

Sell Gold HQ

Dollars & Sense of Selling Gold



Complimentary eBook

www.SellGoldHQ.com



Sell Gold HQ

Veritas Consumer Guide Network Member



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INTRODUCTION

Welcome to the Selling Gold eBook presented by Sell Gold HQ! In this eBook, you'll receive a comprehensive guide to understanding today's gold market. You'll also find tools, tips and extra knowledge that won't only make you a gold expert, but will arm you with the next steps you need to put your newfound knowledge to good use.



Throughout this eBook, you'll notice different headings, subsections, and "important tips" that will help you on your way. Be sure to take notice of all of these different items that have been organized for optimal clarity and special emphasis.

Also, throughout this eBook, keep in mind that becoming a successful gold seller will depend on the energy and enthusiasm that you bring to the table. This eBook can only get you so far – it will be your responsibility to put this newfound education to use in the real world.

About Sell Gold HQ

Keep in mind that Sell Gold HQ is not affiliated with any of the gold selling outlets mentioned in this article. As a member of the Veritas Consumer Guide Network, Sell Gold HQ is dedicated to helping and educating customers about gold and gold selling in order to help secure a better market.

Sell Gold HQ is an organization with the chief goal of informing potential gold sellers, not swinging them in any one direction. With the help of this eBook, you'll be ready to tackle a variety of ways to sell gold in safe, secure ways.

View this eBook as a consumer education tool that will equip you for the times ahead. Gold is a valuable commodity and a priceless resource - the more you understand about gold, the more secure your future as a gold seller will be. Please visit us at <http://www.sellgoldhq.com> to view more information and to share your feedback with us.

What You'll Find Inside

Inside, we'll tackle two essential and fundamental topics:

- Learning about gold, the commodity
- Learning how to sell gold

First, it's essential that we cover gold itself, learning about purity, rarity, and its relation to the other metals, as well as how to discern authentic gold from forgeries. With this base knowledge, you'll be better equipped to enter the gold market and become an active participant.

Are you ready to become an informed gold trader? Let's get started.



KNOWING YOUR GOLD

If you're going to know all there is to know about gold, it's crucial that you first get an understanding of the basics. If you were to study astronomy, you wouldn't start by learning about specific stars or planets. Instead, you would learn about the different objects that can be found out there, what makes them different, and how they got there.



In this section of the eBook, we'll take a similar path, explaining the ABC's of understanding gold. We'll be laying a foundation of basic gold education so that when we move to more advanced subjects like gold appraisal, gold trading, and the market, you'll know exactly what's going on.

With that in mind, the first thing you'll want to learn about is a simple concept: gold purity.

Gold Purity

There are some typical questions that beginners might have at this point. "What? Gold purity? Isn't all gold pure?"

As you'll learn, there are objects out in the marketplace that might be called "gold," but aren't necessarily pure gold. They might be mixed with other metals like brass or nickel, or the gold might simply represent a thin layer over a piece of wood.

It's crucial that you understand that because gold is so valuable, it gets used all around the world for too many purposes to mention here. There are even some expensive dessert dishes that contain gold! With all of this gold flying around, it doesn't take a professional to understand that some people will try to dilute gold for both honest and dishonest purposes.

With no further ado, here is a basic guide to understanding gold purity.

Important tip: One gold "karat" represents 1/24th of gold purity.

So if you're talking about "24-karat gold," you're actually talking about gold that is 24/24ths gold, or pure gold. Anything less than 24-karat gold might contain plenty of gold, but it is not pure gold.

Pure gold is also known as "fine" gold, which is at least 99.9% gold. For all practical purposes, 99.9% gold or above will essentially be pure.



The further down you go on the "karat" scale the less pure your gold is. For example, 18-karat gold is just 75% gold, 14-karat gold is about 58% gold, and 12-karat gold is only half gold.

The most common karat usage you'll encounter will tend to be even-numbered: 24-karat gold, 18-karat gold, 10-karat gold, etc.

Important tip: A good way to check for gold's purity is simply to investigate the object for an imprint that reveals the karat measurement. For example, the inside of wedding bands will typically say something like "10K," which means that they're made from 10-karat gold.

How to Identify Fool's Gold

Understanding the purity of gold might seem like relatively trivial information, but being able to discern the gold content in an object is absolutely crucial in your knowledge of gold.

Historically, gold has been the object of countless swindles, hoaxes, and schemes. Gold is valuable enough that it is worth identifying, especially if you find yourself relying on some amount of gold in case of financial emergencies.

One way that many would-be gold enthusiasts have been swindled is through the use of "fool's gold," known scientifically as iron pyrite.

Iron pyrite isn't a precious metal - not even close - but it has a familiar yellow shine that many people have mistaken for gold, hence the term "fool's gold."

All it takes to discern between fool's gold and the real McCoy is to have a basic understanding of the characteristics that make the two different.

Important tip: Here is how to tell the difference between fool's gold and real gold. Fool's gold will be hard and brittle while gold will be the opposite - soft and malleable. You should have no qualms about taking a hammer and pounding a piece of gold because the gold won't break - it might simply pound down a bit, almost like a hard clay. Fool's gold, on the other hand, will break easily.

If you want a less aggressive way to discern between the two, you could also try pressing your fingernail and seeing if you can make a scratch. The iron pyrite will be too hard for that, while it might be possible with the gold. If you're still not sure, however, don't make an assumption.



How to Identify Gold Plating

Another method of lying about gold has been to use a method known as gold plating. In gold plating, unlike fool's gold, a real amount of gold will be used - but only as a "plate" around the surface of the object. The gold might actually be covering brass, copper, silver, or even wood - none of which are close to gold's inherent value.

Through the passage of time, the interior metals usually make themselves known due to tarnishing. Copper and silver atoms will slowly diffuse into the gold, taking away its pure color and making it obvious that an object isn't made from pure gold.

