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THE TRUSTED NAME IN GOLD PARTIES

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COMPANY PROFILE

Incorporated: 2009; privately held.

Founding Partners:

Michel Korman, G.I.A. Certified Gemologist and Appraiser, michel@goldguyscanada.com

Barry Korman, Jeweller, barry@goldguyscanada.com

Lawrence Ruttner, G.I.A. Certified Gemologist and Appraiser, larry@goldguyscanada.com

Montreal Office:

1255 Philips Sq., Ste. 1106
Montreal, QC.
H3B 3G1

Outremont Office:

888 Champaneur
Outremont, QC.
H2V 3R1

Activity: Gold Guys Canada is more than just gold parties. A large percentage of our in-home or on-location parties have been for charities and fundraisers. All Gold Guys representatives have decades of experience as gemologists and / or appraisers. They are dedicated to taking care of guests personally, privately and with care. Gold Guys weighs and tests all items openly and pays immediately. Gold Guys Canada pays a percentage of the value of everything purchased to the host of the party.

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THE GOLD GUYS CANADA STORY

Gold Guys Canada was established in 2009 in the Montreal area by Michel and Barry Korman, (cousins), and their partner Lawrence Ruttner when they realized there was a real “gold mine“ hidden in dresser drawers throughout the region. Starting with parties for clients of their respective jewellery businesses, they were soon inundated with requests for parties through an incredible word of mouth response.

Interest in buying and selling gold has seen a dramatic increase with the price of gold skyrocketing. Gold Guys Canada have garnered attention because of the exciting and unique concept of paying on the spot for real gold, (as well as silver, platinum, coins and even teeth!), in the comfort of someone's home.

Gold Guys Canada have standards and policies that are emphasized at every gold party, and are active members of the *Jeweler's Vigilance Committee*. At each of the home parties, the representatives test, weigh and pay the partygoers on the spot. Three factors determine the price that is paid for gold:

1. The spot price of gold on the commodities market;
2. The gold content (karat) of each piece;
3. The weight of the piece measured in grams.



Individuals may either host a Gold Guys Party, sell their gold to Gold Guys Canada directly, or request a gold parcel mail-in package. The interactive web site is www.GoldGuysCanada.com.

Party hosts often use gold parties as a means to raise funds for charitable organizations, paying a portion to party goers for their gold and a percentage to the non-profit.



MEET THE GOLD GUYS



Michel Korman , a certified GIA Gemologist, has been in the jewellery industry for over 25 years. He currently works in his family run business, **Laurentian Jewellers**, a Montreal landmark jeweller for over 60 years. He loves spending time with his lovely wife Suzi, and his 4 children.



As his cousin Michel, **Barry Korman** has been in the family business **Laurentian Jewellers** for over 25 years as well. He spends most of his spare time with his 3 children, but is currently single.



Lawrence Ruttner has been brokering diamonds since 1989. A certified GIA gemologist, he issues certificates for higher-carat stones as well as produces appraisals for valuable jewellery pieces.



QUICK FACTS

- More than **170** gold parties in 2009 - 2010.
- Highest paying private party to date: **\$27,240**, earning the host a \$1,900 bonus.
- Highest paying fundraiser to date: **\$33,700**, resulting in more than \$3,300 for the cause.
- 80% of parties are the result of referrals / word-of-mouth.
- Gold Guys is one of only two Canadian gold buyers who are active JVC members.



GOLD GUYS CANADA FUNDRAISING

Gold Guys Canada has been proud to partner with organizers to raise funds for the following causes:



- The Ride to Conquer Cancer

- Jewish Peoples and Peretz School



- The Montreal Children's Hospital

- Solomon Schechter Academy



- Royal West Academy

- Caldwell House Assisted Living



- Beth Ora Synagogue

- Caldwell House Assisted Living



- United Talmud Torah

- Maimonides Geriatric Center



- Hadassah

- Camp B'nai Brith



...to name a few

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GOLD GUYS CANADA MEDIA PROFILE

Gold Guys Canada can be found online at

- Their web site: <http://www.goldguyscanada.com>,
- Through their Facebook fan page: <http://www.facebook.com/pages/Gold-Guys-Canada/187665363847>
- Through their Twitter stream: <https://twitter.com/GGCmarty>

Gold Guys Canada also maintains traditional marketing accounts with:

- The Courriere Italiano
- The Montreal Gazette
- ME Magazine
- The Luxury Report Magazine
- Mike FM Radio
- a2z Magazine

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WE PAY THE HIGHEST PRICES FOR YOUR GOLD
If you're thinking of selling your unused or unwanted Italian gold, you want to be sure to get what it's worth. The best way is to go directly to certified jewelers.

Gold Guys Canada are certified jewelers and gemologists. We pay more than other gold buyers - no brokers or retailers taking a cut of your money.

HOW GOLD PARTIES WORK

We are the only service that does it all:

- Set up at the location of your choice
- Test and weigh in front of your guests
- Fair, honest appraisal of your gold's value
- Professional gemstone removal and return
- No gimmicks or obligation - payment on the spot

Over 170 successful parties. Visit www.GoldGuysCanada.com or call 514.878.1065



SOME KIND WORDS

"We sincerely appreciate your time and efforts, and the friendliness and preparation of your staff. I look forward to working with you again next year."

-Charlotte Benzi, Coordinator of Programs, January 13, 2010 Caldwell House fundraiser

"Thanks guys, you were a hoot. You made a lot of women very happy last night."

- Lisa, March 24, 2010 party host.

"Now that I know you, I'm definitely going to schedule my own party. You got all my gold, but I've got a lot of friends to introduce you to. Take care."

- Carmella, August 25, 2010 party guest.

"I'm sorry we kept you so long, but like Larry said, when people see the cash they get gold fever. Anyways, thanks so much for a great night and for the Christmas shopping money. I know you'll get some parties from my girls."

-Marla, December 15, 2009 party host

"For sure I won't go to anyone else when I want to sell (or buy!) some jewelry"

-Karina, October 8, 2010 party guest