

Professional Reviews of Goldco

Goldco is a precious metals dealer with headquarters in Calabasas, California. I used three search engines to find professional reviews of Goldco. The idea was to find what an ordinary person would see doing a typical internet search. I ignored any web page that was obviously an advertisement itself. I ignored all goldco.com web pages. I wanted only written professional reviews for this analysis. This process located over thirty reviews.

1. [American Gold Investing](#)
2. [Blue Hill Research](#)
3. [Blue Hill Research – Best Gold IRA Companies](#)
4. [BP Trends](#)
5. [BP Trends: Goldco vs. Augusta](#)
6. [Business Insider Best Gold IRA](#)
7. [Business Insider Goldco Review](#)
8. [Consumer Voice / Goldco Review](#)
9. [Consumer Voice / Top Gold IRA](#)
10. [Consumer Voice / Top Precious Metals IRA](#)
11. [Finder.com](#)
12. [Fortune.com](#)
13. [Go Banking Rates](#)
14. [Gold Investing Experts](#)
15. [Income Insider](#)
16. [Investing In Gold](#)
17. [Investors Circle – Best Gold IRA Companies](#)
18. [Jerusalem Post](#)
19. [MarketWatch](#)
20. [Money.com](#)
21. [Money.com – Best Gold IRA Companies](#)
22. [Moneywise](#)
23. [Moneywise.com Best Gold IRAs](#)
24. [Msn.com](#)
25. [Protect My Savings](#)
26. [Rare Metal Blog](#)
27. [Rare Metal Blog – Goldco](#)
28. [Retirement Investments / Precious Metals](#)
29. [Retirement Investments](#)
30. [Retirement Living](#)
31. [Retirement Living / Best Gold IRA](#)
32. [Satori Traders](#)
33. [Strateco](#)
34. [The Ways to Wealth](#)

I then judged each review against ten criteria. The criteria were chosen to demonstrate whether a review serves the investor's interests, or was biased to present an optimistic image to an investor.

In addition, using the same criteria, I judged [Forbes'](#) article ([saved 3 July 2025](#)) identifying top gold IRAs, which did not include Goldco. The Forbes results are not included in the pie charts below.

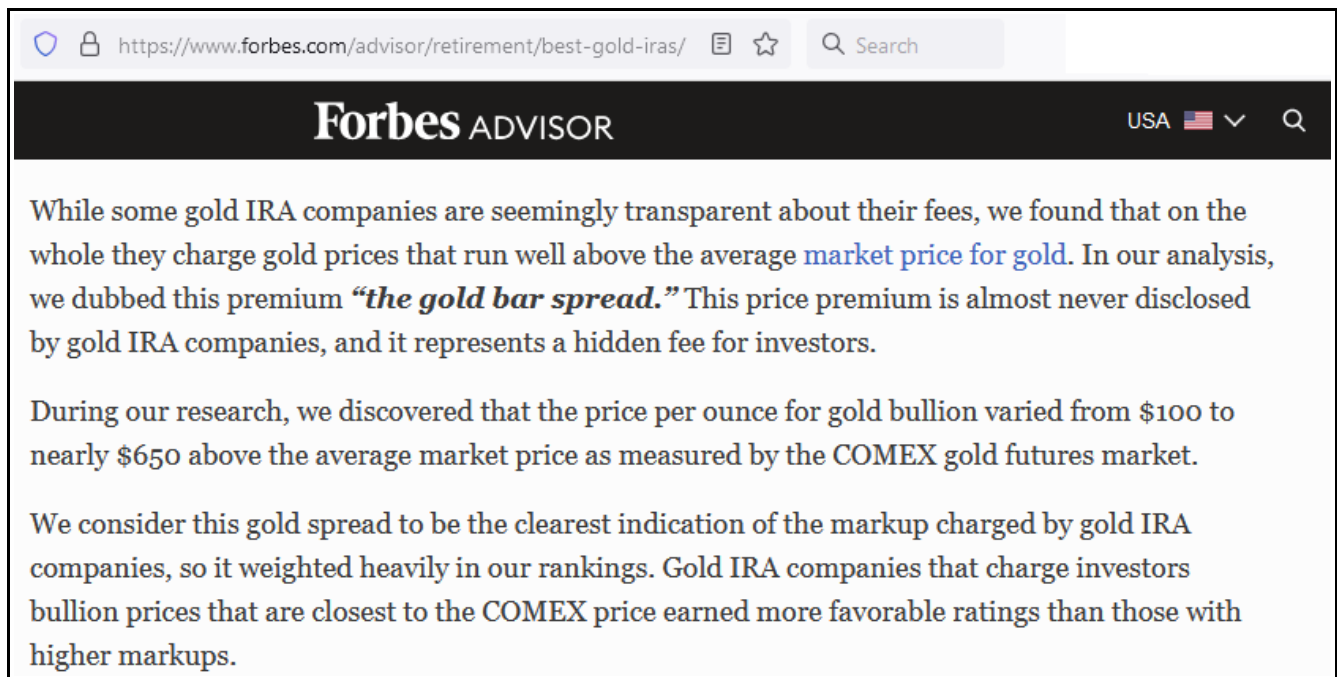
Disclaimer

The following results may contain minor errors. In addition, some articles have been updated after my analysis so that the latest version of the article is different than the version I obtained.

Criterion 1: Gives return-on-investment, premium, or spread, as percentage or dollar numbers.

Who cares about premium or spread?

Forbes cares. Or at least Forbes cared as of 3 July 2025.

