

*Lawrence D. Goldberg's*

# Rare Coin Report

February, 2010

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## Rare Coins & the Economy

### Back to Basics

Congress raised the Federal debt limit to \$14.3 trillion, and the Fannie/Freddie bailout limit to \$6.4 Trillion. Add a proposed \$3.8 Trillion Fed budget, and massive debt is guaranteed for the foreseeable future. Unfunded federal entitlements and unsustainable pension obligations exist on all governmental levels. Will the Federal government bail out State and Local Governments like they bailed out Wall Street? We don't know. But, we do know:

The Fed has created and will continue to create massive quantities of dollars, necessitating inflation when the economy heats up, possibly by summer if Obama rapidly spends \$400 Billion in unspent "stimulus" to bolster economic activity to improve Democrat fortunes in the mid-term election.

Meanwhile, uncertain about new environmental, health, labor and financial rules, taxes and mandates which might be imposed by what many consider an anti-business Federal Government and Congress, businesses will resist making significant moves, hoping for a better climate after the November elections. This will keep the economic climate uncertain, inhibiting economic recovery. With the possible exception of precious metals which might

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## Message from the Owner

2009 was a great year for CNP, and 2010 has started strongly, which is why this newsletter is a couple weeks late. Thank you for your continued patronage and all your wonderful references. Nothing relays your feeling of confidence in me more than that, and I greatly appreciate it.

In 2009 we upgraded our customer service (Thank you **Mike Clarke!**) to help handle increased volume and expand the range and quality of our services to you, including a sophisticated want list capability for collectors, gold IRA's, and faster response.

We will continue to push ourselves to provide even better service, both in finding coins you want at desirable prices, and paying the most possible for your coins when it is time to sell.

I'm starting to get the "hang" of blogging with the intention of making it a true weekly insight into market and numismatic developments from my "insider" point of view. We might eventually offer special coin deals on the blog. You can sign up for the free blog at our website [www.CNPCoins.com](http://www.CNPCoins.com)

If you have trouble signing up for the blog, just call, and we'll walk you through the simple process.

We are also expanding our coin show schedule. In addition to Long Beach, we will be



**Lawrence D. Goldberg**  
Owner, CNP, Inc.

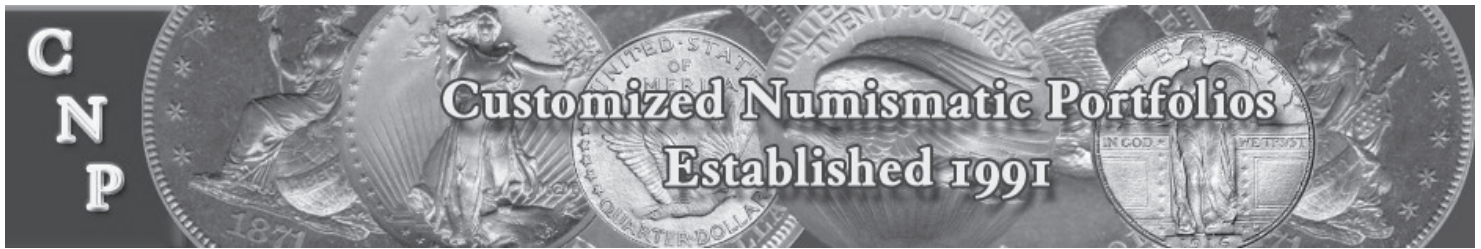
regulars at the twice a year San Francisco "Old Mint" show. Other venues are under consideration.

Here at CNP, Inc. we know our bottom line depends on the quality of service and product we deliver to you. Your input and feedback is always welcome so please feel free to call anytime if you have questions, suggestions, or wish to discuss your next numismatic moves.

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## Back to Basics (cont')

be explosive, my guess is financial markets will remain flat as businesses play coy for the next few months. Uncertainty by definition is unpredictable, and in unpredictable times, probably the best strategy is to “get back to basics.” This is what businesses are now doing. It is also what I recommend you do. How that translates into action will vary depending on your individual goals and situation. In other words—and this is essential to understand: one size does not fit all. I’ll repeat that: One Size Does Not Fit All.

In my nearly thirty years in rare coins, I have found several general categories of “coin” people. They are: Pure Collectors, Investors, Accumulators, Inheritors, and Casuals. Some people are in more than one category. Please refer to the guide on page 3 (opposite) to get a general insight and see what strategy applies to you.

