

A large collection of US coins, including silver and gold pieces, many of which are encased in protective holders. The coins are scattered across a dark surface, with some holders showing labels and serial numbers. The collection includes various denominations and types of coins, such as silver dollars, gold coins, and smaller denominations, some of which are in mint condition and others showing signs of wear. The holders are arranged in a way that displays the coins prominently, with some labels providing additional information like the year and mint mark.



1804 Bust Dollar

Only 15 known. The finest is a PR68 which sold at auction in August 2021 for \$7.68 million. In December 2020 a PR65 sold for \$3.36 million.



1861 Type 1 \$20 “Pacquet” Reverse

Only two of these classic rarities exist. The finest, a MS67, was once owned by King Farouk of Egypt. It set a world record for a U.S. coin selling for \$680,000 in 1980. It sold again in 2002 for \$2 million, and then auctioned in August 2021 for \$7.2 million. The other, a MS61 sold for \$1.645 million in August 2014.



1804 Bust \$10

Only four examples are known. The most famous is part of the “King of Siam” proof set. The finest known, a PR65+ sold for \$5.2 million.



1933 \$20 Saint Gaudens

Much has been written about this famous numismatic classic. The only legal extant, once owned by King Farouk, sold for a then world record \$7.6 million in 2002. It sold more recently in June 2021 for \$18.9 million, a world record for any numismatic coin.



1913 Liberty Nickel

This is the first coin to sell for \$100,000 when it sold in 1972. In 2003, the finest known sold for \$1.84 million and changed hands again in 2018 for \$4.56 million. The lowest graded surviving specimen is a PR63, and it sold in 2013 at auction for \$3.172 million.



1893-S Morgan Silver Dollar

The 1893-S is the class favorite for many Morgan dollar specialists. The finest graded is MS67 and several have been presented in the past 20 years. One selling in November 2001 for \$414,000, one in August 2011 for \$546,250, and more recently in August 2021 realizing a new record for a Morgan dollar selling for almost \$2.1 million.

10 Reasons Why the Super Rich are Buying Rare Coins Now

HISTORICALLY, OWNING A SIGNIFICANT INVESTMENT IN POPULAR, genuinely rare, and historically significant United States rare coins have generated great rewards over time. As supplies of these investment-grade coins are strictly limited, growing demand over time has exerted, and should continue to exert, extraordinary upward pressure on values. In fact, current events, technological advances, block chain, NFT marketplaces, and generational trends suggest strengthening demand in the very near future. The reasons are numerous why demand for tangibles and those attached to non-fungible tokens is growing among collectors and investors alike, especially in the under 40s demographics. There was \$1.5 billion invested from Wall Street and Hedge Funds in 2021 alone. Technological platforms are being developed which trends suggest will increase demand significantly.

WHY? Reasons are many, the following are just ten of the most fundamental:

Reason #1: Diversification

Investment portfolio professionals recommend ten to twenty percent (and sometimes higher) of an investment portfolio be devoted to tangible assets like rare coins to achieve diversification, reduce overall portfolio risk and create a hedge against inflation. Rare coin investing, along with owning other tangible assets, should be one of the foundational key elements of any portfolio

Reason #2: Stability

There is little history of dramatic sudden price shifts with truly rare and popular coins. This is partially due to the huge collector base...an estimated 50 million with new ones entering the market all the time...who create a steady, consistent demand for the coin market. And, since a collector/investor takes physical possession of his or her coins for the long-term, artificially created destabilizing forces like those present in highly encumbered and leveraged assets like securities and commodities do not come into play. Certainly, unlike stocks or debt securities, coins cannot go bankrupt or become worthless.

Reason #3: Rarity

It is estimated that only 2% of all the rare U.S. coins ever minted still exist. This static supply is consistently being depleted as collectors/investors buy more, hold them longer and take them off the market and using as a generational transfer of wealth. By the year 2025, experts believe that there will be some 200-million-coin collectors/investors worldwide, or nearly four times the number that exist today. Modern technology, internet, mobile device platforms, social media platforms, fractional ownership, and now NFT attachments are increasing awareness, credibility, and liquidity by providing 24-hour-a-day trading, educational, and awareness which is reaching and building collectors around the globe almost instantly. Since historically significant rare coins cannot be duplicated for these new collectors/investors, prices must rise to meet the increased demand.