While you can take an object to a jeweler to test the gold content if you're really confused, you can also try some at-home tests that will help you better understand the difference between gold plating and pure gold.

Important tip: To test for gold plating, you can try scratching an object and seeing if you notice any discoloration. You could also try searching for the karat marking on the gold object: if your object isn't branded as 10-karat gold or any other karat level, then there's a good chance the object might simply be gold-plated.

Some other people will recommend weighing your object to see if it's as heavy as gold should be. This, however, isn't always a practical solution, as you need a knowledge of gold density as well as a very accurate weighing device.

Common Characteristics of Pure Gold

By now, looking at the differences between gold and its frequent substitutes, you should be getting a better idea of how gold appears in its true form. For example, you should know that (unlike pyrite), gold is softer, malleable, and won't break apart when you hit it with a hammer. You should also know that many gold objects will advertise their karat content somewhere if there is a place for it, such as the inside of a ring.

But that's not enough. You'll need a comprehensive guide to gold's characteristics so that you'll know it when you see it. Here's a step-by-step list of characteristics to look for when you're checking out gold.

The Common Characteristics of Pure Gold

1. Malleability. Gold is the most malleable of all of the metals, which is why it can be pounded down as thin as gold leaf and used to gild (gold plate) materials like copper and wood. In fact, gold is so malleable that it can be pounded down to gold leaf so thin that it transmits light! This characteristic will be further explained later.



2. Gold is not highly reactive to agents such as air, heat, water, or corrosive chemicals. For example, many people test for pure gold by placing an object in vinegar, which pure gold would not react to. Other elements that are more reactive will be more susceptible to corrosion. This characteristic helps make gold an ideal metal for usage in dental work, as you'll read more about later on.

3. Metallic yellow sheen of gold is its most recognized characteristic, though this characteristic alone won't determine if you have gold or pure gold. Although gold's look is very unique, it takes a trained eye to truly discern gold through this type of quick appraisal.

4. 24K marking inside a ring or similar object of jewelry should indicate that you've got pure gold. This seems obvious, but many people don't even verify that they have gold in their possession. It can be common for a gold owner to believe that they're wearing a 24-karat ring when in fact they might be wearing a 12-karat ring. Look for proper branding of gold if the gold is appearing in an article of jewelry.

5. Transparency - because pure gold can be pounded down so well, it can become so thin that it actually becomes transparent. Pure gold transmits green and blue light because it reflects yellow and red light, which helps explain where gold gets its color from. Gold also mixes well with copper, another red metal, which can produce some interesting hues.

What about Colored Gold?

Gold reacts well to other metals, making it ideal for creating a new alloy (metal mixture). With some of these alloys come interesting new colors, gold will frequently be mixed with other metals to produce a greater variety of looks and characteristics.

Two of the most common metals that gold is alloyed with are silver and copper. Silver's whiter color will mix with gold's yellow to produce anything from a new white alloy to pale/green yellow or simply green yellow. A gold-copper alloy will range from copper's red to a metallic beige or reddish-yellow color.

Other popular colors include blue gold, red/rose gold, or purple gold. A gold-iron alloy can be used to produce blue gold, while aluminum will help to create a purple-gold color. White gold might contain silver or other non-precious metals like, nickel, zinc, and copper.

The remaining question is simple: How do these different colors of gold affect its value? The answer is a little more complicated: it depends. When gold is mixed with a metal like copper, its overall value declines in comparison to an object of the same size made from pure gold.



Gold frequently appears in a less-than-pure state, such as in 10-karat or 14-karat alloys. To have a 14-karat gold alloy that is simply mixed with a metal in order to produce a certain color of gold wouldn't affect the value by a great degree, except from an aesthetic standpoint.

Looking at Other Precious Metals

Of course, gold is not the only precious metal - or even the most valuable. Gold belongs to an elite group of metals known as the "precious metals," dubbed so because of their rarity and unique characteristics, some of which have been mentioned here already.

In addition to gold, here are the other chief members of the precious metal group.

- **Silver:** Silver is the least valuable of the precious metals, commonly traded at far lower prices than gold or platinum. Silver is the metal that conducts electricity with the greatest efficiency, and has a lower boiling point than both platinum and gold.
- **Platinum:** Platinum is extremely rare and, compared to silver and gold, much "newer." Even through the discovery of the New World, Western Civilization wasn't aware of the existence of platinum - partially due to its rarity. Platinum traditionally trades at higher prices than gold and is the most valuable of the precious metals.
- **Palladium:** Palladium trades between silver and gold, typically around \$200/troy ounce these days. It is considered part of the Platinum Group Metals.

While this eBook will focus primarily on gold, it helps to understand more about the other precious metals in order to understand what makes gold such a unique element.



TYPES OF GOLD YOU WILL FIND

Now that you know what pure gold is and how to tell what kind of gold you've got on your hands, we have to acknowledge something. You're not exclusively going to encounter gold as it appears in its natural form - as nuggets dug out from mines. Instead, you're going to encounter gold in a variety of forms. In fact, the chances are already good that the gold you own is already in anything from rings and earrings to your teeth!



That's why it will be important to learn about the different types of gold jewelry, and how they can be leveraged in order for you to make the wisest decisions about your gold as possible. Armed with your new-found knowledge, it will be easier to find the best price for your gold, as well as the best home.

First, let's take a look at the different places you might recycle, auction, sell, or even keep your gold.

