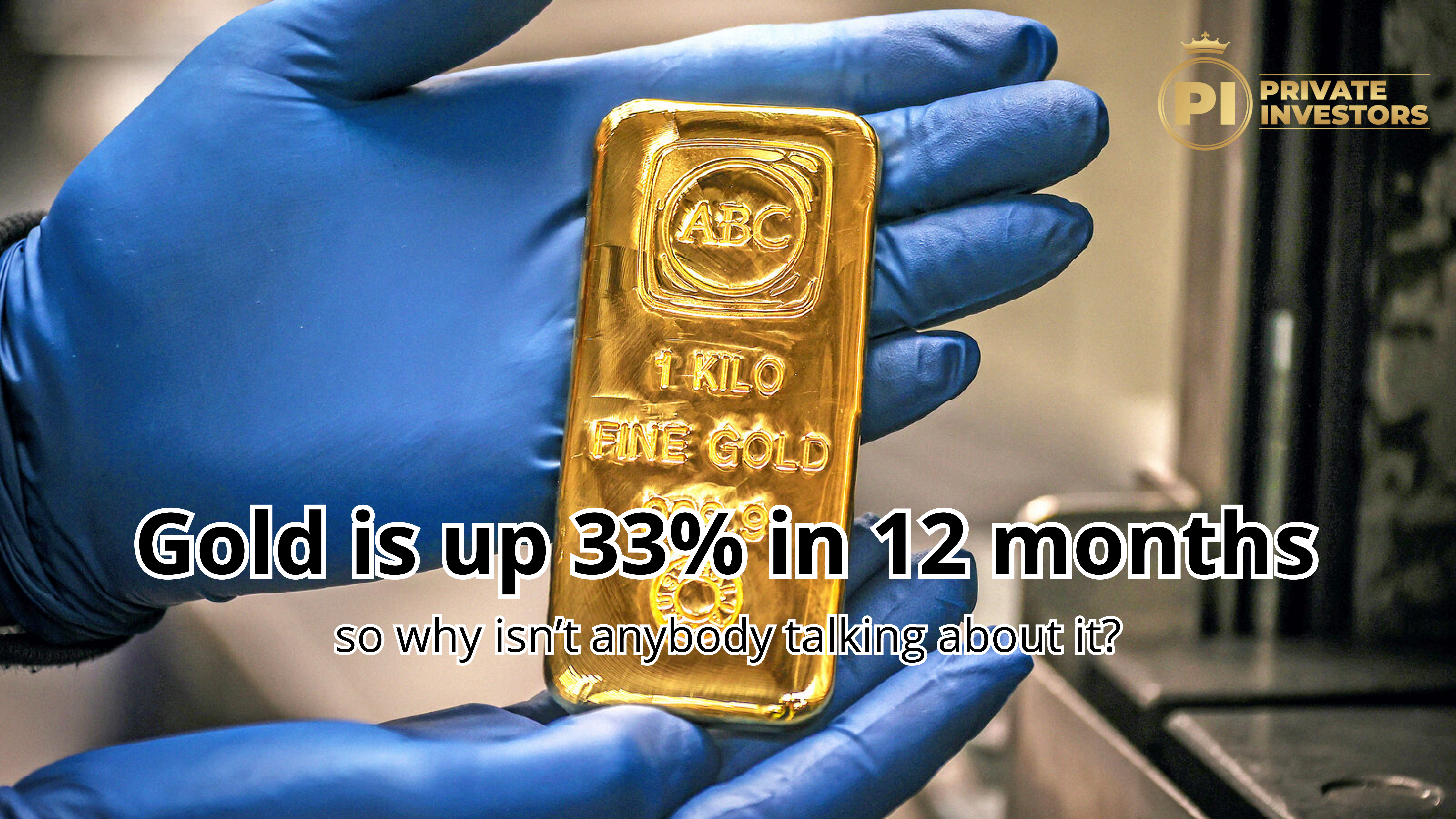
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FINE GOLD
Gold is up 33% in 12 months
so why isn't anybody talking about it?

Gold has long been regarded as a store of value, a safe haven during times of economic uncertainty, and a hedge against inflation. But in recent years, it has become increasingly clear that gold is more than just a historical relic. It is, arguably, the best asset class to invest in today.

Despite the efforts of central banks and governments to artificially suppress its price for decades, gold has seen a sharp rise in value recently. This upward trend is revealing something financial elites have long tried to conceal, gold's true worth.

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From October 2023 to October 2024, gold's price surged from £1,500 per ounce to £2,000 per ounce, a staggering 33% increase. This growth outpaces the returns of every other major asset class, including stocks, property, fixed income, cash, and even Bitcoin.

So why isn't gold being talked about more?

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Governments and central banks have long recognized the intrinsic value of gold.

That's why China, Russia, Turkey, India and many other countries have been increasing their reserves over recent years.