Fundamental Reason #4: History

Since coins have commemorated individuals, great achievements and significant events throughout history, a collector/investor is essentially purchasing a piece of history AND a piece of art. Further, with the evolution of money into digital platforms, the intrigue in these works of art and financial history should continue to grow providing strong desire to collect, store, hoard, and invest in something truly tangible and historical.

Fundamental Reason #5: Liquidity

Rare U.S. coins have become the most liquid of collectibles due to independent grading by the Professional Coin Grading Service (PCGS) and Numismatic

Guaranty Corporation (NGC). With over 50 million buyers and sellers in the market and annual estimated sales of more than \$17. 5 billion globally, there are abundant opportunities to liquidate rare coins when the time comes. While rare coins can be liquidated relatively quickly, they are not meant to be speculative or short-term investments. Investors should view rare coins as a long-term investment, held five to seven years or longer. Of course, the longer the investment is held, the better the investment is likely to provide windows of opportunity to sell for a premium over acquisition costs.

Reason #6: Security

The value of most U.S. rare coins is almost solely based on condition, demand and rarity, yet rare coins also possess the security and intrinsic value of bullion. We will never see the government having to bail out gold. Owning tangibles as a private storage of wealth creates a secure feeling and is a top priority for many collectors and investors.

Reason #7: Private-Secure-Ownership

In 1933, taxpayers were required to turn in all gold to the government when private ownership was banned. Coins struck before 1933 were the exception. Certainly, there is the possibility that government may evoke this power to ban private ownership of bulk gold coins like the Krugerrand, American Eagle, and similar types of gold bullion coins or bars. More and more investors see a benefit of private ownership of collectibles like rare coins. Especially in today’s global movement to increase taxes and ever-expanding invasive government regulations. There are no reporting requirements to any federal, state, or local governmental agencies as a consequence of a purchase or sale of a rare coin...providing a true private storage of wealth.

Reason #8: Taxes

Coins are only taxed when profits are realized. There is no annual asset taxation such as on real estate. Also, there is no taxation on undistributed profits such as in corporations, partnerships, funds, and other such investment entities. Furthermore, there is no federal income tax liability on like-kind exchanges, giving one freedom for strategic portfolio management. These are key considerations in light of the ever-increasing taxes imposed on the public, while significant dollar devaluation suggests high unreal returns. The benefit to the long-term coin investor is that asset appreciation is compounding tax free, whereas classic interest-bearing investments compound annually after being tax-diluted.

Reason #9: Profitability

While past performance is no guarantee of future results, it is well documented that rare U.S. coins have generated strong long-term increases in value. Obviously, rare coins only get rarer, older, more historic, and as such, more sought-after, which consequently makes them more valuable. The U.S. rare coin market offers outstanding growth potential. Despite consistent price gains over the years, rare, popular, and historically significant rare coins are still affordable for the masses.

Reason #10: Portability - Simplicity

A small box can hold a substantial value of rare coins, and since coins are in bearer form, they can be transferred quickly, easily, and confidentially. Rare coins are essentially management-free investments that do not require daily buy/sell decisions or monthly statements to decipher. There is no need to think about interest rates, the national debt, credit crises or a myriad of other economic issues. The long-term trend for rare coins has been, is currently and, when applying all fundamentals logically, will continue to be upward.



1889-CC Morgan Silver Dollar

As rare or rarer than the 1893-S, the 1889-CC Morgan dollar is the class favorite and is called the King of Morgan’s by many due to its extreme rarity and its Carson City mintmark. The finest is a lone MS68 specimen and has two public appearances worthy of note. In January 2009 it sold for \$531,875 and then again in July 2013 when it realized \$881,250.



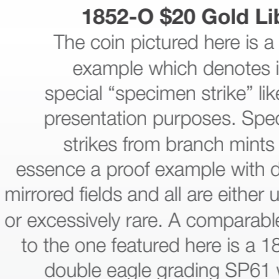
1907 ‘Rolled Edge’ Proof \$10 Indian

This highly coveted issue is the rarest of all \$10 Indian coins with less than 50 coins extant. The Satin Proof pictured here is 1 of only 2 known and it sold in 2009 for \$2.2 million. The other specimen sold at auction in 2011 for \$2.185 million. Both are valued at more than \$3.5 million today.



