

Certified Gold Exchange Replies To Forbes' "Don't Buy Gold" Article

"The Professionals' Choice in Gold" has publicly refuted a Forbes "Advisor Network" contributor's claims that the "optimum" asset allocation for gold is none at all.

New York, NY ([PRWEB](#)) May 13, 2013 -- Forbes.com contributing writer David John Marotta recently wrote a [piece](#) about the large number of media requests he receives regarding gold and silver investments and whether or not they are wise investments. Marotta believes, as do many investment analysts, that gold provides no value. He even goes so far as to say that calling gold an investment "isn't really accurate." He goes on to recommend resource stocks over physically held gold investments. This polarizing article has created plenty of noise on both sides of the proverbial fence, and one gold dealer is creating quite a stir with his rebuttal.

Certified Gold Exchange vice president of marketing Stewart Lawson had this to say about Marotta's piece:

"The article says that gold has low expected returns, when in reality gold has averaged 6.9 percent per year since 2001, and before the recent sell-off gold averaged double-digit gains each year for the last 12 years. His comment about how no gold at all is the preferable amount shows his clear agenda in favor of stocks, and he obviously has grown out of touch with the average American investor if he really believes that holding hard assets provides no value or safety. Savvy investors know that diversification is the key to longevity in the markets, and for the last decade diversifying into gold has provided millions of Americans with peace of mind as well as something to combat the Fed's loose monetary policy. I've never seen gold lose double-digit percentage points in a matter of minutes due to a hacked Twitter account or black box trading. Every investment has inherent risk, but leaving your future up to trading software and social media seems much more risky than buying and holding an asset that has been used regularly each day for the last 5,000 years. "

Certified Gold Exchange, Inc. is North America's premier precious metals trading platform, providing unparalleled service to licensed dealers, institutions, and household investors. Throughout nearly two decades of trading precious metals with the public, Certified Gold Exchange has maintained an A+ Better Business Bureau rating. For more information or a free "Gold Investor's Guide," visit <http://www.certifiedgoldexchange.com> or call 1-800-300-0715 today.



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