

Investing in golden opportunity

Jeffrey Rhodes of Global Precious Metals explains the real potential for growth in gold and other precious metals in Asian investor portfolios, as well as why his firm offers a unique value proposition.

Clients should hold between 5% and 10% of gold in their portfolios, says Jeffrey Rhodes, director at Global Precious Metals, yet the amount of investment into the physical gold space is relatively small.

As a result, not much of a sea-change is needed among investor allocations to this safe-haven asset to see significant growth, he explains.

It is also key that gold can retain what he calls “independence”, by being outside the banking system. As a result, no matter what happens within the global financial markets, clients can access their gold in the vault at any time.

UNIQUE PROPOSITION

Global Precious Metals provides a platform for clients of all levels of wealth to access physical gold, silver, platinum and palladium in a cost-effective way. The client owns the precious metal which is kept in secure locations around

the world, at reasonable cost. Using its relationships with the major gold refineries, for instance, the firm supplies what Rhodes calls ‘virgin’ product to clients, direct from source, of a certain brand and size. “We source it for a nominal fee and then either store it or deliver it.”

What is unique, he explains, is that the client can view their precious metal at any time.

Rhodes therefore sees a lot of potential for success in what he sees as one of the most diversified and well-thought through business plans in this space in his 40 years in the industry.

“We are also able to move gold from [location] A to B very quickly for our clients,” he explains.

ASIAN POTENTIAL

According to Rhodes, Asia dominates the demand for gold worldwide, given



JEFFREY RHODES
Global Precious Metals

the belief within cultures in the region in the physical nature of the asset class. “The physicality of gold makes it a safe-haven asset,” he says. ■