1794 Flowing Hair Dollar

The first dollar struck by a U.S. mint. The finest known is a SP66 and it sold for just over \$10 million in January 2013, a then world record for a numismatic coin. It sold again in January 2022 for \$12 million.



1852-O \$20 Gold Liberty

The coin pictured here is a SP61 example which denotes it as a special “specimen strike” likely for presentation purposes. Specimen strikes from branch mints are in essence a proof example with deeply mirrored fields and all are either unique or excessively rare. A comparable coin to the one featured here is a 1861-O double eagle grading SP61 which sold in 2018 for \$975,000.



1787 Brasher Doubloon

This early Americana icon has been dubbed “world’s most valuable coin” as early as 1907. There are only seven known. It has set a world record multiple times. The most recent auction records are from January 2014 when one sold for \$4.582 million, and January 2021 when another sold for \$9.36 million. A unique example with “EB” stamped on its breast instead of the wing sold at auction in January 2005 for \$2.99 million and sold again in 2013 for \$7.5 million.



44 BC Gold Aureus of Brutus “Eid Mar

This exciting coin of Ancient Rome was struck as a commemorative of sorts to the assassination of Julius Caesar. It is the only publicly available example, which, like the more abundant though still rare silver versions, was issued for Brutus, one of the conspirators in the assassination. It sold for a new record in October 2020 for \$4.2 million.





Why BIG MONEY is Buying Rare Coins Now:

Today's economic environment

In uncertain economic times like the present, getting serious about investing in rare coins makes more sense than ever. The United States and the world are confronting extremely troubling financial problems—such as credit crises, mounting global debt, and a volatile geopolitical climate. Fiat currencies around the globe are in serious trouble and it seems governments are racing to the bottom in currency devaluation. Inflation and stagflation are here and will likely be with us as mountains of government debt skyrockets. The facts are before 2008 our debt was \$7 trillion; today \$30 trillion. But the truth is that our unfunded liabilities exceed \$141 trillion which equates to almost \$1 million per taxpayer. And it is skyrocketing from here.

How does the FED and the government intend to fund these incredible levels of debt? PRINT MONEY or simply inject it digitally, further eroding the value of the dollar and increasing the cost of living and lowering the standard of living for those who are unable to invest or attain assets which can increase wealth.

The following is inflation at its core:

Since 1914 – and more since 1971 – the barriers to over-production of currency units have been increasingly untethered. It took the Fed



79 years to create their first trillion in M1 currency supply (1914-1993). The second trillion required only 17 years (1994-2011), the third trillion just four years (2012-2016), the fourth trillion just three years (2017-2020), and the fifth trillion – are you ready? Only five months in 2020 to digitize into existence! (Source: Liechtenstein-based Incrementum AG)

FIAT Currency is FALLING and tangibles like rare coins are increasing.



I encourage you to contact one of Finest Known's numismatic professionals toll-free at 1-888-751-1933 to initiate or enhance the rare coin portion of your investment portfolio. Among other services, Finest Known's representatives can:

- Assist you in planning or reviewing your rare coin investment strategy
- Offer insights for the best coins for your investment goals
- Help you ensure balance with your rare coin portfolio
- Assist you in liquidating a current rare coin portfolio; and
- Update you on current trends, and what new money is buying

You have a trusted ally with great expertise on your side

Rare coin insider Adam Crum is a well-known numismatist, author, speaker, market-maker, and rare coin expert. He was introduced to coin collecting by his father. His fascination with the business grew, and by the time he was 22 years old, it became a full-time enterprise. In addition to being an avid student of U.S. numismatics, he has spent his career helping others to understand how to successfully acquire, enjoy, and sell rare coins. He has published newsletters, books, and video programs on rare coins since 1991. He has been published in most of the leading coin industry .

Finest Known, LLC is a trusted leader in the rare coin collecting and precious metals investment world, offering a unique, vast, and impressive array of resources for investors and collectors alike. At Finest Known, we specialize in the finest rare coins available. An experienced and knowledgeable staff of professionals are ready and willing to serve your needs, with a broad range of programs and products to fit most any budget.



PO BOX 2580
PALOS VERDES, CA 90274
1-888-751-1933
FINESTKNOWN.COM