A screenshot of a web browser displaying the Forbes Advisor website. The address bar shows the URL: https://www.forbes.com/advisor/retirement/best-gold-iras/. The page header includes the 'Forbes ADVISOR' logo and a navigation bar with 'USA' and a search icon. The main content area contains three paragraphs of text. The first paragraph discusses the 'the gold bar spread' as a hidden fee. The second paragraph mentions the price per ounce for gold bullion ranging from \$100 to nearly \$650 above the average market price. The third paragraph states that the gold spread is the clearest indication of the markup charged by gold IRA companies.

https://www.forbes.com/advisor/retirement/best-gold-iras/ Search

Forbes ADVISOR USA

While some gold IRA companies are seemingly transparent about their fees, we found that on the whole they charge gold prices that run well above the average [market price for gold](#). In our analysis, we dubbed this premium *“the gold bar spread.”* This price premium is almost never disclosed by gold IRA companies, and it represents a hidden fee for investors.

During our research, we discovered that the price per ounce for gold bullion varied from \$100 to nearly \$650 above the average market price as measured by the COMEX gold futures market.

We consider this gold spread to be the clearest indication of the markup charged by gold IRA companies, so it weighted heavily in our rankings. Gold IRA companies that charge investors bullion prices that are closest to the COMEX price earned more favorable ratings than those with higher markups.

“While some gold IRA companies are seemingly transparent about their fees, we found that on the whole they charge gold prices that run well above the average [market price for gold](#). In our analysis, we dubbed this premium *“the gold bar spread.”* This price premium is almost never disclosed by gold IRA companies, and it represents a hidden fee for investors.

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We consider this gold spread to be the clearest indication of the markup charged by gold IRA companies, so it weighted heavily in our rankings.” – [www.forbes.com/advisor/retirement/best-gold-iras](#) ([saved 3 July 2025](#))

The U.S. Commodity Futures Trading Commission advises that you should care.



COMMODITY FUTURES TRADING COMMISSION

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Bullion, Coins, and IRAs

Physical metals fall into two categories: 1) bullion, which are coins or bars of a specific weight and purity; and 2) “numismatic” or collectible coins, which can be rare or old coins, or special proofs that are newly minted as collectibles. Bullion prices are based on the spot market price plus a markup or “premium” of between 5 percent and 10 percent. However, customers are often encouraged to purchase numismatic coins with premiums that can range from 40 percent to 200 percent above the spot price. Buyers are told the coins will only go up in value because of their rare or collectible nature. But numismatic coins can be difficult to objectively value and the market for proofs or rare coins is not very liquid. Customers who need to sell their collectible coins are often forced to return to the dealers, who buy the coins back at a fraction of the original sales price.

Compare Premiums and Fees

Never buy precious metals based on a cold call, unsolicited email, social media post, or infomercial. Compare costs and insist on getting all fees in writing. Share the information with qualified advisors and ask for their input. When shopping for a precious metals dealer, start by knowing the daily spot price of the metal and comparing premiums. Spot prices are quoted in troy ounces, or about 31.1 grams. First, convert the spot price to the equivalent weight of the coins you are comparing, then use this formula:

$$\frac{\text{Sales price} - \text{Spot price}}{\text{Spot price}} \times 100 = \text{Premium\%}$$

“Bullion prices are based on the spot market price plus a markup or “premium” of between 5 percent and 10 percent. However, customers are often encouraged to purchase numismatic coins with premiums that can range from 40 percent to 200 percent above the spot price.

...

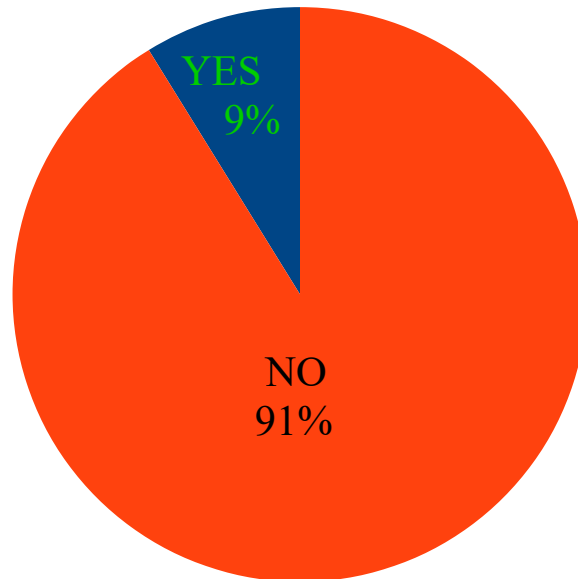
Compare costs and insist on getting all fees in writing. Share the information with qualified advisors and ask for their input. When shopping for a precious metals dealer, start by knowing the daily spot price of the metal and comparing premiums.” –

www.cftc.gov/LearnAndProtect/AdvisoriesAndArticles/CustomAdvisory_COVID19PreciousMetals.htm

Others give similar advice. [2025_04_21_roi_premium_spread_rev_2026_02_25.pdf](#)

But only three (9%) of the thirty-four Goldco reviews provided such numbers.

1. Gives return-on-investment, premium, or spread, as percentage or dollar numbers.



Here are those three reviews.

[Gold Investing Experts](https://www.goldinvestingexperts.com/goldco-review/)

It appears Gold Investing Experts made approximately 19% return on investment. But without knowing the spread, we don't know for sure.

<https://www.goldinvestingexperts.com/goldco-review/> 80% Search

Goldco Review

Our team has researched all of the gold IRA companies in depth, and Goldco is our top recommendation. Here is why...

Goldco has over 4,500 5 star ratings from their customers. We used Goldco to open our own precious metals IRA, and we had the same experience as thousands of other Goldco customers.