Your Gold Options

- Selling directly to online brokers. You've probably come across this in television commercials or in internet advertisements. Online brokers - or any broker in general - buy up spare, broken, or unwanted gold that people want to get rid of, melt the gold, and then re-use it for industrial purposes. There are some popular misconceptions with this avenue of gold selling that we'll want to explore.
- Selling articles directly. Selling your article of gold directly means you aren't selling an article because it's broken or old necessarily. Instead, you might donate a pair of earrings to a charity to auction off, or trade in one article to a jeweler for some form of credit towards a new purchase. You might consider selling to online brokers another way of selling directly, but the two methods are different enough that we'll keep them in separate categories.
- "Pawning" your jewelry. This is typically not a recommended way of getting rid of old or broken jewelry.
- Keeping your jewelry. One option you always have is simply to keep your jewelry, rather than look to make money off of it. This might seem like the "lazy man's" approach to working with gold, but in actuality, it might end up giving you the most to work with. If you decide to refinish your jewelry, you might find



yourself with quite a large project on your hands. When you keep the jewelry, you also reserve the other options mentioned above for later, if need be.

Keep these different options in mind as we explain the different types of places you can expect to find gold around your home.

Most Common Gold Items

Now that you know how to check your gold for value/purity and have been introduced to the different ways you might go about selling them (or keeping them), you're ready to move to the next step. The next step is simple: it answers the question "Where exactly will I find all of this gold? Where can I find gold now?"

Some different gold articles will be more obvious than others - collectors know when they own gold, as they might own an object like a gold coin or even a gold bar. Other articles will be less obvious - some people aren't even aware of dental gold that they use to help them digest food! In this eBook we'll cover the entire range of gold articles you can expect to find around the home. Let's start!

Gold Coins

Gold coins can be great and easy to work with. Typically, a pure gold coin will tell you that it's made from "fine" gold, meaning that at least 99.9% of the materials in the coin itself are pure gold. If you're suspicious about the quality of your gold or think you might have a gold-plated coin, you can always use one of the "gold testers" listed earlier in this eBook to verify the quality of your gold coins.

Since there is some work in pouring and casting coins, and you typically buy them directly from private companies, there will be a markup on the original price of your gold coins. You probably won't find yourself buying a gold coin at the exact gold price listing you'll find on Wall Street. Gold coins will include delivery charges, a profit markup, and anything else that comes with the coin, such as a case.

Typically, people with gold coins aren't always looking to re-sell them unless there's an emergency. If you do try to re-sell it, you might find that you get slightly less than you paid for it because of fluctuating gold prices (although gold prices could also turn in your favor) and the aforementioned markups.

Broken Jewelry

Many people share a common problem: figuring out exactly what to do with broken jewelry. Because there is still innate value in the broken piece of jewelry, but repair might also cost a lot of money, it can be a bit tricky to continue to get value from the



piece. Luckily, this eBook will inform you about the different options available, including the ones mentioned earlier, such as broker resale.

The important thing to remember about broken jewelry is that your jewelry piece still has a lot of intrinsic value. Perhaps the worst thing to do with the broken jewelry is to let it sit, or even toss it out because no one seems to want it.

Antiques

Many antiques contain amounts of gold, especially gold leaf, gold plating, and other items such as gilded wood. This might include watches, clocks, expensive lamps, boxes, and other decorative items sitting in your attic.

The difficult with antiques is discerning the quality of your gold. It might be tempting to believe that you've struck it rich with an antique that is realistically only gold-plated and doesn't even have a karat marking.

Typically, it's easier to sell antiques as a whole, even refurbished, than extract the gold itself. However, extracting gold and selling it to an online broker for melting is always an option.

Fine Jewelry

The most obvious place you'll find gold, perhaps, is in the jewelry box. Fine jewelry includes necklaces, earrings, rings, and bracelets. This jewelry is still new, in-tact, and ready for wear.

With fine jewelry, you will typically be able to tell the purity of the gold simply by checking the article itself. The inside of your wedding ring band, for example, should list the karat quality of the gold it contains. Other items such as bracelets should also do this.

Don't be surprised if you find that your gold isn't as pure as you thought. It's not unusual to mix gold with a metal like copper to increase its strength for wear. This doesn't mean that your jewelry is simply gold plated; it simply means you're wearing a mixture of more than one metal. Sometimes, gold will be alloyed with silver, another precious metal.

High School Rings

Remember saving up to buy a high school ring during senior year? That work hopefully was time well spent, because you might have a quality piece of jewelry in your possession that you've long forgotten about. High school rings, like fine jewelry, will give you plenty of options for working with the gold in your possession.

Dental Gold



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Telling someone that the metal in their teeth might be worth something can be a bit odd, but it's often true. Gold, like silver, is used frequently in dentistry because of its resistance to corrosion and its durability. Gold is also safe in the mouth, which is one reason why some people aren't even aware that they carry gold with them at all times! Dental gold is a category in and of itself. Today, "grills" are even popular as a way of decorating the teeth with gold.

The problem with dental scrap gold is finding out the inherent value of the gold itself. You're not always quite sure if the gold present is pure gold or alloyed with other metals to make it stronger. For this reason, it would be a good idea to invest in a home gold test kit that will allow you to test for gold quality in your own home. This is especially true if you are trying to buy gold online at a place like eBay.



UNDERSTANDING THE PRICE OF GOLD

One of the most common questions that beginners to the world might ask is, "why is gold so dang valuable?" This question in and of itself also leads to a variety of other questions, including questions about the fluctuations in prices, the gold standard of currency, and how to track gold prices.



As you'll find, these topics aren't as complicated as they might seem at first. A little bit of education will take you a long way in the world of gold.

Important tip: The most important way to understand the current price of gold is to understand the "troy ounce." A troy ounce is the typical unit of measurement used in precious metals including gold, silver, and platinum. "How much" is a troy ounce? It equals approximately 31.1 grams, which is about 1.1 "regular" ounces. As you'll recall, there are 16 "regular" ounces in a pound.

A troy ounce isn't a lot of material, but when you're talking about some of the rarest metals on Earth it is very valuable. Let's take a closer look into the price of gold.

Where Can I Find Current Pricing?

Asking this question is like asking "where can I find a stock's price?" The answer is easy: all over the place!

If you follow the markets enough, there's a good chance you'll run into the price of gold - it is typically shown on the bottom tickers of cable business channels or on business sites that list "commodities."

