

TIER III - RARE COINS

U.S. RARE COINS

A SUPERB, LONG-TERM FINANCIAL ASSET



AUSTIN
RARE COINS & BULLION

TIER III - U.S. RARE COINS

PRIVATE AND TANGIBLE WEALTH

Rare coins are beautiful, timeless, tangible links to our American history. They often highlight significant national heroes, symbols, events, or achievements. Undeniably, U.S. rare coins are miniature works of art that capture our heritage and allow us to go back in time hundreds of years.

The past decade has proven the advantages of owning precious metals like gold and silver. However, too often newcomers overlook the benefits that a carefully chosen collection of rare coins can offer.

Rare coins are private forms of wealth you can feel each time you hold one in your hand. They are an ideal choice for prudent investors and have proven to be excellent long-term performers.

They provide a superb hedge against inflation. Rare coins can also be useful in reducing volatility in a stock and bond portfolio, since they tend to move in the opposite direction of traditional investments.

Furthermore, rare coins often move independently of bullion prices, since only a small part of their worth is derived from their intrinsic value.

WHAT MAKES A COIN VALUABLE?

1) Rarity– The rarity of a coin is determined by how many survivors still exist. While some coins may have low mintage figures, that is not always the key factor. What matters most is how many are *known* to still exist today.

Thanks to third party grading, strict records are kept of how many coins from a denomination and given date have been certified. These records are called population reports and offer the most accurate data in determining the rarity of a coin.

2) Condition– Eye appeal plays a major role in the value of a coin. As a rule, the higher the grade is, the more rare and desirable a coin will be.

Coins are graded by the two leading grading services– Numismatic Guaranty Corporation (NGC) and the Professional Coin Grading Service (PCGS).

Coins fall into two categories, Mint State (MS) coins are those intended for circulation. Proof (PR) coins were minted for collectors and special care was taken throughout the production process.

3) Demand– This is the driving force that makes rarities extremely valuable. The demand factors are scarcity, state of preservation, historical significance, and a strong investment track record.

The future value of any coin you acquire today depends on a rising demand by both investors and enthusiasts. This is where the wealth of knowledge and insight that Austin Rare Coins & Bullion has can help you the most. Finding the finest U.S. rare coins and building highly desirable collections is our primary business.

WHY OUR CLIENTS OWN RARE COINS

Stability– There is little historical evidence of sudden price shifts with *fundamentally* rare and desirable coins. In most cases, a coin's value is not highly correlated with precious metals prices, which offer additional diversity benefits.

Unlike stocks, bonds, and other paper investments, rare coins will never be worthless– there are too many buyers waiting to acquire the finest and rarest U.S. coins.

Privacy– We are not required to report your rare coin purchases or sales to the IRS or any government agency. This allows you to take your rare coin investments “off the grid.” Rare coins are an ideal hard asset strategy for passing on wealth to future generations.

Portability– Rare coins represent concentrated wealth. A briefcase can potentially hold several hundred thousand, if not millions, of dollars worth of classic rarities.

Profit– A carefully chosen selection of U.S. rare coins can show substantial appreciation over time. With a growing base of investors and collectors, these coins are only becoming harder to find and more desirable. Supply and demand fundamentals are extraordinary.

Affordability– Classic rare coins can be acquired for all budgets. Some of the most appealing buys in the current U.S. rare coin market are as little as a few thousand dollars!

UNDERSTANDING U.S. RARE COINS

COIN MARKET TERMINOLOGY

Proof Coinage– Pre-1933 U.S. Proof Gold or Silver is the most visually appealing material in the marketplace today. Mintages for all proofs are very low and the collecting base is strong. Proof coinage has proven to be one of the most profitable areas of the market, bar none, because of the beauty, extremely limited supplies, and broad demand. Proofs have great eye appeal because of the special attention given to them.

Key Dates– This term refers to a specific date within an issue that is hard to locate due to either a low mintage or low survival rate. Key dates are often called “stoppers.” They have been and always will be in great demand from collectors and investors. Because of their limited supplies, key dates trade for several times the value of common issues within the same series.

Branch Mint Coinage– For years, the Philadelphia Mint was the only U.S. Mint. Beginning in 1838, coins were struck at new branch mints in Charlotte, North Carolina and Dahlonega, Georgia. Both mints closed in 1861 with the onset of the Civil War. In 1839, the New Orleans Mint opened, San Francisco in 1854, Carson City in 1870, and Denver in 1907.

Austin Rare Coins specializes in Southern branch mint gold. These are pre-Civil War era coins (1838-1861) which are generally rarer and harder to locate than their Philadelphia counterparts.

Condition Census– This refers to the top five or so examples known in the world today for a particular issue. The population reports issued by NGC and PCGS allow us to pinpoint whether a coin falls in this category. Condition census and finest known coins are extremely strong performers.

Historic Appeal– The allure of owning a coin minted over two centuries ago is appealing to enthusiasts of all ages and budgets. The artistry, rarity, and unique history of America are quite captivating.