There was no pushy sales tactics, everything was transparent/smooth and we love that they use Equity Trust as the custodian. Goldco held our hand all the way through and worked fantastic with Equity Trust.

Here is the results of our account after 1 year...

 My Accounts Investment Manage Money Movement Profile Resources Sign Out

Account Summary

Account Number	[REDACTED]	Total Account Value	As of 08/09/2023 \$59,233.04
Account Type	Traditional IRA	Asset Value	\$59,233.04
Established On	7/28/2023	Total Cash Balance	\$0.00
Contributions Year to Date	\$0.00	Pending Deposits	\$0.00
Distributions Year to Date	\$0.00	Pending Disbursements	\$0.00
		Available Cash	\$0.00

Cash Transaction History

Up 18.47% After 1 Year

Reset Filters Export

Date	Type	Description	Asset Number	Amount	Actions
01/23/2024	FEEDACT	Safekeeping of Hard Assets		(\$9.97)	Modify
09/01/2023	SWCREDIT	Interest Deposit Account	CASH-INV	\$0.05	Modify
08/14/2023	ACHDSB	Investment Purchase	036490	(\$49,690.08)	Modify
Payee/Depositor		Goldco Direct LLC			

7 Best Gold IRA Companies of 2024 | Money

<https://money.com/best-gold-ira-companies/>



[Sign In](#)

pay taxes owed at the time you take distributions, you could have to liquidate some of your precious metals in order to satisfy those taxes.

If the value of those metals has dropped, you could experience a loss when you sell. Also, consider that if you sell your gold back to the gold IRA company, you could make up to 30% less than the current price of gold thanks to the “spread” that even a reputable gold IRA company can charge.

Goldco Review: Top-Rated Gold IRA or Too Good to Be True? - Strateco

<https://www.stratecoinc.com/goldco-review/>

- **Government-Approved Metals:** Customers can invest in high-quality, government-approved precious metals.
- **IRA-Approved Options:** Goldco offers metals that meet IRS standards, making them eligible for retirement accounts.

While no company is perfect, these features make Goldco a trusted choice for diversifying retirement portfolios.

Where Could Goldco Improve?

While Goldco has earned a strong reputation, some customers have raised a few concerns worth noting:

- **Transparency About Fees:** Reports of unexpected charges like commissions and buyback spreads suggest upfront clarity could be improved.
- **Buyback Policies:** The 7-21% buyback spread often leans toward the higher end, frustrating some investors.
- **Promotion Terms:** Some customers find the free silver promotion's fine print unclear.
- **Resale Value:** A few investors reported challenges reselling metals, raising questions about quality.

These issues may not affect every investor, but asking detailed questions and reviewing terms can help avoid misunderstandings.

Investing Services Offered by Goldco

Goldco makes investing in precious metals easier by offering services designed for both first-timers

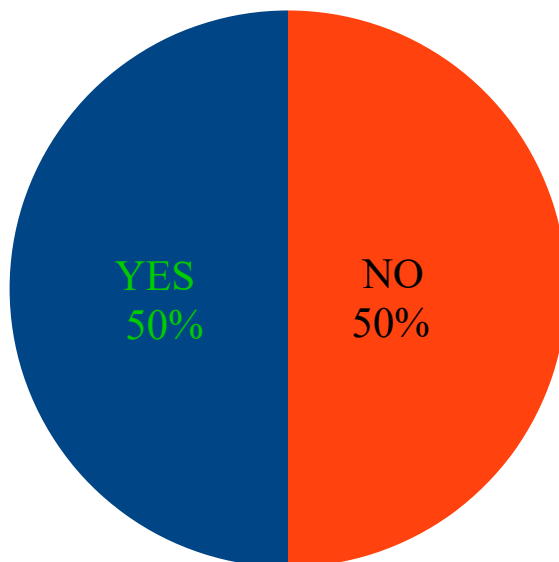
10 of 22

11/25/2024, 9:02 AM

Criterion 2: States Goldco storage fees or setup fees in dollar numbers.

Half the reviews provide numbers for other minor fees.

2. States Goldco storage fees or setup fees in dollar numbers.



#3. Goldco

Goldco (<https://goldco.com/>) distinguishes itself in the gold IRA market with its wide selection of IRS-approved precious metals offerings. The \$25,000 minimum for an IRA falls between Augusta Precious Metals and iTrustCapital. Goldco's fees on an annual basis are \$75 higher than Augusta Precious Metals.

The exact fee structure is as follows:

- One-time setup fee: \$50.
- Annual administration fee: \$125

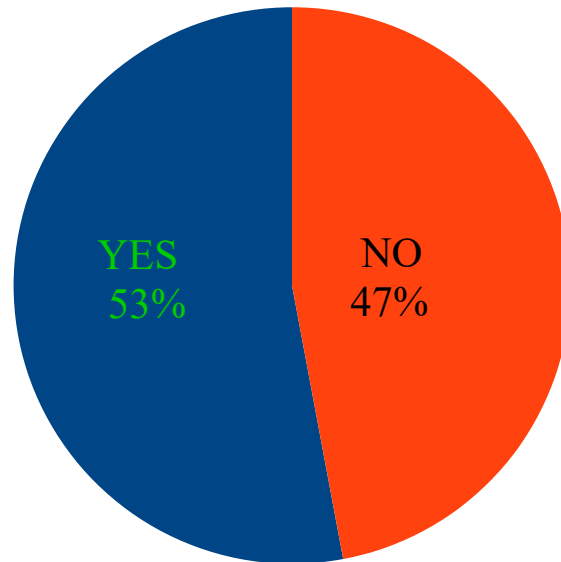
- Annual storage fee: \$100 for non-segregated storage, \$150 for segregated storage.

