieds in the sense that ads posted on those sites are also listed on oodle automatically. You can find gold for sale or place an ad for buying.
3. [Gold Beginners](#) – This site connects buyers and sellers of physical gold. It has a platform where sellers of bullion can place a free "Gold For Sale Ad." You may want to visit that page from time to time. Here is the link:
<http://www.goldbeginners.com/gold-for-sale.html>

How To Buy Gold Low

Also at Gold Beginners, buyers can register themselves as a buyer in their local area.

The way this works is when sellers access the site they can click on their geographical area and see contact information for the buyers listed in that particular area.

Anyone who is a buyer can sign up for free.

If you would rather be listed as anonymous, you also have that option. When the seller clicks on an anonymous listing they are redirected to a page where they can list their contact information and what they are selling. That information is then forwarded to the anonymous buyer via email so he/she can contact the seller.

Here is that link: <http://www.goldbeginners.com/buying-gold.html>

As a buyer who is looking to acquire gold at the lowest price it is imperative that you seize every opportunity to buy gold low!

Where To Buy Gold Bullion

If it's *low premium* Gold Bullion you are looking for, visit [Golden Eagle Coins](#) in Laurel, Maryland. This company has been in business since 1974 and has a reputation that is unmatched in the industry. The hundreds of testimonials on their website will verify that reputation. Their markup of about 2% on certain bullion bars is one of the lowest around.

Golden Eagle Coins will also buy your scrap gold or trade it for bullion!