

PRUDENTIAL METALS

THE PRECIOUS METALS INVESTOR GUIDE

Protecting Generational Wealth Through Physical Precious Metals

~2,900%

U.S. Inflation Since 1913

85%

Dollar Purchasing Power Lost Since
1971

12,700%+

Gold Appreciation Since 1971

Since 1971, when President Nixon ended the gold standard, the U.S. dollar has lost over 85% of its purchasing power. Meanwhile, gold has appreciated more than 12,700%. This guide explains why high-net-worth investors allocate a portion of their portfolio to physical precious metals — and how Prudential Metals can help you do the same.

Inflation Hedge

Gold has historically preserved purchasing power over centuries. While fiat currencies lose value through inflation, gold maintains its real worth. Since 1971, gold has outpaced inflation by a factor of more than 10x.

Currency Debasement Protection

Central banks can print unlimited paper money, but gold cannot be manufactured. When governments expand the money supply, gold typically rises in value relative to the debased currency.

Portfolio Diversification

Precious metals have a low or negative correlation to stocks and bonds. Adding 10–20% allocation to metals can reduce overall portfolio volatility and improve risk-adjusted returns.

Crisis Performance

Gold has performed strongly during every major financial crisis: the 1970s stagflation, the 2001 dot-com bust, the 2008 financial crisis, and the 2020 pandemic. It is the ultimate safe-haven asset.

No Counterparty Risk

Physical gold and silver are not someone else's liability. Unlike stocks, bonds, or bank deposits, physical metals carry no default risk. You own them outright.

Global Demand

Precious metals are universally recognized stores of value across every culture and civilization. Central banks worldwide hold gold as a reserve asset, and demand from Asia continues to grow.

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GOLD THROUGH EVERY CRISIS

1971	Nixon ends gold standard	\$35/oz
	<i>The beginning of the modern gold era.</i>	
1980	Stagflation peak	\$850/oz
	<i>Gold surges 2,329% as inflation ravages the dollar.</i>	
2001	Dot-com bust	\$271/oz
	<i>Gold begins a decade-long bull run as equities collapse.</i>	
2008	Financial crisis	\$869/oz
	<i>Gold rises while the S&P 500 falls 57%.</i>	
2011	Debt ceiling crisis	\$1,895/oz
	<i>Gold hits then-record high as U.S. credit is downgraded.</i>	
2020	COVID-19 pandemic	\$2,067/oz
	<i>Gold sets new all-time high as central banks print trillions.</i>	
2025	Current market	\$4,478/oz
	<i>Gold at historic highs amid persistent inflation and geopolitical risk.</i>	

PRUDENTIAL METALS

THE FOUR PRECIOUS METALS

GOLD

\$4,478/oz

The ultimate store of value. Gold has been used as money for over 5,000 years. IRS-approved for Gold IRAs. Highly liquid global market. Central banks hold gold as their primary reserve asset.

- Gold IRA & retirement accounts
- Wealth preservation
- Inflation hedge
- Portfolio anchor

SILVER

\$74.90/oz

The affordable precious metal with significant industrial demand. Silver is used in solar panels, electronics, and medical devices — creating a dual demand dynamic that supports long-term price appreciation.

- IRA-eligible
- Industrial demand driver
- Higher volatility / higher upside
- Accessible entry point

PLATINUM

\$1,909/oz

Rarer than gold, platinum is a critical industrial metal used in catalytic converters, hydrogen fuel cells, and jewelry. Supply is concentrated in South Africa and Russia, creating significant supply risk.

- IRA-eligible
- Industrial & automotive demand
- Supply-constrained
- Long-term growth potential

PALLADIUM

\$1,371/oz

The most industrially critical precious metal. Palladium is essential for gasoline engine catalytic converters. Over 80% of global supply comes from Russia and South Africa, making it highly supply-sensitive.

- IRA-eligible
- Automotive industry demand
- Geopolitical supply risk
- Specialist allocation

What Is a Gold IRA?

A Gold IRA (Individual Retirement Account) is a self-directed IRA that holds IRS-approved physical precious metals instead of — or in addition to — traditional paper assets. It offers the same tax advantages as a conventional IRA while providing the wealth-preservation benefits of physical gold, silver, platinum, and palladium.

Key Benefits

- Tax-deferred or tax-free growth (Traditional or Roth IRA)
- Protects retirement savings from inflation and currency debasement
- Diversifies away from stock market and bond market risk
- IRS-approved metals: Gold (99.5%+ purity), Silver (99.9%+), Platinum (99.95%+), Palladium (99.95%+)
- Held in IRS-approved, insured, segregated storage facilities
- Can be funded via rollover from 401(k), 403(b), TSP, or existing IRA

How It Works — 4 Simple Steps

1 Open Your Account

We help you open a self-directed IRA with an IRS-approved custodian. The process takes 24–48 hours.

2 Fund Your Account

Roll over funds from your existing 401(k), IRA, or other retirement account — tax-free and penalty-free.

3 Select Your Metals

Choose from IRS-approved gold, silver, platinum, and palladium coins and bars. Your advisor guides every selection.

4 Secure Storage

Your metals are stored in an IRS-approved, fully insured, segregated vault. You receive regular statements.

READY TO PROTECT YOUR WEALTH?

Schedule a complimentary, no-obligation consultation with a Prudential Metals senior advisor. We will review your current portfolio, discuss your financial goals, and outline a personalized precious metals strategy — at no cost to you.

Contact Us

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Hours: Monday – Friday, 8:00am – 6:00pm PST

Address: 3535 Executive Terminal Drive, Suite 110, Henderson, NV 89052

Schedule Online: prudentialmetals.com/consultation

Investment Risk Disclosure: Precious metals investments involve risk. Past performance is not indicative of future results. The value of precious metals can decrease as well as increase. This guide is for informational purposes only and does not constitute investment advice. Prudential Metals is not a registered investment advisor. Please consult with a qualified financial advisor before making any investment decisions.