Commodities simply refer to the price of hard items that you can touch with your hands - such as gold, silver, and oil. Unlike businesses, the shares of which are frequently traded items on Wall Street, buying "gold" would actually mean you have something tangible in your possession. As a result, commodities are usually kept under a close eye on web sites and networks that monitor the markets.

Important tip: A simple search on a site like GoldPrice.org (<http://www.goldprice.org/>) will help you understand the gold price on a day-to-day basis. Why would you want to use a site like Gold Price? Because you'll be able to find the price of gold as it relates not only to troy ounces, but grams, ounces, and kilos. You'll also see the price of gold as it relates to over 20 different currencies, as the price of gold is commonly expressed as it relates to the American dollar.



Why Isn't It Always the Same?

Like stocks and other commodities, the price of gold is subject to fluctuation. The worth of a gold coin that you bought yesterday might not be the same as it is today.

Gold, like any other means of exchange, is subject to changes in the basic laws of supply and demand. For example, when rich deposits of silver were discovered in the New World, the price of silver plummeted because it was much easier to find. Because gold is as rare as it is, many people view that gold, overall, will retain its high amount of monetary value.

Gold prices are also subject to the currency by which they are measured. If the price of gold remains exactly the same, but the value of the American dollar increases, then it will take less dollars to buy the same amount of gold. This gives gold the appearance of "declining in value," but that only means that it declined in value in respect to the American dollar. This is true of any currency through which you might trade for gold.

For these factors and many others, gold prices will continually fluctuate so long as they are part of the markets. Many investors believe that this is a good thing, however, as the long-term trends show that gold not only retains its value but actually increases in value.

Pennyweight vs. Ounce

You'll occasionally come across other ways of measuring gold that might confuse you. It's confusing enough to have two versions of an "ounce" out there, so let's try to clarify this as much as possible.

As we've explained before, a troy ounce is slightly heavier (by a few grams) than a "regular" ounce. When people are talking about gold in "ounces," there's a good chance that they're actually referring to troy ounces, as this is how gold is traded.

A "pennyweight" of gold is a twentieth of a troy ounce, meaning every troy ounce is equivalent to 20 pennyweights of gold. If you come across the term "troy pound," which is twelve troy ounces, simply multiply that number by 12 (20 times 12 equals 240 pennyweights per troy pound) to get the pennyweights present.

What is an Honest Transaction Cost?

Even if your goal is to buy gold at a precise amount per troy ounce, you might be frustrated to find that you won't necessarily end up with a completely clean transaction.



The fact is simple: there are too many factors that go into buying and selling gold to guarantee an exact fixed price for every troy ounce of gold you purchase. Let's take a look at those different factors.

Important tip: Here are some of the different factors that might lead to slight fluctuations in a transaction:

- A change in the price of gold from day to day
- Markups on one side in order to turn a profit
- Transportation fees
- Trade commissions
- Any taxes involved

As you can see, like any interaction, you're going to face the "honest transaction cost" when it comes to buying and selling gold.

In an honest transaction, both sides will ideally leave the transaction better than they began it. In order for this to be accomplished, it is sometimes necessary for one side of the equation to charge more than market price. For instance, online metal brokers will often not buy gold at the market price; instead, they will offer you something lower than that so that they can turn a profit by reselling it for you. This is to be expected in any transaction.

But I Thought I'd Get Full Market Price!

In addition to the fluctuations in gold prices mentioned above, there might be other reasons you wouldn't necessarily get a predictable amount of money for your gold.

When you sell a home, you don't always receive what you thought would be the ideal "market price." You might get more and you might get less: that is part of the risk inherent in making any private transaction.

It's the same with gold. If you sell your gold to an online metal broker, you won't necessarily receive the listed price of gold on the market. Why is this? After all, you have this gold and you should be paid the price of gold for it, should you not?

Not necessarily. If every online metal broker were looking to pay market prices for the metal they re-sell, then they would have to go to other clients and try to sell their gold at a price that is above the market value. As you can imagine, this isn't an easy sale. It works for all sides involved if gold can be purchased below the market price so that a profit can still be turned while the original seller (you) is still receiving a fair price for gold that they otherwise wouldn't be able to sell themselves.



Gold Prices: A Historical Perspective

Gold is typically viewed as one of the best long-term investments a person can make. Why? Because gold's availability is ultimately limited; while our current currency systems allow for a decreasing value of the dollar and the expansion of money supply in the markets, gold cannot be "manufactured."

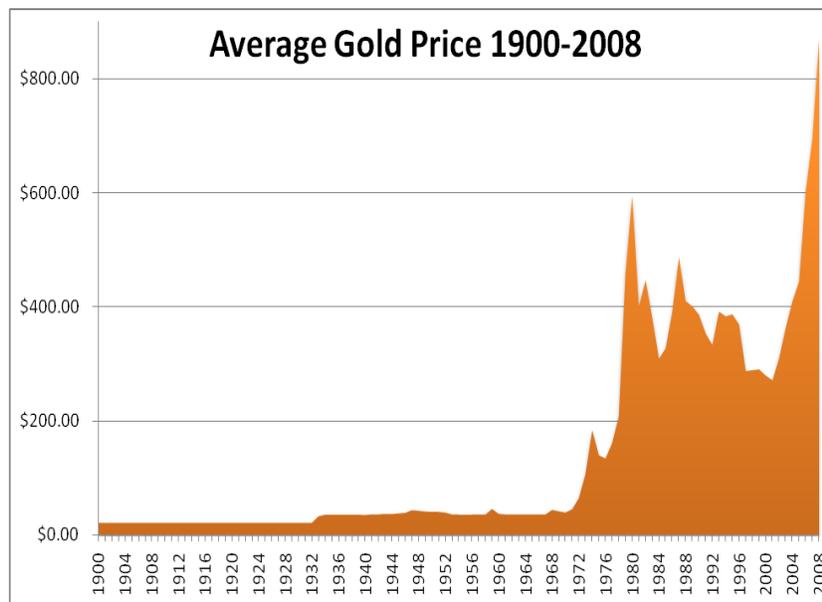
In other words, gold, like real estate, is finite. With increased population, the demand increases, and the price has nowhere else to go but up.

