



# HARD ASSET

MANAGEMENT, INC. . RARE COINS & PRECIOUS METALS

[BMCHARDASSETS.COM](http://BMCHARDASSETS.COM)

A WHOLLY OWNED SUBSIDIARY OF BMC CAPITAL, INC.



**Hard Asset Management Inc**  
**Precious Metals**  
**Rare Coins**



# Introduction



**Hard Assets Management, Inc** has the goal of becoming the single largest facility in the world for the buying, selling, storage and financing of hard assets, which includes precious metals, rare coins, rare art and rare books.



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# Overview

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- Hard Asset Management benefits from three recurring revenue sources. Buying/selling, storing and financing of hard assets, including precious metals and rare coins.
- CEO Christian Briggs is a 35 year veteran in the precious metals and rare coin industry. The principals, employees of BMC Capital Inc have bought and sold over \$500 million in hard assets during their career. Mr. Briggs through his family office has invested and/or loaned around \$1 million in BMC Capital Inc. and Hard Asset Management to date over the past 2 years.
- The Hard Asset Management Inc benefits from a low corporate tax rate of 4% under the Act 20 law due to being domiciled in Puerto Rico.
- The Company is projecting \$3-6M Revenue in 2017 without capital raise and \$12M with \$5M capital raise.

# Key Facts

- Filed updated S-1 September 27<sup>th</sup>, 2016
- Second round of comments filed January 11<sup>th</sup>, 2017
- Received new comments from SEC Jan 25<sup>th</sup>, 2017
- Shares Outstanding: 178.011 million
- Float: Estimated 10.5 Million
- Inside Ownership: 85%
- 2014 and 2015 Financial Statements have been audited by Independent CPA firm, Turner & Stone, located in Dallas, TX





# Experienced Management Team

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## **Christian Briggs, CEO**

Mr. Briggs has been in the hard asset business for over 35 years. Together with the principles and employees of BMC they've successfully bought and sold nearly \$500,000,000 in precious metals and rare coins. He is also a serial entrepreneur and raised \$130m in venture capital for an online interactive video platform. He has helped to create several high profile technology patents digital video with cue points. Recently Mr. Briggs family partnership sold part of its digital media software company for over \$8m.



## **Thomas Gingerich, CFO**

33 years of accounting experience in public and private practice, specializing in tax compliance, structures and tax planning. Former Partner at Lain, Faulkner & Co, PC specializing in forensic accounting. He is a Certified Public Accountant and a member of the American Institute of Certified Public Accountants.



## **Leslie Ball, Board of Directors, Business Development**

Former CFO of Corral West Ranchwear, which under his leadership became one of the largest retailers of western and workware in the United States. He has also served in executive positions for R.H. Macy, Inc and was President of Macy's East, Macy's Wholesale and CEO and Chairman of Macy's Midwest

# Experienced Management Team



## **Herschel Walker, Pending-Board of Director**

Heisman Trophy winner at University of Georgia. former professional American football player, bobsledder, sprinter and mixed martial artist. As a college football player, he earned All-American honors three times. He was a star running back at the Dallas Cowboys. He now owns and operates a successful food service and hotel business.

# Value Proposition

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Led by Christian Briggs, a pioneer in planning and managing precious metals and rare coins for family offices and wealthy individuals for over 30 years, Hard Asset Management is the first company to trade, store, and finance hard assets that is domiciled in Puerto Rico, benefiting from Act 20 law, which gives the company an extraordinarily low corporate tax rate of 4%.

The principals and employees of the company have developed a proven sales and servicing model over the past 30 years. The company currently has a database of 20,000 wealthy individuals and family offices who buy and sell precious metals and rare coins all over the world. This gives the company a built in customer base that is generating immediate, long-term and sustainable revenue.





# Investment Highlights

- Experienced Management Team
- Long-Term Sustainable Multiple Recurring Revenue Sources
- Addressing \$2.5 billion-\$3 billion Market Opportunity
- Tax Advantage with low corporate tax rate of 4%
- Ownership of real estate, company owned storage facilities
- Projecting \$3-6M revenue first 12 months without capital raise



# Market Opportunity

- Precious metals, rare coins and rare art are among the most valuable commodities in the world
- Estimated \$2.5-\$3 trillion dollars in gold above ground minted over the past 35-40 years
- Vast majority of gold is not licensed, bonded or in a secure storage facility but held within a private residence
- \$72.6 billion estimated global sales of precious metals and rare coins annually





# HAM – The Process

1



People browse our website and fill out appropriate documents for financing of precious metals program.



HAM issues new purchase order to buy gold.



5. Every 30 days – interest paid on loan.  
**Loan value up to 50% on precious metals.**  
**Loan value up to 40% on rare coins.**

3

5

4

Account is quickly setup with client. 50% Money is wired to HAM at Banco Popular (1% commission to HAM Segregated client account for purchase). Price is locked and 6-9% recommended interest rate depending on size of loan).

4. Gold arrives at HAM storage facility in San Juan.

2



# Global Sales of Precious Metals and Rare Coins

Precious metals are among the most valuable commodities in the world. Gold, silver, platinum, palladium and have consistently increased in value throughout the world and will continue to rise. Roughly 1,000 former military bunkers still in existence across Switzerland, several hundred of them have been sold to private individuals who are now operating them as private storage sites for the gold stash of the world's wealthiest of billionaires.

With a collective estimated sales of precious metals and rare coins of **\$72.6 billion**, *HAM has the potential to capture 30-40% of the market share over the next 5-10 years.*



PALLADIUM

\$5B



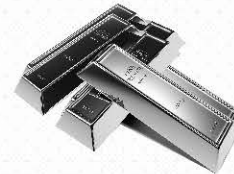
PLATINUM

\$4.6B



GOLD

\$39B



SILVER

\$19B



RARE COINS

\$5B

**\$72.6B**

2015 Estimated Sales



# Our Solution

- We offer family offices and wealthy individuals the opportunity to buy/sell (trade), store and finance their investments in precious metals, rare coins and rare art
- Universal credit line used for the financing of client liquidity needs
- Efficient, low cost barrier to entry product controllable and sustainable
- Secure, state-of-the art storage facilities in strategic locations
- Secure server farm for online buying/selling of precious metals and rare coins in physical forms
- Call Centers generating thousands of leads to help drive revenue



# Revenue Model-How We Make Money

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- Commissions of 1-2% for buying and selling of all precious metals
- Buy/sell spreads range on rare coins of 20-50%. This will depend on whether the coins were brokered or owned directly by BMC Capital Inc. in its inventory
- Storage Fees of 1% annually of the value of hard assets.
- Potential Financing rates of 6-9% interest with 1-2% paid to Hard Asset Management Inc.





# Near-Term Plan of Action

- Continue marketing to existing database of investors for the buying and selling of precious metals and rare coins
- Launch global market effort to increase sales
- Begin to plan and open locations for specific storage facilities
- Initial capital raise of \$5m to build out storage facility and build inventory of rare coins



# Auditor, Legal, Investor Relations

- Legal-Cooley LLC NY, NY office
- Auditors-Turner & Stone Dallas, TX
- Investor Relations-RedChip Companies Inc.



# Contact Us

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Hard Asset Management

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Investor Relations

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