



Lawrence D. Goldberg's

RARE COIN REPORT

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RARE COINS & THE ECONOMY

Economy Card Game

The world wide economy is rebalancing as economic relationships between major economies (US, China, EU, UK, etc.) are being re-evaluated and are shifting. US economic pressure on antagonistic regimes (Iran, Cuba, North Korea, Russia, Venezuela) continues, along with tariffs and threats of tariffs on China that could keep this process in flux for months, maybe even beyond the 2020 election. Hong Kong political unrest, currency manipulations, dropping interest rates and weakening economies worldwide add fuel to the mix. Conventional wisdom puts forth three possible worldwide directions: economic chaos, balanced and reciprocal trading agreements, or something in between. The odds are for something in between. It feels like a card game of 52



pickup waiting to see how the cards will fall, but I'm wondering if what's actually happening is the stacking of the deck, with the fundamental strength of the US economy being the ace in the hole.

One impact of this restructuring is the recent increase in precious metals prices (about \$200/oz. for gold, \$3/oz. for silver). Interestingly enough, this bump in prices appears to have relatively little impact on rare coin prices, which even for generic gold have not so far shown significant price increases.

What this means – happily for the collector – is that the rare coin market now represents an island of sanity amidst the confusion. Prices are mostly stable, signifying a balance between collectors buying and those

selling. Prices are high enough to induce selling, but low enough to represent great buying opportunities. This is classic coin market action, driven by the all important supply and demand relationship between collectors, and sets the stage for increased buying and selling.

Collectors seem to have noticed this. It is therefore no surprise that they are out in force at coin shows, where the vast majority of the “action” is collector, not investor driven. This indicates a healthy rare coin market. Values have been relatively stable over the last year, indicating the gradual decline in prices over the last few years has likely reached an end. This is very significant: Supply and demand balance with the main collector core sets the stage for increased demand both among collectors and investors, which, if it materializes, will send prices much higher.

Several coin market specifics could have a big impact. First, on-line trading of coins continually grows, and is reaching into the world-wide marketplace, broadening the overall population of collectors. This is augmented by what appears to be a significant increase in advertising and marketing from big volume coin and precious metals companies. Third, most dealers with whom I've spoken over the last few months are reporting that business is “pretty good,” which is coin dealer speak for “I've got cash, I've got inventory, and I've got customers.” Fourth,

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NOTES FROM THE OWNER'S DESK

After a couple of truly enjoyable vacation weeks in the UK, I am really happy to be back in the US where we drive on the right side of the road and where I can leave my white driving knuckles behind! While there, I repatriated some older, low value, no longer in use British coins, by giving a sample to pretty much every Brit I met. The response was always surprise and delight. That was really fun!

Quite a number of the Brits we encountered asked us what we thought of President Trump. Instead of pontificating, we asked them what they thought, and were somewhat surprised by the almost universal response, something to the effect of “Well, I'm not sure how much I like him as a man, but he calls it how he sees it and he does what he says, and that is really refreshing for a politician.” I got the feeling they are looking forward to a big post-Brexit trade deal between the US and the UK.



Lawrence D. Goldberg, PNG, owner CNP, Inc.

Happily, I returned to favorable coin market conditions, which plummeted me into the really fun work of helping collectors buy their favorite coins, and helping sellers get excellent prices for coins and inherited collections. I find great personal satisfaction in these endeavors, which would not be possible without you, my wonderful customers! So, THANK YOU!

On the home front, the next few months promise to be really exciting. Not only are we expecting another grandchild (a girl!) in late October, but my son-in-law's TV series (Project Blue Book on the History Channel) is now shooting its second season, scheduled to hit the airwaves in January.

As we move toward year's end, I wish you all health, happiness and personal satisfaction.

Lawrence D. Goldberg

COIN INDUSTRY NEWS

Trading Up: Another Market Opportunity

Current “grade price squashing” (where there is little price difference between high and low grades) presents more than just pure buying opportunities: it presents the possibility of trading up, that is, trading in low grade coins that have lost their charm for higher grade coins that you prefer. This is because, with grades being squashed, the difference in price values between lower and higher grades is small, meaning you can get more bang for your buck when trading up. Also, with the price of precious metals having risen, the opportunity exists to trade in or buy gold numismatic coins for not much more than their bullion value. This makes it possible to build up your gold reserves while enjoying real collector coins.