This begs the question: if gold is such a poor investment, as the mainstream financial media would have us believe, why are the world's most powerful institutions so eager to accumulate it?

In 2024, something shifted.

The concerted efforts to suppress gold's price seemed to lose momentum, and for the first time in history, we are seeing something closer to genuine price discovery. The rise in gold's value from £1,500 per ounce in October 2023 to £2,000 per ounce in October 2024 is evidence of this.

A 33% increase in just over a year is not just a reflection of supply and demand; it is a signal that gold is finally being allowed to reflect its true market value, free from artificial constraints.

Why Gold Outshines Other Asset Classes

Over the past year, gold has outperformed every major asset class:

1. Stock Market: While stock markets have seen volatile returns, many investors are still reeling from inflationary pressures and fears of economic downturns. Gold, on the other hand, has provided steady growth and protection.

2. Property: The property market, once considered a surefire investment, has become increasingly risky, especially with Labour getting into power and new landlord taxes likely to follow. High interest rates, housing market corrections, and declining affordability are eroding the appeal of property as an asset class. Gold, being a liquid asset with no counterparty risk, offers more stability.

Despite outperforming these other asset classes, gold is still not widely promoted as an investment option. Hmm, strange.

3. Fixed Income: Bonds and other fixed-income instruments are suffering under rising interest rates and inflation, eroding real returns. Gold, meanwhile, holds its value during inflationary periods and is a hedge against currency devaluation.

4. Cash: Holding cash in a high-inflation environment is essentially a guaranteed loss. Fiat currencies are devaluing, while gold continues to rise, making it a far superior store of value.

5. Bitcoin and Cryptocurrencies: While Bitcoin and other cryptocurrencies have been hailed as "digital gold," they have proven to be highly volatile. Gold, on the other hand, has a 5,000-year history of preserving wealth and is backed by tangible value, not speculative demand.

The Silent Suppression of Gold

The lack of attention to gold's recent surge in price raises questions about the fairness of the financial system. The financial media focuses on stock market indices, property trends, and the latest cryptocurrency hype, but why isn't gold's 33% rise making headlines?

If gold has consistently beaten the returns of other assets, why is it not being talked about more? Especially when it's one of the safest assets of all time.

Well, I think that the answer lies within the financial industry. Financial advisors, brokers, and wealth managers are generally compensated through fees or commissions based on the assets they manage.

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When you buy physical gold, you are essentially taking your money out of the system, making it difficult for these financial professionals to charge fees or earn commissions. As a result, your broker is far less likely to recommend physical gold as part of your portfolio.

This creates a disincentive for financial professionals to recommend gold, as they don't directly profit from it.

Physical Gold vs ETFs and Gold Mining Shares

Investors who understand the true value of gold tend to buy physical gold, be it either bullion or coins because it offers complete control and independence from the financial system.

The smartest investors understand that owning physical gold means their wealth is not tied to the performance of financial markets or subject to the whims of central banks. They are removing their assets 'off-grid' which in itself is one of the best moves on the chess board.

Less savvy investors realize that they should invest in gold but make the mistake of buying exchange-traded funds (ETFs) or gold mining shares. While these provide exposure to gold, they come with counterparty risks and do not offer the same level of security as owning the metal itself. Additionally, ETFs and gold mining stocks are still linked to the broader financial system, meaning that fees and commissions still apply.

And the least informed investors, unfortunately, don't invest in gold at all. They remain tied to traditional asset classes, often unaware of the risks involved in relying solely on fiat currencies, stocks, or bonds for wealth preservation.

Conclusion

In a world where central banks and governments have long manipulated the financial system, gold stands out as a truly independent asset class. With the recent rise in its price, it appears that gold is finding a way to reflect its true market value. It's still being suppressed and will continue to be suppressed for as long as central banks continue to fill their coffers. But once they are done, and true price discovery is allowed the price of gold will sky-rocket and I believe at some point over the next 5 years it will break the $5,000/ounce mark.

There are a few asset classes that will beat that kind of return and none that are comparable in risk.

Despite outperforming other major asset classes in 2024, gold remains underrepresented in the financial media and that's the main reason that it is overlooked by investors. Perhaps that's not a bad thing because if everybody knew the truth about gold, it would be substantially higher.
So maybe the greedy central bankers and commission hungry stockbrokers are doing us all a favour.

The financial system is designed to keep investors within its boundaries, where fees, commissions, and financial advice generate revenue. That's why there is still only a relatively small number of investors, usually high-net worth or professionals, who are buying physical gold. The majority of retail investors are still very much trapped in the system with their pensions and stock ISAs.

If you're one of them and are keen to find a way out, you can watch my free one-hour training on gold.

This video is available only for subscribed members of my online investment community, Private Investors Club but you email me directly at rsingh@privateinvestors.club and I will send you the video link for free.

It's time to step outside of the broken system. Get your money out of the banks, get your investments out of the centralized system, and protect and grow your wealth in a way that no other asset class can offer in 2025 and beyond.

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