Investing In Rare Coins

IMPORTANT FACTS

- Are rare coins a good investment?
- Who invests in rare coins – and why?
- Why should I choose ASI? Can’t I do this myself?
- How much should you invest?
- What determines rare coin values?
- How long should you invest for?
- How stable an investment?
- The Rare Tangible Assets strategy
- Helpful facts about ASI and Douglas Winter
ARE RARE COINS A GOOD INVESTMENT?

The Rare Coin Index shows an average increase of 248% over the last 10 years, and an average gain of 11% per year, over the past 40 years. (Source: PCGS)

Rare coins are breaking record after record at auctions around the world. ASI and Douglas Winter, the world’s leading expert in pre-1933 U.S. rare gold coins, have served some of the most astute investors and collectors in the world. Rare coins, as part of the Rare Tangible Asset strategy, are the best option to achieve the same benefits of portability, privacy, market performance and currency protection that exist in an investment in precious metals. Moreover, rare coins are an asset class not correlated to other mainstream, traditional assets and therefore are largely unaffected by volatility and downturns in other markets.

WHO INVESTS IN RARE COINS – AND WHY?

In the past, only wealthy speculators or collectors invested in this market. Today, the rare coin market is more accessible than ever, and can (and should) be part of everyone’s portfolio. The combination of stability, profit potential, and non-correlation that rare coins have shown make them a viable asset class for anyone’s portfolio. If you have been searching to protect your assets while gearing performance towards proven profit potential then rare coins are the perfect asset class for you.

WHY SHOULD I CHOOSE ASI? CAN’T I DO THIS MYSELF?

Utilizing ASI and Douglas Winter is imperative to help you make non-emotional, informed decisions about purchasing the right coin at the right price. It is our experience and expertise which allows you to acquire the right coins for your long-term success.

Of course you can buy a rare coin online or pay high buyer fees at a coin auction but...

- Do you know what the outlook on that coin is?
- Do you know how many of the same coin exist in better or similar condition?
- Do you know the auction and price history of that coin?
- Do you know where to go to sell your coins for the best price?

The answer is probably “no” to all or most of the above – at least not as well as ASI and Douglas Winter. With our connections throughout the rare coin community, and Doug’s 30 years of hands-on experience as one of the world’s foremost experts on pre-1933 U.S. rare gold coins, you already have the experts working for you.
HOW MUCH SHOULD YOU INVEST?

Portfolios are tailored to each individual client’s needs. Truly rare coins with great upside potential can be acquired for as little as $5,000 - $10,000 per coin. That said, many of our clients are aiming for $50,000 - $100,000+ as their total investment.

WHAT DETERMINES RARE COIN VALUES?

Rare coin prices are determined by an open collectibles market with no controlling bodies. Buying and selling around the world affects your pricing in a free market, and your value will rise as investors and collectors pay more for these increasingly rare items. Rare coins have been collected and used as a store of wealth for centuries. Nobody can go back to Philadelphia in 1915 to strike more $10 Indian Head coins, or return to New Orleans in 1843 to strike new $2.5 Quarter Eagles. Also, the condition of the specimens that have survived to this point cannot be restored, making the remaining mint condition specimens even more desirable. These rare collectibles are a commodity like few others. There is a limited amount available and the supply of uncirculated coins is shrinking every day.

HOW LONG SHOULD YOU INVEST FOR?

Rare coins are best held as a long term investment (5-10 years). Sit back and watch your assets grow. ASI and Doug are always available to give current valuations of your coins. Rare coins can also be used as a legacy item for generations to come.

HOW STABLE AN INVESTMENT?

Rare Coins have an average performance of 11% per year over the last 40 years, outperforming the S&P 500.
According to the *Knight Frank Luxury Index*, rare coins have an average increase in the last year of 9%, 5 years 83% and 10 years 225%. Simultaneously rare coins have one of the lowest volatilities amongst all alternative asset classes. This means rare coins are an asset class that has a combination of profit potential and stability which isn’t typically found. Normally you have to choose one or the other, profit potential vs. stability, but rare coins offer both!