### Come see us at the Coin Show!

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**The San Francisco Coin Show  
At The Old Mint  
(Fifth Street Between Market & Mission)**

**Friday and Saturday  
APRIL 25-26, 2010  
10:00am—5:00pm**

### Take a free tour of this historic building!



### LONG BEACH COIN SHOW REPORT

Activity at the Long Beach show was strong despite a strong drop in gold prices on the first day. In fact, most considered that a buying opportunity and increased their purchases. Virtually all dealers reported superb results and a stronger than usual turnout and purchases from the public. Wholesale demand among dealers was also strong, as dealers traded to get the best coins for their customers. Higher prices brought out an excellent selection of many rarities.

### \*\*\*FREE PORTFOLIO ANALYSIS: A GOOD MOVE NOW\*\*\*

If you have not looked at your coins lately, now might be the perfect time. Everything points to increasing prices for gold and rare coins—but do you have the coins most likely to rise? Is your coin portfolio best suited for your needs and wants? **To get your FREE portfolio analysis, just call (800) 334-3325 and request it. NOTE: All portfolio analysis' will be done personally by CNP, Inc. owner, Lawrence D. Goldberg.**

### COMPUTERIZED WANT LIST ACTIVATED

Finding the coin you want in the grade you want can be a difficult, expensive and time consuming process. Not any more. To help collectors, we have instituted a new computerized “want list” capability which enables us to list your coins in our data base. When we buy or are offered specific coins, we can match them against our computerized list, which will tell which of our customers wants that coin. We will then contact you by phone or email, let you know we have found your coin, and give you the option of purchasing it

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# Lawrence Goldberg and CNP, Inc.'s RARE COIN AND PRECIOUS METALS BACK TO BASICS GUIDE

or

**What kind of “Coin Person” are you and how should someone like you approach today’s rare coin and precious metals market?**

**NOTE:** Some people fit in more than one category, i.e. some might be “Investors” and “Pure collectors.”

## Your Personal Orientation

## Corresponding Strategy

### Investors

You believe inflation is coming, the dollar will fall in value and you want to protect yourself and perhaps profit from it. You have no real interest in coins as a collectible, considering them simply as a means to your end of creating positive monetary results.

Diversify investment portfolio with 1oz. gold coins and PCGS/NGC MS-65 \$20 St. Gaudens gold to hedge against a falling dollar. Trade numismatic collectibles for these easy to track, fast to liquidate coins. Consider setting up a gold IRA.

### Pure collectors

You love coins and enjoy collecting them. You appreciate their beauty, rarity and historical significance. You want coins to be fun. While you want them to appreciate, that only makes it easier to spend money buying your favorites. You like the best quality you can afford.

Buy what you like. Pay fair prices and you'll never go wrong. Great values now exist for coins and banknotes in all grades. Buy high grade examples of truly classic coins and banknotes. They are gorgeous and tend to out perform the market. Significant purchases should be PCGS or NGC certified.

### Accumulators

Accumulators are pure collectors with more general tastes. You usually buy coins with gold or silver value, but might buy anything if you feel it's a good deal and might have increased value down the road. Quantity is more important than quality, so long as the price is good. You probably won't sell anything until you are too old to accumulate more.

Keep buying as the climate remains excellent. Beware of your storage and security capabilities. Consider how your (or your heirs) will handle this accumulation in the future and make arrangements to make this easier. This could be a good opportunity to become a pure collector and upgrade your accumulation to high performing classic coins.

### Inheritors

You own a collection or accumulation someone else assembled. You have questions. You need information. Do you need to divide the collection? Do you hold or sell? If you wish to sell, how can you ensure you are treated fairly? Who do you call?

You own coins by default. Define if you are a collector, investor, accumulator, or seller. Find a dealer you feel comfortable with and can work with. Ask questions. Get answers. Avoid big companies advertising on TV and in newspapers offering to buy. Their “offers” are usually far below market.

### Casuals

You have little interest in coins and could care less about them, but you have some anyway. You may or may not need the money.

Consider liquidating. If you have coins and don't enjoy them, it is just “dead” money for you. You are almost certainly better off with cash or gold bullion.

**www.CNPCoins.com**



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**New Want List System Implemented** *(continued from Page 2)*

or pursuing the purchase, if the coin is owned by someone else.

Naturally, you are not obligated to purchase any coin or bank note that you put on our "want list" and like all purchases, we assure your satisfaction with a 100% money back guarantee.

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**And finally...Do You Need an Interesting Speaker?**

Do you want a speaker for your club or special event? Are you a financial planner giving a seminar and would like a rare coins/precious metals expert? Are you part of an investment club and would like to educate your members about rare coins, gold silver or the "hard asset" approach to economics? I am an experienced speaker and love to get out of my office and speak to people about coins. I always bring interesting items for "show and tell." Please call (800) 334-3325 for details.

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For a **FREE** portfolio analysis, specific questions on the direction of the coin market, or to buy or sell coins, please call me, Lawrence Goldberg, toll free at

**(800) 334-3325**

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