For a \$50,000 investment, Goldco's total fees would be \$230-\$280 in the first year and \$180-\$230 annually after that. There are no transaction fees with Goldco.

Criterion 3: Mentions Goldco offers free silver or bonus silver.

A little over half the reviews mentioned bonus silver.

3. Mentions Goldco offers free silver or bonus silver.



Nothing is free. Any statement about free silver is incomplete without the overall effect on price.

https://satoritraders.com/precious-metals/review/goldco/

Free metal on qualifying transactions

When new customers deposit \$100,000 or more into a Precious metals IRA, Goldco gives them up to 10% back in free Silver on qualifying transactions.

5 TIME INC500 WINNER

2021 COMPANY OF THE YEAR

A+ BBB RATING

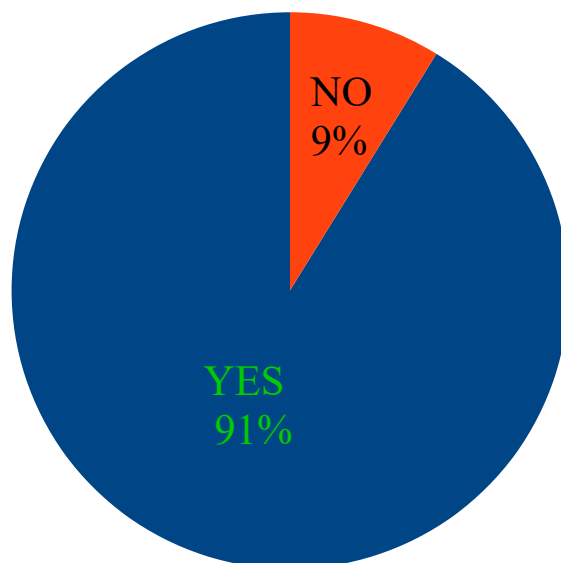
1,000+ 5 STAR REVIEWS

AAA CUSTOMER RATED

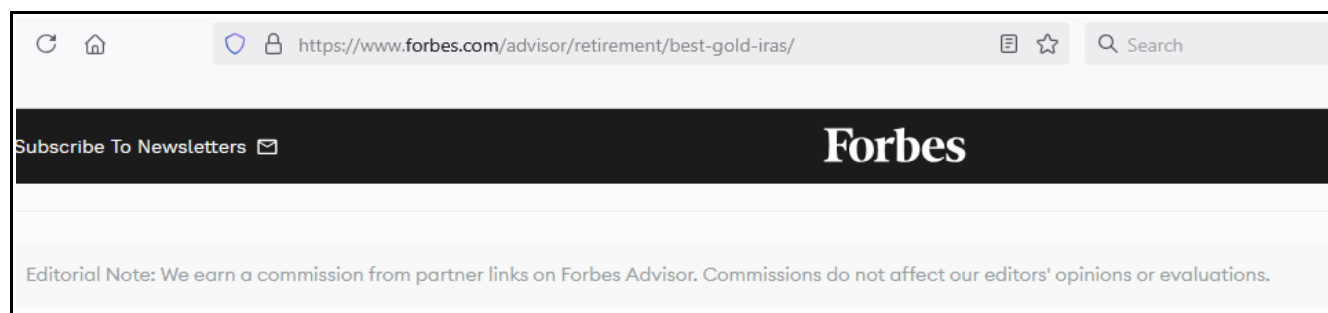
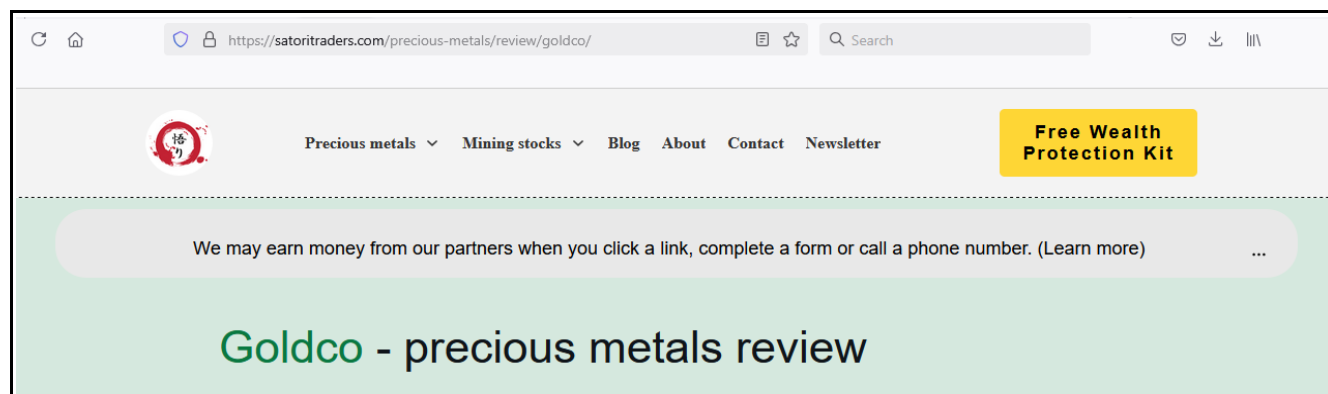
Criterion 4: Contains a disclaimer describing how the publisher or author is paid.

Almost all reviews contained a disclaimer about compensation. [Forbes](#) did so as well.

