



Advantage Gold

#1 in Education, Service and IRAs

By
Michael Roney

Adam Baratta and Kirill Zagalsky founded Advantage Gold in 2014 as a solution for IRA investors to diversify away from volatile high-risk markets and geopolitical uncertainty. Now they run the fastest-growing gold firm in the United States, its annual sales rising from \$3.7 million initially to a projected \$110 million in 2017. What's their formula for success?

"Kirill and I were the top executives at what is now a competitor," Baratta says. "We decided to start Advantage Gold because we believed that we could do it better. The industry was so clearly lacking amazing customer service and top notch education. So we sought out to change that by providing the best in class gold IRA client services and by building long term relationships with our clients through education and one-on-one guidance not seen any where in the industry."

"We truly pride ourselves on educating our clients in a way no other company has done before," added Zagalsky. "We only work with investors, not coin collectors, and we're focused on where physical gold and silver fit into the discussion of overall asset allocation. While some are obsessed with daily market news, ours is more of a long-term portfolio approach with metals as an important component."

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 2021," 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 401k, there's little way to protect yourself against the inevitable downturns in the paper markets."



Founders Kirill Zagalsky & Adam Baratta

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.

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BEST-IN-INDUSTRY LEADER

Advantage Gold's mission is to help protect and secure as many 401Ks, 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 55,000 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 regime, with gold rising to \$10,000 or more an ounce. "When I was learning 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 furthering 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."



ADVANTAGE GOLD

LOS ANGELES, CA

FOUNDERS: Adam Baratta, Kirill Zagalsky

REVENUE: \$132 million

EMPLOYEES: 44

Adam Baratta and Kirill Zagalsky have grown Advantage Gold into the fastest growing gold investment brokerage firm in the country. "If you had put \$100,000 into a bank account 15 years ago, today it would have the buying power of roughly \$80,000, and that includes interest earned. Had you put that \$100,000 in gold instead, today it would be worth \$450,000," says Zagalsky. Advantage Gold's mission is to help protect and secure the retirement accounts of Americans through ownership of physical precious metals in their IRA or 401(k). Advantage Gold's astonishing success is attributed to their passion for educating investors on the risks of a non-diversified retirement account and the benefits of owning precious metals. Just like the house built on rock, Advantage Gold believes that if you build your portfolio on the "foundation of gold," you will never have to worry when the eventual storms come and wash portfolios "built on paper" away.