**RARE TANGIBLE ASSETS STRATEGY**

Rare Tangible Assets (RTA), offer the asset protection benefits you seek for your portfolio in any market environment. When most people think of luxury assets, they think of classic cars, wine and jewelry. Rare coins and rare stamps are part of that world, but are easier to buy, easier to own and easier to sell. RTAs are the best performing asset class you don’t have to build a new garage around.

With ASI and the Rare Tangible Asset strategy, you will get the truly diverse portfolio you are looking for, while having the world’s leading experts in rare coins and rare stamps at your side.

The Rare Tangible Assets strategy offers the following benefits:

- A hedge against inflation with buying power protection.
- Impressive combination of stability and profit potential
- A growing investor and collector market.
- An ‘open-ended’ product that doesn’t cap or fix your returns.
- A very competitive cost structure for optimum returns.
- It is one of your most private holdings.

**FACTS ABOUT ASI AND DOUGLAS WINTER**

Asset Strategies International, a Rockville Maryland company, founded in 1982, is an innovator in alternative asset ownership, including the Rare Tangible Assets strategy (rare coins and rare stamps), precious metals, foreign currencies, and global asset protection. ASI’s mission that you “Keep What’s Yours” is accomplished through carefully designed wealth strategies accessible to all.

Our Rare Tangible Assets strategy gives you access to the world’s leading expert in rare coins and in rare stamps. Your RTA holdings will be assembled to match your unique goals and needs, with your family and legacy accumulation in mind.

Douglas Winter is considered one of the world’s leading experts on rare coins, specializing in pre-1933 U.S. rare gold coins. Doug has spent much of his life in the field of numismatics and began collecting coins at the age of seven. By the time he was ten, he was buying and selling coins at conventions in New York City. When Doug was thirteen he joined the American Numismatic Association and took his first table at a coin show before he was fourteen.

Doug became interested in pre-1933 U.S. gold coins during his time at *Steve Ivy Rare Coins*, serving as the Director of Research and then founded Douglas Winter Consulting in 1985.
In 1989 Doug founded *Douglas Winter Numismatics*. This firm specializes in buying and selling choice and rare U.S. gold coins. By 1992, it was recognized as one of the leading specialized numismatic firms in the country.

Doug has also been a contributor to some of the most influential U.S. Rare Coin Guidebooks to date:

- “A Guidebook of United States Coins” (also known as the “Redbook”) – Contributor since 1983
- Walter Breen’s “Encyclopedia of United States and Colonial Coins”
- Q. David Bowers’ “Encyclopedia of United States Silver Dollars”
- Andrew Pollock’s “United States Pattern and Related Issues”

**Professional Affiliations:**

- Professional Numismatists Guild: Member #399. Member since 1988.
- Awarded a Presidential Certificate of Appreciation by the ANA in 1996.
- American Numismatic Society: Member since 1981.
- Numismatic Literary Guild: Member since 1983. Won NLG’s “Best United States Coin Book” award in 1997 for *Gold Coins of the Dahlonega Mint, 1838-1861* and was presented with the NLG’s “Award for Extraordinary Merit” in 1999.
- Numismatic Guaranty Corporation: Charter member and Dealer registration #502.
- Professional Coin Grading Service: Member since 1991 and Dealer registration #350.
- CAC (Certified Acceptance Corporation): Charter member and Dealer #1017.

Regional Numismatic Clubs and Societies: Member of many organizations including the Florida United Numismatists (FUN), Central States Numismatic Society (CSNS), Texas Numismatic Association (TNA), and Liberty Seated Collectors Club.

If you have any further questions about rare coin investment, please contact ASI and talk to one of our Preferred Client Relations representatives who will discuss your options in greater detail.

*Contact Asset Strategies International:*

**rcp@assetstrategies.com**

**Toll-Free:** 800-831-0007 (U.S. or Canada)
+1-301-881-8600 (International)

**www.assetstrategies.com/rare-tangible-assets/rare-us-coins**

*If you are looking to learn more about our Rare Tangible Assets strategy, which also includes rare stamps, [click here](#)*.