Gold has its fluctuations like other commodities on the market. Because gold is often traded against the dollar, any strengthening of the U.S. dollar will typically see gold prices stagnate or decrease.

But looking at the price of gold over the previous years, especially on a long-term basis, you actually receive a bit of a history lesson, as well: before abandoning the gold standard, the price of gold was fixed because it was traded against a predictable amount of dollars.

However, with the lifting of the gold standard and an increased supply of dollars on the market, gold has greatly increased in more recent years, climbing to its approximate \$800-\$900 range today. Let us look at the average gold price since 1900.

A troy ounce of gold was worth \$20.67 in 1879, just as it was worth \$20.67 in 1932.



The fixed price of gold was adjusted throughout the years, including up to \$35 throughout the 1930s, and around \$40 entering the 1970's. When the gold standard was lifted by President Richard Nixon in the early 1970's, the price of gold skyrocketed, reaching \$459 by the end of the decade, and \$871 in 2008.



DECIDING IF YOU SHOULD SELL GOLD

Once you've built up a formidable understanding of gold and gold prices, your attention will naturally turn to the next step in the process: making gold work for you.

There's an old axiom in business that states "what gets measured gets managed." Now that you know about gold purity and gold pricing, you have a better idea about the gold you have in your possession. You can measure it. But once you've achieved this step, there's something else to consider: can you begin managing your gold?



You might be surprised to find out that buying and selling gold is much easier than you think. Gold, despite its relative rarity, is still a highly popular commodity to buy and sell precisely because of its innate value.

Let's take a deeper look into the processes involved with selling gold.

What Factors to Consider?

Of course, the first question to answer isn't "what, how, who, or when." It's "why?" Because that answer will help you figure out if you really want to sell the gold you own. It's much better to make this considerations and ask these questions before you even start. Let's look at the factors involved in deciding to sell gold.

Factor #1: Sentimentality.

Let's face it - not every article of gold in your possession should be considered "up for sale." There are some heirlooms, some articles, and some pieces simply too emotionally valuable to part with. Many people who face difficult financial times often regret parting with their most precious possessions just because they needed a temporary boost. Don't make this same mistake.

Hold on to your sentimental gifts, especially if they're not yours to sell. This includes family heirlooms that have been passed to you through generations of work and saving. An heirloom isn't yours to sell - it also belongs to the ancestors who provided you the heirloom in the first place. You don't want "seller's remorse," because you may never get something back.

Factor #2: Anticipating common regrets.



Selling a sentimental possession can cause regret, but there are other regrets that we'll all face after selling something. You have to consider whether you're truly ready to part with something, especially if you find that you use it a lot. It's one thing to sell a piece of broken jewelry, but an article that you actually wear often should be considered a less likely candidate for selling.

Why? You might find yourself getting ready for a night on the town when you can't find your lucky necklace or bracelet. Too often, these situations only come up after the transaction has already been made.

Factor #3: Your jewelry's condition.

As mentioned above, there is a clear advantage in selling an old, worn, or broken piece of jewelry to someone looking simply for the gold it contains. But you shouldn't sell a fresh piece of jewelry for the sake of money or even for the sake of a fun sale, unless you're already highly involved with jewelry trade.

It's much easier to part with the broken jewelry that has already lost its meaning to you. After deciding which piece of jewelry you can part with, you're ready to move on.

Who Buys Gold?

After arming yourself with information and still content with the decision to sell an old or broken piece of jewelry, you find yourself at the next step: deciding where to go in order to make the safest and most secure transaction possible.

This decision will not be an easy one, at least not without the proper information. In all likelihood, the object you're looking to sell can be expected to produce a sizeable sum. Like selling a used car, you don't want to leave your likelihood of success to chance.

That's why we're going to dig further and examine the different places you can take your gold to. One by one, we'll dissect each of your options and see which might make the easiest and smoothest fit for your needs. Let's get started.

eBay.com

How can we start a conversation about "where to sell" items and not start with eBay? Since the dawn of the internet age, no other company has been as influential in the marketing, trading, buying, and selling of goods. Period. Like anything else, there are advantages and disadvantages to working with eBay, but the fact remains: eBay is one of the most powerful tools you can use online to move a commodity.



Advantages:

Volume. eBay is simply too big to ignore, and the sheer volume of users online at any given time makes it more likely that you can catch a fair price for what you're selling.

eBay has also made extensive strides in perfecting the person-to-person transaction, not only smoothening out the process but making sure that you and your product are safe. A few clicks will bring up your buyer's reputation page, which gives your buyer's history as explained by people who have sold to that buyer before. You'll be able to read users' previous experience and decide whether or not you're willing to work with the buyer.

Disadvantages:

If you're new to eBay, it will be a little harder to get off of the ground because you haven't established yourself as a reputable seller yet. Potential buyers won't necessarily trust you right off the bat.

The volume that eBay serves also comes with a disadvantage. There will be more people looking to scam you simply because there are more people using the site. You'll have to keep a watchful eye on everything you do, especially at first as you gain experience.

Pawn Shops

Pawn shops are surrounded with their own mythology, and there's an argument to be made that they are actually simply the "eBay of in-person interaction." However, pawn shops do attract a certain crowd and buyers won't always be looking to pay you top dollar. Sell Gold HQ maintains a free directory of [local pawn shops](#).

Advantages:

Convenience. At many pawn shops, you can simply take an article of jewelry down and make a sale right then and there. There won't be any delivery time, any transportation costs, and you won't have to wonder what kind of person you're dealing with. Why? Because they're right in front of you!