4. Contains a disclaimer describing how the publisher or author is paid.



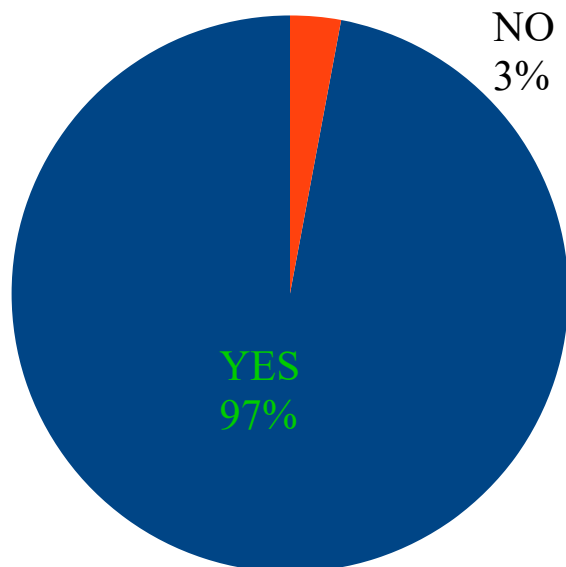
Advertising revenue is a fact of life. I can't criticize authors for getting paid.



Criterion 5: Recommends investing with Goldco, or is mostly positive about Goldco.

Only one of the thirty-four reviews was not mostly positive about Goldco.

5. Recommends investing with Goldco, or is mostly positive about Goldco.



[Finder.com](#) is the one review. But it's still somewhat positive.

Goldco review: Is it legit? | Finder.com <https://www.finder.com/retirement/goldco-review>

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Goldco review

It's well-reviewed by investors but isn't transparent about its account fees.

No reviews yet. [Write a review](#)

 By [Shannon Terrell](#)
[Updated](#) Feb 19, 2022  Fact checked

The rest seemed clearly in favor of Goldco.



Some of the companies showcased on this platform offer us compensation. This is how we are able to offer our services to consumers free of charge. However, this does not directly influence our decisions. Our extensive editorial research determines the positioning and representation of the companies mentioned.

Goldco Review

The gold IRA industry may be confusing for many, so we have conducted extensive research on the best rated companies and determined that **Goldco is our #1 choice.**

Goldco prioritizes their clients and has an exceptional reputation for being transparent, accommodating, trustworthy, and competitive. This commitment is evident through their thousands of positive reviews from clients and commentators like Sean Hannity and more. See below...



CHUCK & GENA NORRIS

"Goldco is the only company we trust for our gold & silver investments."



SEAN HANNITY

"Goldco is the only precious metals company I recommend."



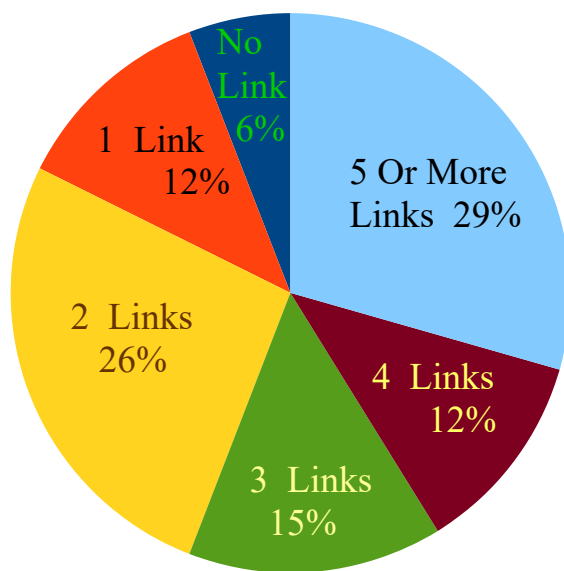
BEN STEIN

"Goldco is a great company who is trustworthy, dependable and dedicated to customer service."

Criterion 6: Contains hyperlink to Goldco – either directly to Goldco or to an intermediate page serving to bring a customer to Goldco.

Over half the reviews each contained three or more hyperlinks leading to Goldco. I may have missed seeing some hyperlinks, so the number of links may be higher.

6. Contains hyperlink to Goldco – either directly to Goldco or to an intermediate page serving to bring a customer to Goldco.



The screenshot shows a web browser window displaying a page from bluehillresearch.com. The page is titled "Key Features" and lists several benefits of Goldco, including an A+ BBB rating, self-directed gold and silver IRAs, and a free investment guide. It also lists product offerings like bullion coins and rare collectibles, and highlights pros such as knowledgeable customer service and easy account setup. A sidebar on the right promotes the "2025 Ultimate Kit To Gold & Silver" with a 10% match in free silver offer. At the bottom, a green button encourages users to "Claim Your Free Goldco Investing Kit".

Key Features

- A+ rating from the BBB
- Self-directed gold and silver IRAs
- Free gold IRA investment guide

Product Offerings

- Gold and silver bullion coins and bars
- Rare and collectible coins

Pros

- Knowledgeable and friendly customer service
- Easy account setup and rollover process
- Competitive pricing

Cons

- Limited product offerings for platinum and palladium
- No online trading platform

Goldco

Get The 2025 Ultimate Kit To Gold & Silver

Plus! See How To Get:
10% MATCH IN FREE SILVER!