Actively Buying

I always need inventory and so, I am always buying. Whether a few coins, a large inheritance, a random accumulation, complete collection, high end rarity, or low end “junk silver,” I buy it all, and I pay strong prices. US and World Coins and Banknotes – raw or certified, gold and silver coins and bars, diamonds, watches, jewelry – if you want to sell it, I want to buy it. Call me!

Evaluations and Appraisals

Need an official appraisal of coins you have inherited for probate or asset division among heirs? Do you want to know the value of coins you have inherited? Do you need an evaluation of your accumulation for insurance purposes? Do you need to liquidate a large position of hard assets (gold or gems) and are not sure how to proceed? I provide all professional services related to these issues. As a member of the Professional Numismatists Guild (PNG) with extensive experience working with Estate and Probate Attorneys, you can rest assured your issues will be handled professionally, securely, and according to the highest business standards.

**Call Lawrence at
800.334.3325, press 2**

or email

lawrence@CNPcoins.com

CNP, Inc.

COIN SHOW CIRCUIT

Come by my table at the following shows:

Long Beach Coin Show

Thursday-Saturday, September 5-7

Table #817

Long Beach Convention Center

300 E. Ocean Blvd. Long Beach, CA 90802

www.longbeachexpo.com

Hours: Thu-Fri 10 a.m.-7 p.m., Sat 10 a.m.-5 p.m.

Santa Clara Coin, Stamp & Collectibles Show

Friday-Sunday, September 13-16

Santa Clara Convention Center

5001 Great America Pkwy

Santa Clara, CA 95051

Hours: Fri-Sat 10 a.m.-6 p.m., Sun 10 a.m.-4 p.m.

Buena Park Coin Show

Saturday & Sunday, October 5-6

The Retail Clerk's Hall

8550 Stanton Ave., Buena Park, CA 90620

Hours: Sat 10 a.m.-6 p.m., Sun 10 a.m.-4 p.m.

The Vegas Show

Numismatic Society Coin Show

Friday-Sunday, November 22-24

Palace Station Hotel and Casino

2411 W. Sahara Ave.

Las Vegas, NV 89102

Hours: Fri-Sat 10 a.m.-6 p.m.,

Sun 10 a.m.-3 p.m.

California State Numismatic Association

Friday-Sunday, December 13-15

Arcadia Masonic Lodge

50 West Duarte Road

Arcadia, CA 91007

Hours: Doors open on Friday 14th at 1pm – 6:30.

Sat 10 a.m.-5:30 p.m.

Sun 10 a.m.-5:00 p.m.

If you would prefer
to receive the *Rare
Coin Report* via email
or for a friend, please
send a request to
frank.ariagno@cnpcoins.com

COLLECTOR'S CORNER

Maximizing Value When Buying

Three factors dominate a coin's value: rarity, grade, and market demand. The most important factor by far is market demand. Ideally therefore, from an economic perspective, the most desirable coin is that which everyone else will want in the future. But how can we predict that? The simple answer is that we can't. Market demand is mercurial and unpredictable, and therefore predicting market demand is more a guess than anything else. That said, high grade and rare date coins (especially those with good eye appeal) tend to rise faster in an improving market.

So how do you best avail yourself of current favorable market conditions? Do you buy high grade or rare date? Again, the simple answer is "yes." Here's why: one of the most significant features of today's market is grade price squashing. What I mean by this is that with many coins, the difference in value between grades is now small. For example, according to PCGS prices, a common date MS-62 St. Gaudens is \$1540, while an MS-65 is \$1750. The difference in coin quality is large, but the spread is only \$200, less than 15%. Also, the squashing of grades now makes some better date Morgan Dollars in MS-65 affordable whereas a year or two ago, the same buyer might only be able to afford an MS-64. This is a common pattern in today's market.

So, the opportunity is to be open to stretching your budget a bit if you can buy a



higher grade or rarity, as the likely results will pay off in the future. A rising market almost always features an "un-squashing" of grades, so instead of \$200 spread between an MS-62 and MS-65 St. Gaudens, the spread could easily rise to \$400, \$500, \$600 or more.

