The Silver Double Play

Why Savvy Investors Are Buying Physical Silver

LEAR CAPITAL
The Precious Metal Leaders

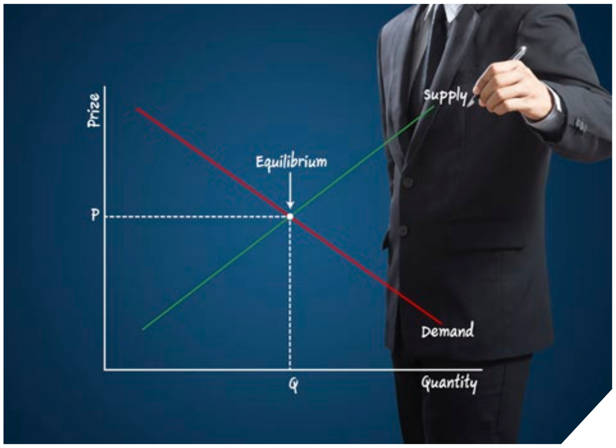
Depending on which government reports, media outlets, and stats you choose to believe; our economy is either poised to thrive under the new presidency or exhibits deeply troubling signs of more turmoil ahead. In either scenario, an investment in physical silver may be the answer. How can this be? We call it the Silver Double Play.

If, indeed the economy is in recovery, industrial demand for silver will skyrocket. That's the first part of the double play. Today, silver is used in the production of thousands of products. Cell phones, computers, televisions, and nearly all electronics today require silver to produce a quality product. In medicine, silver is a strong bactericide and infection fighter. In solar energy, silver is the key ingredient of solar panels. More practical uses are being discovered every day. Because of this, some say that silver demand could double by 2020!

Did you know that above ground silver supply is now just one billion ounces? Some estimates state that 90% of the above ground silver supply has already been consumed. At the beginning of time, the Earth's supply of silver was 15 times greater than that of gold. Now, the supply of above ground gold is 5 times greater than that of silver--truly a sign that we are almost out. One billion ounces today, is barely worth $20 billion dollars. A small surge in physical demand and this supply could be wiped out, spurring prices upward.

> *...some say that silver demand could double by 2020!*

On the other hand, if the economy continues to struggle or—Heaven forbid—even declines; physical silver may still be an excellent investment opportunity. This is because that in times of geo-political and economic unrest, tangible assets like gold (and increasingly)



silver have been savvy investors' go-to vehicle for hedging risk in other markets. This is the second component to the double play. Again, a surge in demand—by the laws of economics—should translate to a correlating increase in silver prices.

Evidence of a supply-demand gap is blatant. The U. S. Mint sold out and had to suspend sales of American Silver Eagle coins not once, but twice in the last several months. The first time was in January of 2013. The second was just in November of 2014. Thus, it's little surprise that by the end of that month, YTD silver sales had reached a new high.

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One false move by Wall Street's paper silver traders and investors in physical silver will be breathing a sigh of relief. Trading contracts doesn't necessarily require *physical* silver to even exist. Contracts are more like bets on the future price of silver than they are bids to actually own it and take delivery.

There may never be a better time to get into silver. If the economy recovers, industrial demand skyrockets. If the economy turns bad, silver plays the safe haven role for investors. That's the silver double play.

What's the downside? The downside now is like jumping out of a basement window. There's just not that far to fall.

To speak to an experienced Lear Capital representative now and explore your options for investing in physical silver:

Call (800) 681-2410

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