LEARN MORE >

Gold & Silver

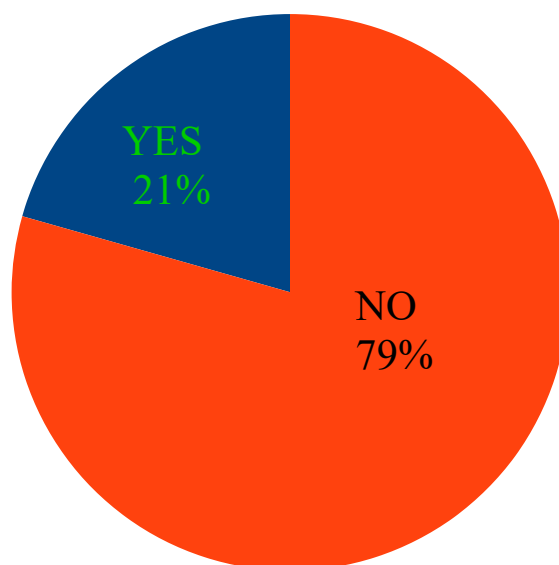
Simple, Easy 2 Step Process 2025

» Claim Your Free Goldco Investing Kit

Criterion 7: Gives reason for customer dissatisfaction.

Only seven (21%) of the thirty-four reviews gave a reason for customer dissatisfaction.

7. Gives reason for customer dissatisfaction.



You may also see some negative reviews but notice that they are from customers who purchased special edition Coins. You can avoid their problems by only purchasing Bullion bars or Bullion Coins with the lowest premiums.

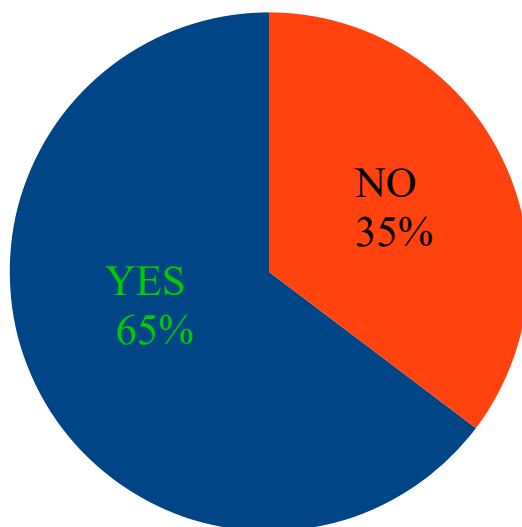
When you are ready to purchase metal for your IRA, tell your Goldco representative that you want the products with the

lowest premium over the spot price of the metal.

Criterion 8: States that Goldco's procedure is easy or simple, or the customer experience is good.

A majority discussed the easy procedure or good customer experience.

8. States that Goldco's procedure is easy or simple, or the customer experience is good.



I was looking for specific wording regarding procedure or experience. Several reviews I judged as “no”, but maybe could have been considered as “yes” with a more broad interpretation.

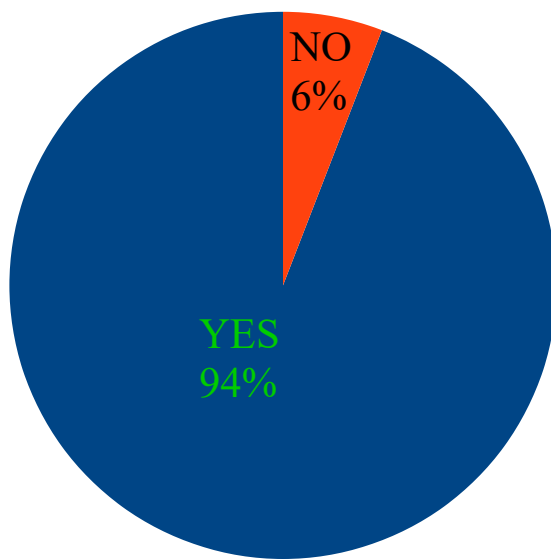
Personalized Customer Service

Goldco is known for its dedicated customer service, with knowledgeable representatives providing personalized guidance throughout the gold IRA process. This level of service is particularly beneficial for those new to precious metals investing, ensuring a smooth and informed experience.

Criterion 9: States that Goldco's reputation is good according to watchdog organization ratings, customer ratings or celebrity endorsements.

Most reviews mentioned Goldco's good reputation and customer ratings.

9. States that Goldco's reputation is good according to watchdog organization ratings, customer ratings or celebrity endorsements.



 <https://www.raremetalblog.com/goldco/>



 Search



► **Reputation of Goldco**

Goldco has established itself as one of the **best rated gold IRA companies** in the industry. They are accredited by various verified independent market watchdogs, such as Business Consumer Alliance (BCA), Consumer Affairs, TrustPilot, and TrustLink. If you check out the Goldco's record on these sites that review gold, you'll notice that the company enjoys stellar ratings for their IRA and precious metals, particularly gold and silver.

In 2015, Inc. 500 — an American business magazine ranked Goldco as the nation's number one gold IRA provider. The former presidential candidate Ron Paul also endorsed the firm with faith for diversifying retirement investments through gold, silver, and other precious metals in an IRA. They also won various business awards and received notable designations.