Disadvantages:

Pawn shops will pay you well below market price for your gold items. They need to turn a profit, and by selling their articles on the cheap, it's a must that they buy their articles at an even cheaper price. Many people turn to pawn shops as a last resort simply because the price isn't right.

Pawn shops also won't always be willing to take broken or old jewelry off of your hands simply because there is still gold present in your article. It takes time and money to



restore a piece of jewelry, and that time and money makes it less advantageous for the pawn shop to make the purchase in the first place.

Auctions

With in-person auctions (as opposed to the online ones you'll find on eBay), you'll encounter an entirely different world of trading jewelry. Individual collectors and investors will be looking to find diamonds in the rough, but without something shiny for them to bid on, what point will there be in trying to sell your gold?

Advantages:

Auctions can heavily drive up the price for your goods. As already was noted, collectors are willing to pay top dollar for an article of jewelry if they think it will make a good investment, or simply another asset to add to the collection. People who come to auctions are typically a demographic that has money to spend, so you're selling to the right crowd.

Disadvantages:

Without something to show this crowd, you won't be able to make the sale. That means that old or broken jewelry will first have to be refurbished or repaired before you try to take it to an auction.

Gold Brokers

Gold brokers, offline and online, are companies that are looking to melt your gold and resell it for industrial use. The transactions can be safe, easy, and quick, but what will you get in return? It might be accurate to consider gold brokers as a "happy medium" between the low prices of a pawnshop and the unpredictability of an auction. You won't necessarily win the lottery with a gold broker, but chances are high that you'll be satisfied. The most popular gold brokers are [Broken Gold](#), [Cash 4 Gold](#), [Dollars 4 Gold](#) and [GoldPaq](#).

Advantages:

Convenience is a huge factor, as gold brokers are looking to turn a profit. In exchange for this profit, they take the gold off of your hands and do the rest of the work for you - writing out the check, melting the gold down, and reselling it.

Another advantage to gold brokers is that you can sell old or broken jewelry to them straight. No polish, no repair, no bells or whistles. Brokers are simply looking for the gold and other precious metals in your jewelry; it's all getting melted down anyway.

Disadvantages:



Since gold brokers will need the gold for quick resale, they won't be able to offer you pure market price for the gold you have. You might do better than a pawn shop, but you aren't being paid for the jewelry itself; only the metal it contains. You'll have to manage your expectations and realize you might not receive an unexpected windfall in this kind of transaction.

Local Jewelers

For many people, the first answer to all of this is simple: just take your gold to the jeweler! If you know and trust your jeweler, you can expect to have a satisfying transaction. But that's a big "if." Sometimes, putting all of your decision-making power into the hands of an expert isn't always the greatest idea.

Advantages:

Feedback! Taking your jewelry to a jeweler that you can talk to, in-person, will provide some great insight into the entire process. You'll learn more about your piece of jewelry and the process of selling gold from someone who's been there before. If you're looking to sell to the jeweler, you can also make a quick transaction that you're sure is secure.

Disadvantages:

You'll have to be wary if you've never met the jeweler before. Like a stock broker, it's possible for a jeweler to take your wealth and do the wrong things with it, especially if they're someone you don't know. Don't be afraid to get second opinions on your jewelry if you're not sure of anything; beware of people trying to "sell" you on something too quickly.

Survivalists

One last group that we should mention here are survivalists. Survivalists are people who prepare for worst-case scenarios, like the breakdown of currency. They believe that gold might once again become the best way to exchange money if economic systems collapse, and as a consequence of this believe are highly interested in acquiring as much gold as they can.

Take each survivalist on a case-by-case basis and treat it as you would for any direct sale.



MAILING GOLD: QUESTIONS & ANSWERS

In the aforementioned outlets you have for selling gold, there are two essential options for selling the gold: in-person interactions and mailing.

For new gold sellers, it's the "mailing" that creates many of the problems and concerns. Will your gold be safe? How will it be handled? Can you ever expect to see a dime of the money promised to you?



It's important to remember that with expanded technology comes a smaller world, and in this smaller world we're able to reach people that we often can't see in person. While there are risks involved in any online transaction, these types of transaction are quickly becoming the norm rather than the exception.

Education is about defeating ignorance. With this goal in mind, let's shatter the myths of gold mailing and learn what's really going on.

Understanding the Different Types of Mailers

When we're talking about mailing gold, we're not talking about using ordinary letter envelopes.

Instead, you'll encounter a variety of different shipping methods, many of which will be supplied by a gold buyer or broker themselves. Typically, you can expect to see some sort of secured mailing package that allows the gold to be sealed. Without a seal, it's easy for small articles like jewelry to hide in the corners of some packages, which is to be avoided.

When you hear about "gold kits" or "gold envelopes" online or in television ads, typically a they include a free mailer that has the insurance and postage already paid, provided by the buyer.

You might also hear about "padded mailers," which can be used for some mailing transactions and should typically come with tight seals as well.

You can expect to handle the individual mailers on a case-by-case basis, but if you plan on becoming a highly active gold seller, you might want to try a few of these mailers and see which works best for you.



Postal Insurance

When people hear about postal insurance, much of their fears about mailing gold go away. Why? simply because insurance is designed to do just that.

You can purchase postal insurance from the United States Postal Service that will cover the items you're mailing. This means that if items are stolen or lost, you still won't have to worry about losing out on the transaction, simply because you took a precaution at the beginning of the transaction.

If you're a gold seller, you should consider postal insurance standard practice. You never know when disaster might strike and you're left with no gold and no money. Insurance makes too much sense to avoid.

US Postal Insurance Rates

Fee	Insurance Coverage
\$1.70	\$0.01 to \$50
\$2.60	\$50.01 to \$100
\$2.60	\$100.01 to \$200
\$4.60	\$200.01 to \$300
\$5.55	\$300.01 to \$400
\$6.50	\$400.01 to \$500

That's not all to the insurance story. Don't expect anyone to check your package and see if it's fully insured; you'll have to take that responsibility upon yourself. Armed with some of the knowledge in this eBook, you'll have a basic idea of the worth of the gold in your possession. It will be your duty as the seller to make sure there is enough insurance to cover the amount you're mailing.

