



AURUM ASSETS

PRECIOUS METAL ASSET MANAGEMENT

THE AURUM ASSETS COMPANIES

AURUMASSETS.COM GOLDCOINSGAIN.COM



GOLD AND WEALTH

You don't have to be rich to buy gold. But it helps to think like you are. Especially in terms of acquiring, securing and managing your precious metal assets.



\$20 Saint Gaudens Double Eagle



*Horse, Late Roman Empire
Gold over Bronze*

Which is exactly what we do for you at Aurum Assets. Whether you're making your first gold purchase or considering a substantial transfer into a diversity of precious metals, we manage every step of the process so that you're guaranteed maximum oversight, security and protection.

At Aurum Assets, our goal is to help you preserve and grow the value of your precious metal portfolio for generations to come.

With the current economy in chaos and likely to remain so for some time to come, there are no certainties in anyone's future. But we can promise you that while the market price of gold may fluctuate, it has never lost 100% of its value. Stocks, bonds, derivatives and even currencies can collapse and become worthless overnight, but gold has not. Ever.

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WHAT AURUM IS

We are a hand selected team of the world's finest precious metal asset managers, financial analysts and account managers. Our backgrounds are unusually diverse and include a wide variety of experience and professional disciplines, all of which lend to a unique approach that continually exceeds our clients needs and expectations.

Extensive travel, continuing education, deeply grounded life experience and strong social networks are all attributes that make us who we are and enable us to serve our clients in the extraordinary fashion we do.



Gold South African Krugerrand

WHAT AURUM IS NOT

We are not and do not claim to be financial planners. We do not assist anyone in the purchase of securities or facilitate in any form of investment product advice.

Our job is to assist consumers who have already made the decision to buy gold. Our services can include getting you into precious metals at the right time, getting you into the right coins or bars, keeping you updated on market conditions that can impact the overall value of your precious metals portfolio, and even assisting you with your exit strategy. Through it all, your Aurum Assets account manager will become an invaluable part of your building and preserving wealth process.

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PERFORMANCE

We let gold’s 5,000+ year track record speak for itself. From the earliest times in recorded history, gold has held substantial value for anyone who has owned it. Gold has been revered and treasured, hidden, stolen, secretly buried and fought over for centuries, including the present one. But the one thing gold has never done is lose it’s ageless ability to dazzle and impress. And far more importantly, it has never lost 100% of its value. Ever.

Over the last 10 years, gold has outperformed virtually every other financial asset and instrument, physical or otherwise. From stocks and bonds to real estate, no other financial product has provided both an above average return and the incalculable sense of security that comes with owning a timeless asset like gold.



Gold American Buffalo

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TRACK RECORD

Aurum Assets has an unrivaled track record, one you can count on. We know how to deliver gold and other precious metals in the safest, most reliable and affordable manner possible. We can store it for you in a secured vault, or deliver to your doorstep. So pick up the phone and give one of our account managers a call today. The experience is world class and world known. We invite you to see for yourself.



PEOPLE

At Aurum Assets, you will work with the best of the best. Each of our employees goes through a rigorous screening and training process before becoming a working member of our team. From account managers to financial analysts and senior management, everyone is held to the same, stringent code of conduct: Excellence Above All Else.

We insist on a strenuous standard of performance which each of our employees must satisfy on a monthly basis. There is no room for mistakes and no margin for error. The outstanding reputation we maintain is based on each and every individual at Aurum Assets functioning at their absolute highest level at all times.

You will experience unparalleled account management at Aurum Assets. For example, you will always receive a call the moment a significant market move occurs. We'll be able to get you in or out at the optimal time for the absolute best price of the day. From the moment you issue a purchase or sell instruction, your transition will be guarded and secured by everything we can bring to bear, including multiple online, physical and manual back up systems.



Australian Gold Nugget

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LOCATION

Because of the physical nature of gold and the need to house, secure and store it, often in large quantities, most of the world's largest firms buy and sell gold through one central location.

For us, it's Century City, one of the west coast's premier financial districts.

As Californians, and citizens of the Golden State, we have a unique relationship with gold dating back to the days of Sutters Mill and the advent of the Forty-Niners. It's part of our history, ingrained into our cultural heritage, and it's something we never forget.

