



Lawrence D. Goldberg's

RARE COIN REPORT

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RARE COINS & THE ECONOMY

A Perfect Storm for Buyers and Sellers

The softness in the Rare Coin Market over the last few years has pushed the extra air out of coin prices. Generic coins like common date MS-63-65 Morgan dollars, and MS-63-65 St. Gaudens can be had at great prices and in quantity almost at will. Prices for these seem to have hit a bottom because dealers and others are hesitant to sell at below current prices, which have held their own over the past few months. So, if you want dozens or hundreds of these coins, now is a great time to buy, particularly for generic gold which is barely above bullion cost. And consider this: 100 MS-65 common



date Pre-1905 Morgans can be had for a couple thousand less than the melt value of a \$1000 bag of junk silver, or about the price of an American Eagle monster box!

In contrast, Rarities prices - also holding steady over the last few months - have shown signs of strengthening. The reason for this is simple: There just aren't that many of them, and as a result, even a small demand is enough to keep prices steady and trending upward. Here's the wrinkle: Demand for these rarities appears to be increasing. If so, prices will soon follow. Here's another wrinkle: Prices for these rarities are sufficiently above their levels of 20 years ago such that sellers are now being enticed into the market. That new material is being snapped up with increasing speed.

The economic environment makes coin buy-

ing now even more attractive. Despite the short term economic slowdown due to the Corona virus and its impact on trade, the US economy is resilient, and will likely remain that way. There is a great deal of cash sitting on the sidelines, as investors hedge against huge stock price increases over the last three years. It should be noted that the available cash cuts across all levels of collector capabilities, from low end coins to higher end rarities. Also, stock prices have been so aggressively upward over the last three years that fewer and fewer "bargain stock buys" are available. Investors have noticed the increase in gold prices over the last couple of years, and are eyeing gold with increasing interest. The recent jump up in gold due to fear about the Corona virus shows just how volatile these markets could become.

As if this weren't enough, the Federal debt, now approaching \$23 Trillion continues to grow. If forecasts are correct, the annual Federal deficit will exceed \$1 Trillion for this year alone. Meanwhile, the Impeachment Distraction and election year activities have diverted attention from the rapidly increasing Federal debt: No one seems to care. It is in this kind of situation where the potential for increasing demand for rarities in particular and all hard asset classes in general continues to grow, and it would not take much monetary inflation to push the current rare coin market into high demand mode.

There also appears to be increasing attendance at local coin shows. A number of show dealers (these are dealers who exhibit at 30-40+ shows a year) have told me that attendance at the better run local shows have been shattering records over the last couple of months, and that business has been brisk.

If you are thinking about buying rarities, now is the time to start looking and to quickly take advantage of high quality, fairly priced coins when available. And if you wish to sell, there is sufficient liquidity available that you can get decent prices for most coins.

It's a perfect storm for both buyers and sellers.

NOTES FROM THE OWNER'S DESK

It's hard to believe (at least for me) that I have now been in the rare coin business for nearly 40 years! I can't say that time has flown. Rather, my days have been packed with opportunities and possibilities; I'm blessed with a full and happy life, and I find myself liking the rare coin business and having more and more fun with it as time goes on. And none of this would have happened if not for you! It is supremely gratifying when I'm able to assemble a Wholesale to You package that sells quickly, or when I find the perfect coin for you very picky collectors, when I evaluate a particularly interesting accumulation, or when a happy customer refers new customers. So...THANK YOU for your continued patronage!



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

On the home front, we are thoroughly enjoying our new granddaughter, Livvy, who is going on her fourth month, and are beaming proud of her dad, my son-in-law whose project Blue Book on the History Channel has launched its exciting second season. (see p. 4) I wish my golf game was half as good!

My best wishes to you for a Happy New Year for 2020!

Lawrence D. Goldberg

Special Rarities

I have just acquired a limited number of super nice gold rarities. Prices are fair and quality is excellent. Call me at 800-334-3325 for more info.

COLLECTOR'S CORNER

Pleasure or Profit?

Are coins primarily a vehicle for pleasure, or for profit? The answer to both questions is: Yes. Ironically, the way the coin market works, it has been my experience that those who collect primarily for profit do not profit as much as those who collect primarily for pleasure. How can this be? The answer is surprisingly simple: the two main underpinnings of the rare coin market are collector demand, and precious metal value. Both of these are impossible to accurately and reliably predict, which means that profit is impossible to predict. This turns coins and precious metals more into the category of a speculation rather than the category of an investment. That said, collectors are far more likely to choose coins

because of their rarity and quality than the investment oriented. In essence therefore, coins that collectors select are far more likely to appeal to collectors in the future than will the investment oriented selections. In short, collectors are more "picky," and while they will consider rarity and grade, they are pulled to select the best coins within those categories. In contrast, the investment oriented are more likely to place higher value on statistical data such as mintage and graded population. The smart collector/investor will consider all these factors, with the net result usually being that collectors get a bit more bang for the buck. Interestingly,



these are the same factors I use when asked to assemble an "investment" portfolio of coins. Thinking like a collector enables you to buy like an investor!