The low spreads might also reveal some real bargains with coins that are perhaps a bit lower in grade than what you have targeted, which can also work strongly to the buyer's advantage, especially if the coins are CAC or have exceptional eye appeal.

Economy Card Game

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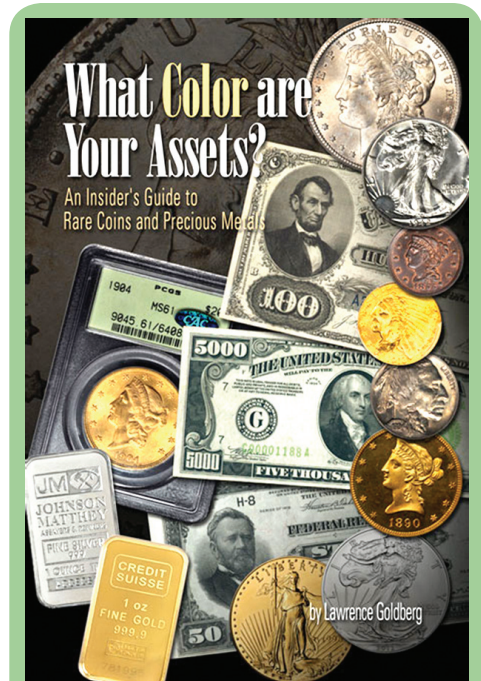
despite the economic slow-down of many economies, the proliferation of cash liquidity driven by quantitative easing in the EU, vastly increased wealth in the US over the last two and a half years, possibly peaking stock and real estate prices in the US, and the desire of certain Asian populations to

own assets tradable in the US creates a need among many to push that money into tangible assets. In short, the rare coin market is proliferating in the US and throughout the world, and I expect that trend to continue. This all translates to increased demand and presents superb opportunities for collectors at all economic levels to buy coins they have long desired.

Happy days are here again!

Our Coin Return Policy

I guarantee your satisfaction. If, for any reason, you are unsatisfied with any numismatic coin you purchase from us sight unseen, or from our want list program, you can return it for replacement or a 100% refund. Fortunately, I am a picky buyer, and am committed to accurate descriptions. Due to price fluctuations, bullion coins are excluded.



What Color are Your Assets?
*An Insider's Guide to
Rare Coins and Precious Metals*

by Lawrence D. Goldberg

My book, **What Color are Your Assets?**, received a great review in *Coinage Magazine*, and is getting great reactions at coin shows and from fellow dealers.

What Color are Your Assets? was written for the beginning and intermediate coin collector/accumulator. It presents the essential information everyone who buys or wants to sell coins and precious metals needs to know to avoid rip-offs and be successful in this area.

It is available for purchase on Amazon.com, where you can also post your reviews; and I'm happy to say almost all of those overwhelmingly positive reviews give this book 5 stars!



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High Grade Early Proof Sets

Lately, I've become enamored with early date, PCGS/NGC high grade proof sets. By early date, I mean proof sets 1936-1951, which are graded PF-65 and above. These are years where the mintages are quite low, and where the minting process did not produce the quality and consistency of modern strikes. The result is that high grade proof coins from these years are relatively rare. Please bear in mind that unlike mint sets, where many more coins were struck for circulation than were used in mint sets, these proof sets contain all the proof coins minted for that



year. How rare these are is hard to say, but take a look at the actual mintage figures for these proof sets:

Year	Total Mintage	Year	Total Mintage
1936	3,873	1940	11,246
1937	5,542	1941	15,287
1938	8,045	1942	21,120
1939	8,975	1950	51,386
		1951	57,500

Even the next few years are relatively rare, with 81,980 sets minted in 1952, 128,800 in 1953, 233,300 in 1954, and 378,200 in 1955.

So far, these have not taken off value wise, but I get the feeling they might in the future. The reason for my optimism is that these sets are not only rare, but aesthetically pleasing, and add a certain wow factor to any collection.

As an Independent Dealer with lower overhead costs, we can often pay the highest prices for your coins, gold, silver, diamonds, jewelry, watches and more. We buy it all!

Call Lawrence D. Goldberg at 800.334.3325, press 2 or email: lawrence@CNPcoins.com

Visit us at www.CNPcoins.com

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