GOLD EXPRESS USA

THE GOLD EXPRESS USA KNOWLEDGE SERIES

GUIDE 02 / BUSINESS STARTERS

Build A Better Gold Business.

A practical introduction to sourcing, pricing, counterparty checks and transaction control.

PHYSICAL GOLD. BELOW SPOT.



BUSINESS MODEL / MARGINS / CONTROLS / FIRST TRADE

01 / DEFINE THE BUSINESS

Choose Your Role First.

A bullion business needs a defined customer, a defined service and clear responsibility for the metal.

MODEL	WHAT YOU DO	WHAT TO RESOLVE
Principal dealer	Buy and sell metal in your own name.	Working capital, inventory exposure, custody and buy/sell pricing.
Introducer / broker	Connect counterparties under a documented arrangement.	Authority, compensation, disclosures and whether you ever handle funds or metal.
Commercial sourcing	Coordinate requirements for a repeat buyer or fabricator.	Material specification, supplier approval, lot acceptance and delivery schedule.

WRITE A ONE-SENTENCE OFFER

Example: We source documented bullion for commercial buyers with specified quantity, purity and delivery needs. Avoid offering services, custody or approvals you have not actually arranged.

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02 / ECONOMICS

The Spread Is Not The Profit.

Below-spot sourcing can be a commercial advantage. Its value depends on the resale price, complete costs, timing and transaction risk.

HYPOTHETICAL SINGLE TRANSACTION

LINE ITEM	AMOUNT
Expected sale proceeds	$128,000
Metal purchase cost	($126,000)
Gross trading spread	$2,000
Transport + insurance	($750)
Verification + processing	($250)
Financing + allocated overhead	($800)
Illustrative contribution before tax	$200

STRESS THE ASSUMPTIONS

A $1,280 adverse move in the expected sale price would turn this $200 contribution into a $1,080 loss, if everything else stayed the same. Do not treat an unconfirmed resale as a completed trade.

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03 / SUPPLIER DISCIPLINE

Source The Metal. Verify The Deal.

Build a repeatable file for each counterparty and each transaction. A familiar introduction is a starting point, not a complete verification process.

01 **Counterparty file.** Legal identity, trading role, business contact details and independently checked payment instructions.

02 **Metal file.** Offered quantity, purity, form, lot or bar identifiers, assay information and custody location.

03 **Authority file.** Evidence that the seller is authorized to sell and release the identified metal under the proposed terms.

04 **Commercial file.** Named price reference and time, complete costs, expiry, commission arrangements and settlement triggers.

05 **Exception log.** Record missing information and unresolved discrepancies. Decide who can approve a hold, rejection or escalation.

USE A CONSISTENT RELEASE RULE

No trade should progress just because it is urgent. Set your own documented approval criteria for counterparty checks, acceptable metal evidence and settlement readiness.

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04 / OPERATIONS & OBLIGATIONS

Build Controls Before Volume.

Start with a manageable operating model. Have qualified advisers map the rules that apply to your actual role and locations.

BUSINESS SETUP

Know your obligations

Review business registration, tax, consumer disclosures, AML applicability, sanctions and cross-border requirements with the appropriate specialists. Requirements vary by activity and jurisdiction.

MONEY & METAL

Separate the records

Reconcile cash, payable amounts, physical holdings, customer ownership and commissions. Document who can authorize a payment or metal release.

PRICING & COMMUNICATION

Define what you promise

Use written quote validity and a consistent benchmark. Do not imply guaranteed returns, verified stock, certification or a carrier relationship without supporting facts.

U.S. context: FinCEN has an AML framework for covered precious-metals dealers. Coverage, exceptions and reporting duties require a business-specific review; this guide does not determine your status.

READ MORE FINCEN CFTC

05 / A CONTROLLED TRANSACTION

Design The Handoff.

The commercial agreement should connect pricing, verification, ownership and settlement without leaving a gap between teams.

01 **Intake.** Capture the buyer specification, intended use, quantity, destination, schedule and acceptance requirements.

02 **Quote.** Confirm availability, reference price, fees, validity and who bears each cost. Document any broker compensation.

03 **Verification.** Agree the facility, access, sampling or assay responsibilities, rejection criteria and authority to proceed.

04 **Settlement.** Identify the evidence needed for payment, title transfer, physical release and receipt. Confirm insurance and risk transfer.

05 **Close and reconcile.** Match the final invoice, metal received, payment and commissions. Record any discrepancy and retain the trade file.

MATCH YOUR CUSTOMER TO THE PRODUCT

Gold Express USA handles bullion inquiries, including ounce, kilogram and bulk requirements. Below-spot quotes and proposed independent verification / Brinks-to-Brinks arrangements require a written offer.

READ MORE FINRA

06 / LAUNCH WORKSHEET

Your First-Trade Readiness Plan.

Use these decisions to test whether the business is ready to transact, rather than simply ready to advertise.

CUSTOMER + ROLE

Who buys from me, and am I the principal, broker or sourcing agent?

WORKING CAPITAL + LOSS LIMIT

How much cash is tied up, for how long, and what can go wrong?

SUPPLIER + ACCEPTANCE

Which documents, checks and metal specifications are required?

ADVISERS + RESPONSIBILITIES

Who owns compliance, accounting, custody, insurance and approvals?

FIRST CONTROLLED TRANSACTION

Which conditions must be met before payment or release?

Track the right measures: contribution after costs, days of capital tied up, unresolved exceptions, settlement delays and repeat customers. Revenue alone is not a complete operating picture.

YOUR NEXT STEP

Turn A Requirement Into A Quote.

Discuss your bullion sourcing requirements with Gold Express USA. This guide is a planning framework, not a turnkey business opportunity or a profit projection.

BELOW-SPOT GOLD. A PERSONAL QUOTE.

Gold Express USA sources its offered bullion from an LBMA Good Delivery listed refiner. Ounce, kilogram and bulk requirements are discussed individually.

SALES@GOLDEXPRESSUSA.COM

Visit the live gold market and request a quote

PRIMARY SOURCES & FURTHER READING

01 **FinCEN | Precious metals dealer AML guidance**
www.fincen.gov / Open reference

02 **CFTC | Precious metals fraud advisory**
www.cftc.gov / Open reference

03 **FINRA / CFTC | Questions before buying physical metals**
syndication.finra.org / Open reference

04 **LBMA | About Good Delivery**
www.lbma.org.uk / Open reference

05 **LBMA | Responsible sourcing**
www.lbma.org.uk / Open reference

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