



www.recyclefrog.com World Exchange Plaza 613-695-1236

# Selling Your Gold Jewellery... But at What Cost?

As consumers, we're used to paying a price for 'convenience'. Buying tickets online or picking up a litre of milk at the corner store, we know there's usually a cost for convenience. But would you buy all your groceries at the corner store just because it was convenient? Not likely. So using that same logic, you wouldn't walk into just any old place and sell your old, unwanted gold and silver jewellery, would you?

Just turn on the TV or walk down the street and you're sure to be bombarded by companies offering to "TURN YOUR GOLD INTO CASH!" Amazingly, they all claim to pay "TOP DOLLAR" for your items. But for all their cheesy lines and flashy commercials, these "cash for gold" companies are right about one thing, the skyrocketing price of gold has people wondering how much their jewellery is worth.

With gold breaching \$1,100US, there's undoubtedly a new generation of middle and upper-middle-class consumers looking for an intelligent alternative to 'pawnshop-style' companies. But not at the expense of 'perceived' convenience.

Recycle Frog is an Ottawa-based precious metals recycling company, comprised primarily of ex-Royal Canadian Mint employees. With offices in the World Exchange Plaza, their business is built on providing a new way to sell old, unwanted gold and silver jewellery without fear of being financially penalized.

"Convenience doesn't have to come at a cost. We know that today's more sophisticated consumer expects to be treated with respect while receiving the highest possible payout," said Matthew MacQuarrie, president of Recycle Frog. "So we give them a simple, secure and financially rewarding way to sell their material and feel good about the transaction every step of the way."

In fact, Recycle Frog's customers appreciate the way they're treated from the first time they call, right through to the friendly face they see sitting across from them during their expert material evaluation. It's that familiar and professional experience that really sets Recycle Frog apart from their so called 'competition'.

"It's all about respect and trust," said MacQuarrie. "We know we need to earn our customer's trust before we can win their business. So we work very hard to put people at ease by giving them every opportunity to ask questions about the process, how gold values are calculated and, ultimately, how we determine our payout offer."

Attracting a new type of consumer required the creation of a new business model built on integrity, transparency and convenience. So that's exactly what they did. Instead of penalizing their customers, Recycle Frog provides a convenient and financially rewarding way for consumers to sell their old gold and silver with payouts consistently 15-20% higher than the industry average.

So if you've ever wondered how much that old or broken gold jewellery is worth, there's one thing for certain, it's never been worth more.

For more information on Recycle Frog or to schedule an in-person evaluation, visit [www.recyclefrog.com](http://www.recyclefrog.com) or call 613-695-1236.



Recycle Frog's President Matthew MacQuarrie looks over some of the items from a recent UnitedWay Gold Drive fundraising event.