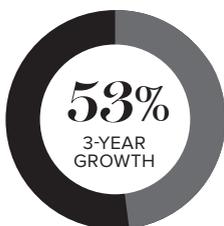


# THE NEW GOLD STANDARD

By prioritizing education and customer service, one company has become the industry leader in precious metal IRA rollovers



When your goal is to deliver value, even before someone rewards you with their business, sales tend to follow. Advantage Gold specializes in helping clients protect their retirement assets by converting an existing IRA or eligible 401(K) into gold or other precious metals. By investing in educational content and prioritizing customer service, it has become the industry leader in precious metal IRA rollovers.

Before launching Advantage Gold in 2014, Founders Kirill Zagalsky and Adam Baratta were top brokers at a precious metals dealer, where they encountered misconceptions about the space first hand. When the stock market underperforms, precious metals tend to do well because they are tangible assets not correlated to equity markets. But many people, including sophisticated investors, don't realize gold and silver are proven ways to grow wealth and diversify assets, Zagalsky says.

## DOING THINGS DIFFERENTLY

The friends set out to build a different type of firm, one that prioritized education and customer service. Over the years, they have built out a multi-million-dollar educational member platform, called Gold Is a Better Way. Baratta also has a *USA Today* best-selling book of the same title and travels the country speaking about gold's investment power. These efforts established the business as a thought leader in the space and facilitated fast, stable growth. Year one, Advantage Gold sold \$1 million in precious metals. By the end of their second calendar year, they reached \$30 million. Since then, the company has doubled revenue and sold \$250 million in precious metals to date. It is also the highest-rated precious metals firm in the country and has won the Best of Trustlink Award each of the last three years.

Building such a successful team is no accident. Zagalsky and Baratta are discerning about new hires, purposefully seeking people from outside the industry to bring in new ways of thinking and do things differently. Every employee takes part in an intensive training process that emphasizes compliance and long-term relationship-building,



as opposed to transactional selling. The partners believe there is no such thing as a wasted conversation and aim to teach everyone, client or otherwise, about the benefits of investing in precious metals.

## COMMITTED TO THEIR PRINCIPLES

The executive team "walks the talk." Advantage Gold is the first company in the country to put its entire pension in physical metals. "One thing we have above everyone else in the industry is passion, drive, and a belief in what we are doing. And it is easy to have that passion, drive, and belief when we know we are providing massive value up front to every individual we communicate with," Zagalsky says.

There is another factor behind the business's success: founder chemistry. Zagalsky and Baratta complement one another. Their mutual respect and admiration, as well as their esteem for their team, shines through. The team at Advantage Gold believes people's perceptions about precious metals are changing. More people will look to gold as a desirable solution than ever before, and when they do, Advantage Gold will be ready. As Baratta puts it, they "expect to be the name in this industry, the traditional standard in a non-traditional market."