

## In these uncertain times, investors find precious confidence with FidelityTrade

The COVID-19 pandemic has upended the world's economy as we knew it. Stock and bond markets have become increasingly volatile, and investors are rethinking their investment strategies. One investment class gaining greater attention is precious metals — gold, silver, platinum and palladium bullion. And, one company seeing explosive business sales volumes is **FidelityTrade** Incorporated.

“Economic and political uncertainty has investors turning to precious metals in droves this year,” said Grace Stockley, Vice President of Business Development and Marketing for FidelityTrade. “The company has seen an influx of new accounts amid the impact of the global health pandemic that has disrupted supply chains and caused unprecedented economic shocks.”



Stockley further explained that “Investors are turning to precious metals bullion because they represent a tangible and liquid investment. Unlike stocks, bonds or currencies, bullion carries no credit risk; bullion is not dependent on any government or company to validate its value. Additionally, gold is seen as a safe haven, and portfolio diversifier for uncertain times,” noting an ounce of gold started the year trading at less than \$1,500 per ounce but touched an all-time high of more than \$2,000 in August. Precious metals are typically viewed as a solid, long-term investment. “If you look back over time, portfolios holding precious metals generally performed better than those that did not,” Stockley said.



Capital appreciation and diversification is appealing to those preparing for their retirement with self-directed Individual Retirement Accounts. FidelityTrade helps its clients add metals to their IRA by working closely with the country's top custodians.

For those considering precious metals as an investment option, there is no better place to turn than FidelityTrade. The company is a “no-pressure” seller that focuses on educating its clients and providing high-quality products and services. Prior to branching out on its own 22 years ago, FidelityTrade was part of Wilmington Trust Company. The company started out small by serving private investors, but quickly grew to a major, nationwide dealer. In fact, FidelityTrade is one of

only twelve global distributors of the United States Mint bullion products, and its subsidiary, Delaware Depository, is one of nine licensed Comex-Nymex Exchange depositories.

FideliTrade's clientele have several storage options for their bullion, including high-security, insured depositories in Delaware and California, as well as internationally in Toronto, Canada, and Zurich, Switzerland. All of the purchased metals are fully allocated – meaning customers' bullion is securely stored in their name and they can take delivery at any time, without delay.

FideliTrade is also known for going the extra mile to protect its customers interests. All bullion is produced by sovereign and internationally recognized mints to ensure that customers receive only the highest quality product. “We have invested substantial capital in counterfeit detection technology and extensive procedures to ensure that all bullion in the depository is authentic,” Stockley noted. “Conversely, that means we also know anything leaving our inventory is authentic.”

Investors, especially those in Delaware, can be assured that the company they deal with supports the local community. FideliTrade and its associates contribute their time and resources to the Delaware State Chamber of Commerce, Police Athletic League of Wilmington, and the Wilmington Peacekeepers Association, among others. They also mentor University of Delaware seniors pursuing studies and careers in finance.

“When all is said and done, we've helped our customers safely acquire precious metals bullion, and protect their retirement assets and personal wealth — we take that responsibility very seriously,” Stockley said.