Patrol Gold Group Review

8.8

Goldco Review

9.5

Noble Gold Review

9

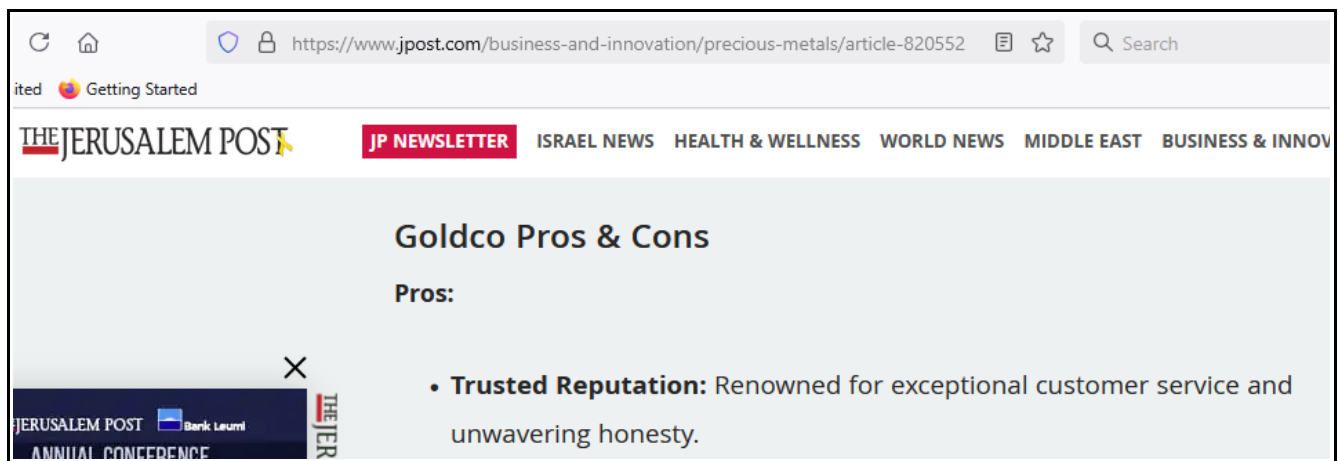
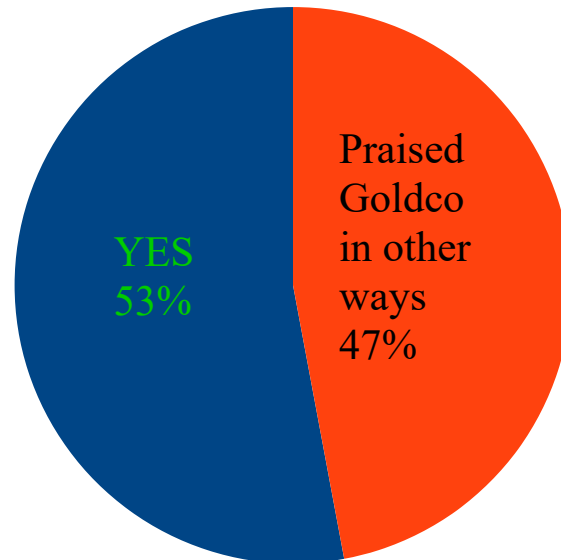
American Hartford Gold Review

9.8

Criterion 10: Describes Goldco as ethical, honest, transparent, or trustworthy.

Over half the reviews praise Goldco's moral character.

10. Describes Goldco as ethical, honest, transparent, or trustworthy.



Make no mistake, most spoke in favor of Goldco (Criterion 5). The 47% here were not harshly critical of Goldco's character, they just did not praise Goldco for honesty, etc. specifically.

Details

- [2024_11_25_google_online_review_goldco_rev_2026_02_24.pdf](#)
- [2024_12_09_bing_online_review_goldco_rev_2026_02_24.pdf](#)
- [2024_12_23_duckduckgo_online_review_goldco_rev_2026_02_24.pdf](#)