Postal insurance of one type might cover you only up to the point of \$500, and if you're not careful, you could still lose out. That's why it may be necessary to purchase additional insurance and make a trip to the local post office.

At your post office, you'll be able to purchase up to \$5,000 in insurance coverage, as well as packages that range up to \$25,000. This may require sending registered mail, so make sure to ask your local post office about the different options available.

If you ever do find yourself mailing out more than \$500 or even \$5000 worth of gold at a time, it might be wise to send out separate packages. This will help reduce losses if something should happen to one of the shipments, and you might even be able to carry less insurance costs than by purchasing a single bulk package.

Gold Mailing Documentation

Throughout this process, you'll want to make sure to keep all documentation handy. With the purchase of insurance through the United States Postal Service, you'll already have a head start, as they'll provide delivery confirmation for you.



In case anything happens to your gold in transit or afterwards, you'll have to make sure you have all of the documentation to provide that your gold has been mailed and that all of the necessary precautions were taken.

What might be included in gold mailing documentation? The best answer is “anything you can get your hands on.” A brief consultation with a lawyer will help you to get a better understanding of the documentation that will apply to the law, should it be required, but you can get a head start simply by keeping proof of every aspect of the gold transaction process.

This will include verification that you already did possess the gold before sending it out. While this may seem like an obvious assumption, you'll always have to back up your claims, even if you're not the one in the wrong.

One mistake that is tempting to make in this entire process is to throw caution to the wind at this point. It's too easy to assume that the mailing will go fine and that your transaction will be safe. While the chances are good that it will, your “chances” don't serve as a guarantee.

The best way to go about maintaining documentation is to make it a habitual part of your entire gold selling process. It might feel a bit heavy-handed at times, but should you ever *need* the documentation at any point, you'll be glad you cultivated this habit.

Appraisals and the Difficulty of Price Comparison When Mailing

It will also be beneficial to have an appraisal(s) done on your gold if you're sending out a large amount. This appraisal should be signed by someone with the authority to make a respectable appraisal, and will help protect you against claims that you're exaggerating the amount of gold you originally mailed.

Don't expect that this appraisal will be “fact.” It will simply be one person's estimation of the gold you have in your possession. Keep in mind that any evidence might have that you have sent a certain amount of gold out in the mail will work to your benefit. Keep this rule in mind: “it's better safe than sorry.”

We'll dig deeper into the concept of appraisals in the next section, but it's important to keep this one principle in mind: *appraisals vary*. One jeweler might give you the estimated **retail price** of an article of jewelry, while a broker might give you an estimated **scrap price** of your jewelry.

The difference may seem negligible, but it can result in a price difference between appraisals that baffles the beginner. Be aware of this difference – which will be expounded upon during the next section – and you'll have a better handle on your gold.



APPRAISAL PROCESS

Throughout the entire gold selling process, there is perhaps no more important piece to the puzzle than the appraisal.

Whether it's the appraisal performed by a gold broker after you've sent in your gold, or an up-front appraisal by a respected jeweler, or even your quick "eyeball" of the gold you have in your possession, it goes without saying that your gold is going to be appraised at some point. If you want to optimize your performance as a gold seller, you need to have the best appraisals possible.



To find the best appraisals possible, you'll need the best appraisers.

Be sure to work through organizations like the [American Society of Appraisers](#) in order to find a good appraiser that can work with you. Be sure to always look for credentials in the appraisal process, as a certification will at least guarantee you a minimum amount of knowledge and experience by the appraiser.

Equipment Used During Appraisal

You'll want to have a knowledge of the basic equipment used in appraisal so that you'll also know what appraisers are looking for. While it's good to find second and third opinions on your gold and jewelry, you don't want to outsource your own opinion. It's okay to be involved in the appraisal process - if you have your bearings.

- **Gold Weight:** One of the best ways to measure gold is by having a gold-specific scale that will give detailed readings regarding gold. Because gold has a specific density, the weight of the gold used correctly with the volume of your jewelry will help tell how pure your gold is.
- **X-Rays:** Though not necessary, X-rays have been known to be part of the gold appraisal world, as it helps reveal how extensive gold plating might be.

Keep in mind that these are simply two tools used during appraisal. Each appraiser will have their own methods and their own objectives.

Appraisal Training

The type of training one might receive in order to appraise gold can vary, especially considering the natural variance in the quality of certification.



Gold appraisal training can be provided by a company that trains its own employees, or can be done on one's own volition in order to secure an appraisal certificate.

Should You Seek A Second Opinion?

One other question typically asked during the appraisal process is, "how many opinions is enough?" This is another answer that will depend on the situation. If you're new to gold appraisal, it's better to err on the side of caution, and it's not unusual to have your gold appraised by three or more appraisers simply to get a solid handle on where you stand.

If you're more experienced or have even become an appraiser yourself, you'll probably only need a couple of opinions in order to verify that no one is pulling your chain. Enough experience with gold will help you to develop an intuitive knowledge of approximately how much gold might be worth; it's your duty to confirm your suspicions.

Don't be scared off at the prospect of putting your gold in someone else's hands. It's easy to be afraid that they might tell you something they don't like. Instead, take the attitude of *the more I know, the better*. Consider each appraisal to be another tool in your toolbox, not a complete summation of the value your gold holds.

Would you trust just one person to evaluate your home's worth? There's a good chance you'd seek out more than one opinion. After a while, you may develop contacts locally that you begin to trust, and this entire process will become even easier.

Retail Value vs. Scrap Value

One last thing to consider while we're still on the subject of appraisal: there are two types of appraisal. Appraisal for the retail value of gold and appraisal for the scrap value of gold. Keep in mind that scrap gold will not sell as well because of the necessary expenses in transporting, appraising, and melting down the gold that you provide.

