

What are you doing with your gold?

A closer look into the new and popular cash-for-gold business trend that has been making individuals all over Canada richer

by Katrina Tortorici



"Honey, where's my other earring?" Stan's lovely wife asked calmly.

"Which ones?" Stan asked.

"My 18k gold ones, baby..." his wife clenched her teeth, trying to refrain from losing her temper. "The small loops!"

Her husband cringed slightly at his wife's terribly shrill voice and then chose his words carefully: "The loops I got you? You've been missing one of those earrings since we got married..."

His wife gasped. "So what am I supposed to do with one earring?" she belted at her husband, although it was hardly his fault.

"Sell it." He eyed her hopefully.

She stared at him in surprise for a moment. And then marvellously, the corners of her mouth twitched into what appeared to be a smile. "Hm," was all she said.

Stan was a brilliant man.

And so the trend began. Of course, this was a mere anecdote. Let me be clear that Stan, regrettably, does not exist. But such a tale's purpose is to inform the public of the many options that are available when it comes to handling your gold. None too recently, the receive-cash-for-gold business in North America has been booming. The price of gold continues to rise and individuals are receiving large sums of cash for their unused, mismatched, or unwanted pieces of golden jewellery. Advertisements began on television where announcers encouraged audiences very enthusiastically to call this hundred digit-number and blindly receive a questionable amount of cash for their gold "right now!"

But some people chose to take a closer look and take on the task themselves; Italian-Canadian career woman, Antonella, recently became a certified agent for Gold Party

Canada (GPC), a proven reliable company that offers more for your gold than other competitors.

"I discovered it when my sister went to a party last year. I gave her a small bag of some unused gold I had and got \$300 for it. My sister told me all about how the gold party was held and encouraged me to try it out," Antonella said.

According to GPC, it is among the few that offers the highest prices for gold, as it weighs by gram, unlike the many competitors that weigh by penny weight (1 gram is equal to 0.65 pennyweights – hence a full 35% less for what the gold is actually worth). At a party, the gold is assessed and then weighed in front of each guest (who may request to have it done privately), and the rest of the night is devoted to having a good time.

"Honestly, I have to say the hostess' benefits are great. GPC provides the hostess of the party with \$100 for food and drinks in addition to the \$25 they make for each guest who sells \$200 or more (there are usually about 10-15)," Antonella said with enthusiasm. The company, however, is offering a promotion until Feb 14 in which

hostesses will receive \$30 from each guest who sells over \$200 and \$115 for food.

"It's a win-win situation all the way," she elaborated. "The guests make money and the hostess makes money. The guests always leave satisfied and everyone has a great time bonding and sharing stories about their gold...like this piece brought them bad luck, or that one cost them so much to repair that they'd rather buy something new. And it isn't uncommon for some of our guests to leave with hundreds of dollars, even with thousands of dollars."

It appears that "Stan" had the right idea all along. There is a way to handle your unused gold that would make anyone happy, even his awful, make-believe wife. People are accustomed to following fashion trends, but for the first time arrives a trend that makes everyone involved truly satisfied and even richer.

"Last year we teamed up with CIBC here in Montréal to help raise funds for The Canadian Breast Cancer Foundation," said owner of GPC, Shawn Zimmerman. "The staff organized and attended gold party fundraisers as a way to exceed

their fundraising goals. A gold party fundraiser is really the best fundraiser of all; everybody who attends makes money selling their unwanted gold jewellery and GPC matches 10% of total sold as a donation to the cause," Zimmerman said.

Those interested in more information may visit www.goldparty-canada.com or contact Antonella directly at tortom62@hotmail.com or call her at 514-913-2826. If you'd like to take that extra step in becoming an agent, you will be fully trained and Antonella can help you with the details. People from outside of Québec are welcome to look into it, as there are over 200 agents from GPC all over the country.

"It is a very professional and 100% legitimate company that really does offer the best benefits possible for those who want to simply sell their gold or become hostesses or agents," Antonella said. "Of course, it helps to have a great and supportive team leader like mine, Tannis, as well as my wonderful assistant that never fails to create a fun ambience for each of my parties."

So bring on the jewellery; because when it comes to a piece of gold, there's always a story.