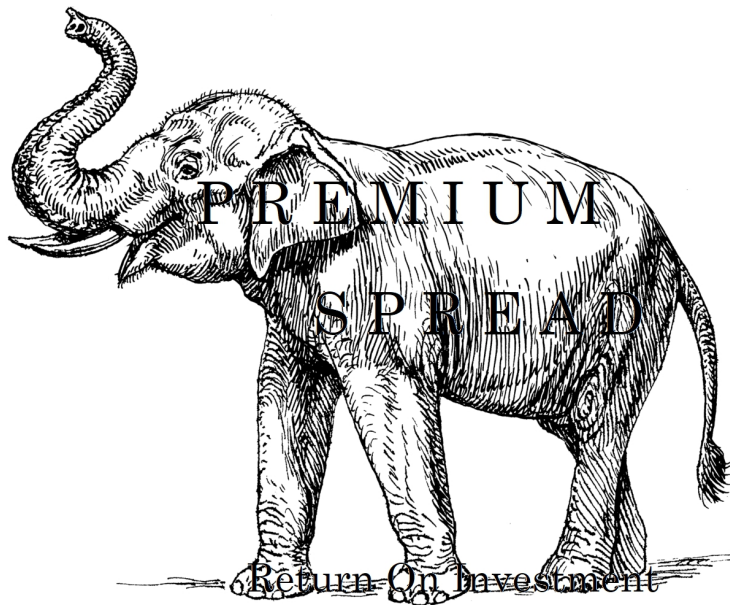
10	Described as ethical, honest, transparent or trustworthy											
9	Reputation: ratings & endorsements											
8	Procedure easy, good customer experience											
7	Gives reason for dissatisfaction											
6	Hyperlinks to Goldeco											
5	Mostly positive about Goldeco											
4	Disclaimer for author payment											
3	Free or bonus silver											
2	Storage fees or setup fees in dollars											
1	ROI, premium, spread in \$ or %											
#	Name											
0	Forbes	YES	NO	NO	YES	NO	0	NO	NO	NO	NO	
1	American Gold Investing	NO	NO	NO	YES	YES	4	NO	YES	YES	YES	
2	Blue Hill Research	NO	NO	YES	YES	YES	6	NO	YES	YES	YES	
3	Blue Hill Research – Best Gold IRA Companies	NO	NO	YES	YES	YES	11	NO	YES	YES	YES	
4	BP Trends	NO	NO	YES	YES	YES	> 5	YES	YES	YES	YES	
5	BP Trends: Goldeco vs. Augusta	NO	NO	NO	YES	YES	2	NO	YES	YES	YES	
6	Business Insider Best Gold IRA	NO	NO	NO	YES	YES	2	NO	NO	NO	NO	
7	Business Insider Goldeco Review	NO	YES	YES	YES	YES	5	NO	NO	YES	NO	
8	Consumer Voice / Goldeco Review	NO	NO	NO	YES	YES	> 5	NO	YES	YES	YES	
9	Consumer Voice / Top Gold IRA	NO	NO	NO	YES	YES	1	NO	NO	YES	NO	
10	Consumer Voice / Top P. M. IRA	NO	NO	NO	YES	YES	2	NO	NO	YES	NO	
11	Finder.com	NO	YES	NO	YES	NO	1	YES	YES	YES	NO	
12	Fortune.com	NO	NO	NO	YES	YES	2	NO	YES	YES	NO	
13	Go Banking Rates	NO	YES	YES	YES	YES	0	NO	NO	YES	NO	
14	Gold Investing Experts	YES	NO	YES	YES	YES	3	NO	YES	YES	YES	
15	Income Insider	NO	YES	NO	YES	YES	> 5	YES	YES	YES	YES	
16	Investing In Gold	NO	NO	YES	YES	YES	8	NO	YES	YES	NO	
17	Investors Circle – Best Gold IRA Companies	NO	YES	YES	NO	YES	3	NO	YES	YES	YES	
18	Jerusalem Post	NO	YES	YES	YES	YES	> 5	NO	YES	YES	YES	
19	MarketWatch	NO	YES	NO	NO	YES	0	YES	YES	YES	YES	
20	Money.com	NO	YES	YES	YES	YES	2	YES	NO	YES	NO	
21	Money.com – Best Gold IRA Companies	YES	YES	NO	YES	YES	1	NO	YES	YES	NO	
22	Moneywise	NO	YES	YES	YES	YES	2	NO	YES	YES	YES	
23	Moneywise.com Best Gold IRAs	NO	YES	NO	YES	YES	2	NO	NO	YES	NO	
24	Msn.com	NO	NO	NO	YES	YES	2	NO	NO	YES	YES	
25	Protect My Savings	NO	NO	YES	NO	YES	4	NO	YES	YES	NO	
26	Rare Metal Blog	NO	NO	YES	YES	YES	1	NO	NO	YES	NO	
27	Rare Metal Blog – Goldeco	NO	YES	YES	YES	YES	4	NO	NO	YES	YES	
28	Retirement Investments / Precious Metals	NO	YES	YES	YES	YES	10	NO	YES	YES	YES	
29	Retirement Investments	NO	NO	NO	YES	YES	3	NO	YES	YES	YES	
30	Retirement Living	NO	YES	NO	YES	YES	4	NO	YES	YES	NO	
31	Retirement Living / Best Gold IRA	NO	YES	YES	YES	YES	> 5	NO	NO	YES	NO	
32	Satori Traders	NO	YES	YES	YES	YES	3	YES	YES	YES	YES	
33	Strateco	YES	NO	YES	YES	YES	3	YES	YES	YES	YES	
34	The Ways to Wealth	NO	YES	NO	YES	YES	2	NO	NO	NO	NO	

Conclusion

Compensation disclosure (Criterion 4) seemed like a red flag at first. Now it seems to be a helpful notice.

In general, the reviews emphasize free silver (Criterion 3), customer experience (Criterion 8), and reputation and ratings (Criterion 9). Many praise Goldco's honesty and transparency (Criterion 10). Most are strongly in favor of Goldco (Criterion 5) and have handy links to get you started with Goldco (Criterion 6).

The reviews fall short in describing reasons for customer dissatisfaction (Criterion 7). They provide numbers for minor fees (Criterion 2), but give hardly any numbers for return on investment, premium, or spread (Criterion 1). This is in contrast to [Forbes \(saved 3 July 2025\)](#), [CFTC](#), and [others](#) which emphasize premium and spread, but don't mention Goldco.



<https://www.retirementinvestments.com/goldco-reviews/>

retirementinvestments

The gold IRA field can seem confusing, but I've carefully studied all these companies, and my top gold IRA recommendation is Goldco.

This company clearly puts customers first and works hard to be transparent, competitive, and easy to work with. And it shows in their zero BBB/BCA complaints and thousands of positive ratings.

Google My Business 4.8 Out of 5 BEST RATED
BUSINESS-CONSUMER ALLIANCE
BBB A+ rating
HIGHEST RATING 5 YEARS IN A ROW

<https://www.bptrends.com/goldco-review/>

BP Trends

Goldco has built a strong reputation, not just through marketing, but through **real endorsements from people who've done their homework**. Well-known figures like **Sean Hannity** and **Chuck Norris** have both publicly backed Goldco—because, like me, they've personally invested with the company and found the experience worth sharing with others.

GOLDCO Products - Gold IRA 101 Buy Gold & Silver News & Articles Reviews About - Contact Us 1-800-450-1394 Request Free Kit

You're In Good Company
Where Thousands of Americans Have Protected Billions in Savings
Request My Free Kit

SEAN HANNITY LAURA INGRAHAM MIKE LINDELL

5.0 ★★★★★ Money Magazine 4.5 ★★★★★ Consumer Affairs Money Magazine 4.5 ★★★★★ Google 4.9 ★★★★★ Trustpilot 4.9 ★★★★★