With the recent influx of millions of new gold and silver investors, U.S. rare coins have increased in both visibility and demand worldwide. This is a trend that should continue for decades to come.



*1865 S \$20 Liberty NGC MS-66 SS Brother Jonathan
This is an absolutely pristine example of the highest coin graded from the Brother Jonathan shipwreck of 1865.*



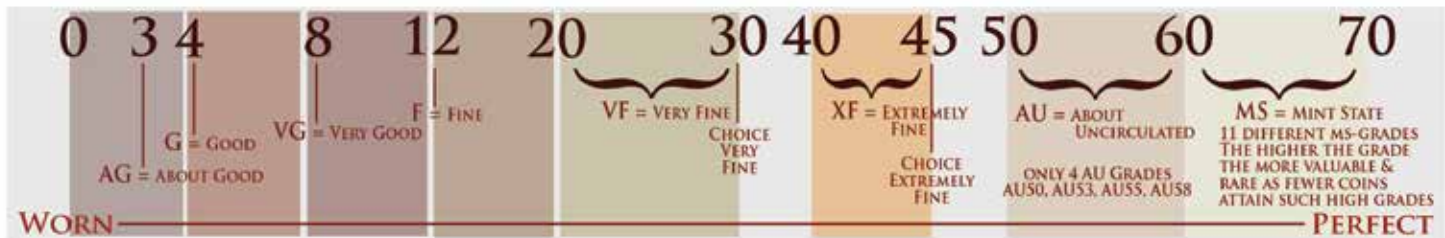
1907 \$10 Indian NGC MS66 - This gold coin is magnificent in all regards and like a miniature work of art.



1878 Morgan Dollar PCGS PR66 - This is a beautifully toned example of the first Proof Morgan Silver Dollar issued in 1878. Only 500 were struck.

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THE SHELDON SCALE FOR GRADING COINS



CERTIFICATION IS KEY

Coins are graded using a numeric scale called the Sheldon Scale, devised by Dr. William H. Sheldon in 1949. Grades range from 1 thru 70, with a “1” being barely recognizable and “70” representing a perfect, flawless example. Refer to the Sheldon Scale above for more information.

The higher a coin’s grade, the more valuable it will be in relation to lower graded examples of the same issue. In many cases, one grade point can mean a difference of hundreds, or even thousands of dollars.

In the U.S. rare coin market, there are two top-tier, independent grading services in business since the 1980s, PCGS and NGC. They are the most widely used and respected in the industry and the only companies we recommend when investing in rare coins.

A rare coin is sent to the grading services for an impartial and unbiased grading opinion. It is first evaluated for authenticity then checked by a number of professional coin graders called numismatists.

Once they come to an agreement on what grade the coin should be given, the coin is sonically sealed in a tamper-proof plastic holder. Inside, there is also the official grading certificate that gives a description of all relevant details of the coin including assigned grade, serial number, and barcode which registers the coin with the grading service.

Certified rare coins provide faith and confidence to everyone in the transaction with the assurance that they are getting exactly what they’re paying for. In other words, there is no guessing or speculation as to the condition of the coin now or in the future when it’s time to sell. This is paramount for liquidity, transparency, and success in the rare coin market.

OUR EXPERT ADVICE CAN HELP

Austin Rare Coins & Bullion has an impeccable reputation in the rare coin industry. We handle many of the finest rarities known in the world today.

Over the years, we’ve found the key to success is working with an established, reputable company that you can trust for a long term, mutually beneficial relationship. Our vast knowledge and connections within the coin market allows us to acquire some of the rarest and most desirable coins at the best prices.

We can oversee your acquisitions to ensure you get the most out of your rare coin collection, whether your primary goal is profit, enjoyment, or both.

For many people, this is a new investment area. We are fully prepared to educate and guide you through the process from start to finish. Our Austin Advisors have decades of experience in the rare coin market and are here to help in every way.

When the time comes for you or your heirs to liquidate your collection, our Austin Buying Trust is constantly looking to replenish our inventory with great coins, particularly those we have sold in the past. With our intimate ties in the coin business and large base of clients, we can help you liquidate your coins quickly and at fair market prices.

We have been in business since 1989 and we know great coins are hard to find. We always want the first opportunity to bid on your collection and advise you on the best ways to maximize value.

Austin Rare Coins is committed to giving you the highest level of customer service in order to help you fully achieve all of your goals and objectives.

Be sure to call one of our Rare Coin Advisors with any questions you may have at **1-800-928-6468**.

Pictured on Front Cover: (1907 High Relief \$20 St. Gaudens NGC Mint State 66) – This is one of the finest High Relief Saints known in the world today from the original mintage of 11,250 coins and considered by many to be the most beautiful of all U.S. coinage. (1903 Proof \$10 Liberty NGC Proof 66 Plus) – Proof coins are the upper echelon of numismatics. Past performance is no guarantee of future value. There is no guarantee that you will be able to sell your coins at a substantial premium at any time in the future as gold prices, as well as premiums, go down as well as up in value.