Jewelers might be more inclined to offer you a retail appraisal, which will typically be higher. Don't be confused if you get a few different answers. With experience, you'll realize that this is because appraisers are expecting you to sell your gold to a specific place.



Payment Options

Congratulations on making it this far! One of the most satisfying things for a beginner to read about is simple: getting paid. It's also one of the most exciting pieces of the puzzle for experienced gold sellers, as all of the work of appraisal, mailing, and shopping will finally pay off with one glance at the checking account. Of course, that's only if you want the money to appear there. Your options aren't limited.

Here are some of the payment options to consider during your transaction:

- **Personal/business check.** Checks are relatively easy to use because they require only one deposit for the payment to become complete. There are a couple of hang-ups to checks, however: it can be difficult to "time" payment if a check is in the mail. In fact, the phrase "the check is in the mail" has become a cliché. It's all too easy to postpone payment if you can claim you've already sent a check. Make sure that your payment is secure if you want to use a check, or at least keep your mail insured.
- **PayPal and other online merchant services.** PayPal is great for online transactions because they can be charged to a buyer's credit card in one click. The balance transfer can go immediately from your PayPal account to your checking account. While this might seem like playing with "Monopoly" money to beginners, it's just as valid as receiving a check in the mail.
- **Direct deposit.** There is often a fee associated with direct deposit, which is one small chink in the armor, but it's also a great way to know that a transaction has been completed. Some gold sellers prefer to do it this way and don't mind any extra fees attached to the transaction.
- **Cash.** Lest we forget, gold selling also occurs in person! Cash is a great way to accept a payment because it's immediate, it's concrete, and it's complete as soon as it passes hands. You can put it in your wallet and walk away, simple as that.



DECLINING GOLD OFFERS

In any business, there will be times when you simply have to say "no." This is true in gold selling, as well. Saying "no" can sometimes be more of an art than a science, but with experience, you'll understand the power that "no" sometimes can have.



Ultimately, your reasons for saying "no" will be determined by your own standards. If you absolutely have to part with a sentimental article of jewelry that has tremendous emotional value to you, you might be more assertive in saying "no - that's not enough." But saying "no" is sometimes needed in the ordinary transactions, as well.

For instance, you don't want to give the first offer an immediate "yes" simply because it's the first offer. Sometimes you might want to do this, sure, but if you're a beginner, it's wiser to seek out appraisals and second opinions before you agree to sell anything.

There will be times when it can be difficult to say "no," especially if you've already committed to part of the transaction. In dealing with gold brokers, especially, it can be tempting to accept a transaction simply to avoid the hassle of having them return your gold. But that shouldn't be a reason to say "yes."

If you absolutely have to cancel a transaction with an online broker, don't be afraid to do it. Contact the broker and ask them to return the gold to you; in turn you will likely have to return the offer check that they sent in reply. Make sure to document each part of the process, just as you did in the beginning, to ensure a smooth "non-transaction."

Remember: it's okay to say "no," but only if they are for your own reasons. Enforce your standards as a gold seller and set your own rules.



FINAL WORDS OF WISDOM

If you've come this far, you've already proven that you're a capable student who will probably do well for him/herself in the gold market. Remember, it doesn't take a professional with ten years of experience to do well in this business. All you have to do is educate yourself (as you have already done), make the proper preparations, and put what you have learned into action.



It's one thing to read about how to properly sell gold; it's another to implement these actions to real life. There may be bits and pieces that you don't carry with you to the real world, and sometimes these can cause trip-ups and mistakes that could have been avoided with more attention paid to your education. Don't make a mistake out of laziness. Take all of the actions you see outlined in this eBook and you'll ensure a much smoother process for selling your gold.

If you're going to avoid making mistakes, keep an eye on the common ones that people make. Here are some of them:

Mistake #1: Shipping precious stones. Why would you need to ship precious stones? That's the first question you need to ask yourself. Don't be afraid to remove stones from already-broken jewelry, such as a diamond from an old ring. You can sell the gold from the ring to a broker while taking the diamond elsewhere, even to be fit in a new ring. Don't settle on one way of thinking, because there are too many options out there to be explored.

Mistake #2: Getting your insurance wrong. There's no reason to ever get your insurance wrong except laziness. It's too easy to assume that everything in your transaction will go smoothly. Guess what? It doesn't always go smoothly. If you are shipping more than \$500 worth of gold, make sure to upgrade your \$500 insurance to something higher!

With every shipment you send out, ask yourself, "what would happen if this shipment got accidentally forwarded to Antarctica and lost forever?" That should put things in perspective. Don't be afraid to ask questions at your local post office in order to make sure your insurance is in order.

Mistake #3: Selling sentimental items such as family heirlooms. As mentioned earlier in this eBook, one of the great mistakes people regret is selling an heirloom or sentimental article of jewelry. Don't become one of these sad stories, even if you need the money. There are other ways to make money from your jewelry. Get creative. The quick boost to your bottom line won't compensate for the hurt feelings that result from



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having sold something that means a lot to you. Your jewelry won't mean as much to the buyer, so don't sell it.

By avoiding these common mistakes, you'll already do what 90% of those who enter a new business or trade *don't* do: you'll educate yourself before you take action. Remember that both steps work *with* each other in order to make you a better seller of gold. By themselves, education and action won't be able to help you. It's only through the careful, well-thought-out application of the tips and strategies in this eBook that you'll become the best possible gold seller.

It is Sell Gold HQ's hope that you've found this eBook to be informative, educational, and exciting - because, let's face it: gold is cool! It's fun to say you've bought and sold gold, that you know how much your articles of jewelry are worth. We hope you've learned a lot.

Our mission is to help consumers make smarter decisions. To help us please visit [Sell Gold HQ](#) and share your feedback to help improve future versions of this free consumer ebook.