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 want 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**

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COIN SHOW CIRCUIT



Come by my table at the following shows:

The Long Beach Coin, Currency, Stamp & Sports Collectible Show
Thursday-Saturday, February 20-22

Table #817

Long Beach Convention Center
300 E. Ocean Blvd. Long Beach, CA 90802
www.longbeachexpo.com
Hours: Thu-Fri 10 a.m.- 6:30 p.m.
Sat 10 a.m.-4:30p.m.

Buena Park Coin Show
Saturday & Sunday, March 7-8

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.

CoinExpo San Jose
Friday-Saturday, May 8-9

DoubleTree by Hilton Hotel San Jose
2050 Gateway Place
San Jose, CA 95110
Hours: Fri 10 a.m.-6 p.m., Sat 10 a.m.-5 p.m.

Las Vegas Numismatic Society Coin Show

Friday-Saturday, May 15-17
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.-4 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

COIN INDUSTRY NEWS

Tightening Generic Gold Prices Triggers an Opportunity in Rare Gold

Over the last few years, a softening of demand has resulted in the tightening of generic gold prices such that common date St. Gaudens \$20 gold coins graded MS-65 are barely 20-25% above bullion value. Common date \$10 and \$20 gold coins in MS-62 or lower grades are barely distinguishable in price from modern day bullion! This creates a potentially (pardon the pun) golden opportunity, not only in high grade generic gold, but also in what we call “dated” gold. “Dated” or “rare date” gold refers to mostly 19th Century gold coins of all denominations (\$1, \$2.5, \$3, \$5, \$10 & \$20) along with the extremely rare territorial issues.

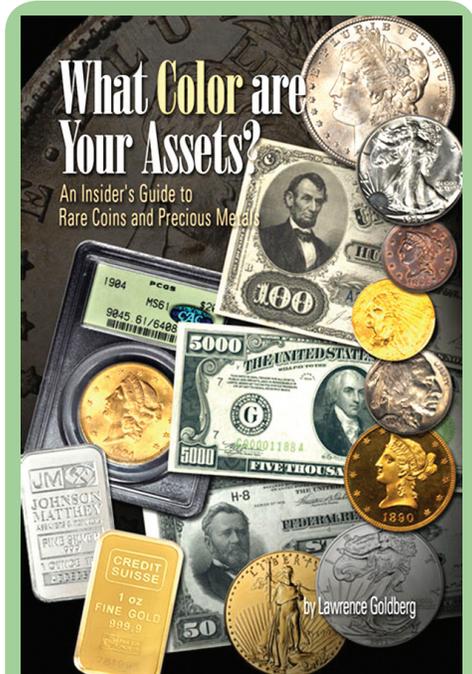
Tepid demand over the last few years have pushed prices on rare date gold to probably as low as they are likely to go, and yet, prices are sufficiently high to entice sellers. Part of the reason for this is that today’s soft prices are still mostly well above prices from 20-30 years ago. Secondly, by any standard, these coins are rare. Many have populations of

only a few hundred coins or less, sometimes much less. They are therefore hard to replace. It doesn’t take a genius to recognize that using current relatively low price levels as a baseline, any significant influx of capital into this area would rapidly suck up supply, creating a powerful upward trend on rare date gold prices.



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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February 2020 • In This Issue

- A Perfect Storm for Buyers and Sellers* page 1
- Notes from the Owner's Desk* page 1
- Pleasure or Profit?*..... page 2
- Coin Show Circuit* page 2
- Tightening Generic Gold Prices*
- Triggers an Opportunity in Rare Gold* page 3

Project Blue Book Season Two

Project Blue Book's Season Two (starring Aidan Gillen with guest star Zach McGowan) premiered January 21, picking up where it left off on its superbly researched and insightful dramatization of the true life Air Force investigation (led by Dr. Allen Hynek) into the UFO phenomenon during the 1950's and 1960's. So far, this season is even better than last! Of course, you might consider me biased because my son-in-law David O'Leary is the show's creator, but the fact remains that I was on the edge of my seat during the screening of Episode 1. As for the explosive episode 2: Wowza! The surprise ending will delight! My inside information is that it only gets better from here. The show airs on the History Channel at 10pm on Tuesdays. I suggest you DVR it!



Project Blue Book. Photo courtesy of HISTORY ©2020

Coins ~ The Best Hobby in the World

CNP, Inc.

As an independent Dealer with lower overhead costs, I can often pay the highest prices for your coins, gold, silver, diamonds, jewelry, watches, stamps and more. I buy it all, so if you have coins or these other items to sell, call me!

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

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