In other words, gold is an asset that all of us at Aurum Assets personally respect, value and treasure. Which is why we can promise your experience with us will be golden.



Gold American Eagle

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GOLD IS RIGHT FOR:

Gold is right for any individual, family, or institution concerned with their financial future as a result of the economic and political threats facing the world today.

Gold is also the right choice for anyone looking for something more substantial than “Trust me. I’m an expert.” We’ve all learned where that leads.

With it’s proven 5000+ year history, gold is the right choice for anyone willing to make their own decisions and look beyond the headlines to the bigger picture.

GOLD IS NOT RIGHT FOR:

Gold may not be the right choice for you if:

- You believe the best way to preserve your wealth is to leave it in savings or other interest bearing accounts.
- You are looking for the next big growth stock.
- You want to stick with your real estate strategy.
- You prefer an “all paper” approach with no physical or tangible assets.

If you have questions or concerns about what the best choice for you may be, please give us a call at 800-940.7793 or email at info@aurumassets.com



Gold Canadian Maple Leaf



WHAT TO EXPECT

Expect only what you know you can count on. That being said, Aurum Assets we can guarantee several things. First and foremost, we can guarantee that the acquisition of gold will contribute a valuable part of your financial strategy.

Second, we can guarantee that through our gold asset management, you will always have a strong, solid, physical asset as protection. An asset you can hold onto through whatever ups and downs the future brings, or liquidate at any time. In either case, it's a comforting feeling to know that you have something solid, tangible and valuable you can count on in an uncertain world.

Third, any gold or other precious metal that you acquire through us is guaranteed and authorized by a third party grading service. So you can rest easy in the knowledge that you're getting exactly what you paid for.

Fourth, you have absolute authority over any and all decisions made about your acquisition from start to finish. You can chose to buy it and have it delivered to you, or you can chose to have us maintain and store it for you. Either way, whatever your purchase from us is 100% your possession at all times.



Austrain Gold Philharmonic

WHAT NOT TO EXPECT

Gold may be dazzling and even hypnotic to some, but it is not magic. It is not a miracle cure for either your financial portfolio or your life. It will not make you prettier or more interesting at parties. But what the acquisition of gold can do is eliminate many valid concerns facing our precarious national and global economy. While it cannot and should not be perceived as “the end all be all” solution, it can be and has proven to be a valuable addition to any size portfolio.



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OUR REPUTATION

Aurum Assets has been serving the public with honor for over a decade. During that time, we have only had a few, minor complaints filed against us with the Better Business Bureau, most of which were due to a simple misunderstanding, and all of which were satisfied quickly and completely. Considering the 25,000 accounts we have served during that time, and the fact that we're viewed as a financial institution, that's quite a statement.

Additionally, no government, at either a state or federal level, has ever taken or pursued an action against us, and the truth of our advertising practices has ever been questioned.

We understand that buying gold for the first time can make some people more than a little nervous. That's why we put so much effort into making sure your purchase with us is simple, straight-forward, and as complication-free as possible.

There are a lot of other companies out there that would love to have your business, but as our current clients will tell you, the experience you'll have with us will not only far exceed your expectations, but will confirm that you've made the right choice.

We look forward to hearing from you.

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Gold Chinese Panda



EXIT STRATEGY

Let us start by saying that we believe it's always prudent to have a portion of your portfolio in precious metals. But over the last few years, we've assisted many new clients who've decided to protect and hedge their real estate and paper assets by placing a larger percentage of gold and other precious metals in their portfolios than they would during more normal times.

This has been a comfortable choice for most because of the liquid nature of precious metals. The owner of any precious metal can convert a holding into cash with a simple phone call. Given the integrated nature of today's markets and technology, it is easier than ever before to get out of a precious metal position on a moments notice.

But at the same time, we're seeing more and more of our new clients realize the importance of keeping a majority or portion of their wealth in such a stable and profitable vehicle.

So if and when you decide to liquidate, just give us a call. We can lock in a guaranteed liquidation price at the highest bid of the day, with no fees and no questions asked.

From start to finish, an acquisition of precious metals through Aurum Assets is yours to do with as you wish.



*\$20 Saint Gaudens Double Eagle
Obverse*



*\$20 Saint Gaudens Double Eagle
Reverse*

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