

Google Customer Reviews for Goldco

Downloaded 6 January 2026

Goldco is a precious metals dealer with headquarters in Calabasas, California. This is an analysis of 2,200 Google customer reviews of Goldco written between mid-2023 and January 6, 2026. The goal is to identify when reviews are written relative to the life cycle of a gold & silver IRA, and to identify which reviews are useful to a prospective investor.

Download Procedure

Google Download Instructions

1. Run Firefox browser
2. Open web page <https://www.google.com/search?client=firefox-b-1-d&q=goldco+google+reviews>
3. On right side of page, click on link "3,322 Google reviews" (<https://www.google.com/search?client=firefox-b-1-d&q=goldco+google+reviews#>)
4. Smaller pop-up page appears. This page contains the reviews.
5. Press Sort By: [Newest]
6. Scroll to bottom of pop-up review page. This causes more reviews to load.
7. Repeat process of scrolling to bottom until all reviews load. This process goes slower for each incremental load and the browser may crash, limiting the number of reviews possible. After an hour, I got 2,200 reviews.
8. Click on each hyperlink "More..." so that each review is fully expanded.
9. Save file as html: Right-click -- Save Page As... google_goldco.htm
10. Open resulting .htm file in text editor.
11. Add line stating download time in GMT (zulu time) at top of file. For example:
<reference_time>2026-01-07T03:30:00.000Z</reference_time> <! download time = 2026/01/06 19:30 Pacific >
12. Save file from text editor (example file name: google_goldco_review_2026_01_06_1930.html)

Analysis 1 Procedure

1. Build business_review_analyzer
https://github.com/macstevens/business_review_analyzer/commit/037af655b91176e6d6a0301bbc5ccde322bac104
2. Run business_review_analyzer:
.\\business_review_analyzer\\msvc\\x64\\Release\\business_review_analyzer_test.exe
--start-date-time 2012-04-03T12:00:00 --end-date-time 2026-12-31T12:00:00
files/google_goldco_review_2026_01_06_1930.html
3. Use resulting file google_goldco_review_2026_01_06_1930.html.full.tsv as starting point for spreadsheet to record results for Analysis 2.A.
4. Use resulting file google_goldco_review_2026_01_06_1930.html.word.csv as guidance for keyword search in Analysis 2.D.

Analysis 2 Procedure

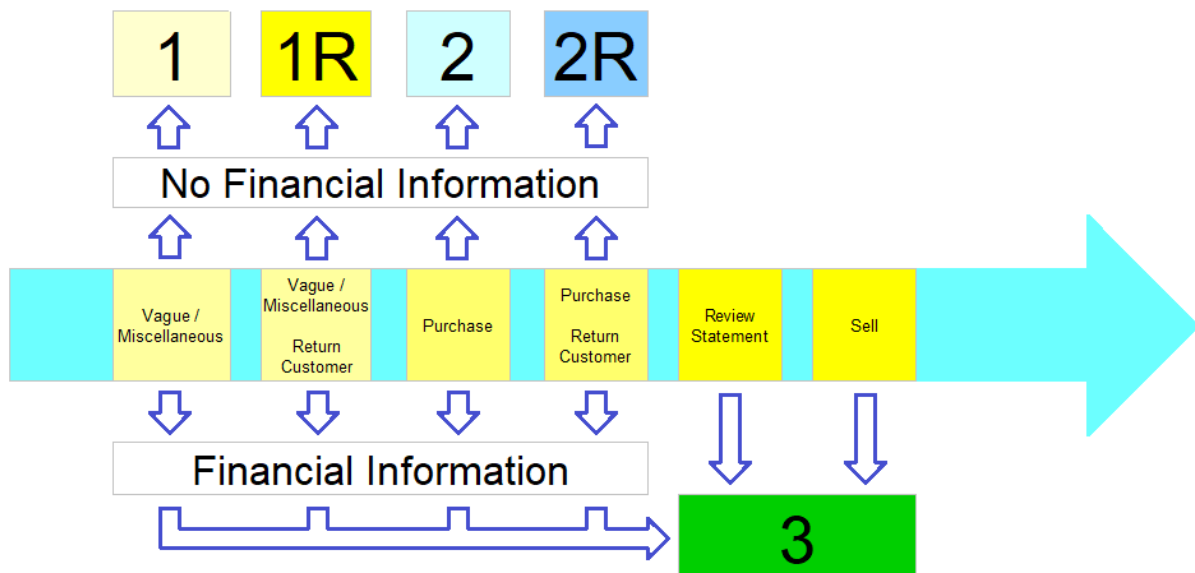
- A. Read each review. Classify by activity or main transaction described, with attention to where it fits in an overall sequence. These categories are designed to illuminate when reviews are written as well as identify reviews useful for serious investment due diligence. Categories:
 - 1. Activity Vague or Miscellaneous
 - a. (Review has only star-rating, no text.)
 - b. Answered customer's questions.
 - c. Explained everything.
 - d. Smooth process.
 - e. Excellent service.
 - f. Great experience.
 - g. Helped customer.
 - h. Guided customer through each step.
 - i. Completed transaction or transfer, or set up account. (Put in category 1 if type of transaction is in doubt.)
 - j. Activity not clear.
 - k. Miscellaneous: any other activity that doesn't fit category 2 or 3.
 - 1R. Return customer. Activity same as 1.
 - 2. Purchase
 - a. Purchased precious metal for IRA.
 - b. Transferred money into an IRA.
 - c. Rolled over a 401k or other account into an IRA.
 - d. Rolled over IRA.
 - e. Invested money.
 - f. Placed order.
 - 2R. Return customer. Activity same as 2.
 - 3. Post-Purchase Activity and Financial Information.
 - a. Customer reviewed account statement from Custodian, learning (spot price) value of IRA, etc.
 - b. Customer sold precious metals, received IRA distribution (selling metal), etc.
 - c. Customer tried to sell, contemplated selling, etc. and provides relevant information.
 - d. Any post-purchase activity with specific information about value, price, product quality, etc.
 - The following information is not sufficient to qualify for this purpose:
 - simple mention of a buy-back guarantee.
 - description of price, etc. of something that is not a Goldco product or service.
 - an opinion or wish about price information, etc.
 - a description of someone discussing or knowing price, etc. information, without the information itself.
 - mention of a discount, bonus, extra silver, free silver, etc. without quantity or numbers.
 - description of quantity of product with no price, etc. information.
 - e. Also include any review that helps calculate value, price, premium, fees, spread, or return on investment, regardless of when it was written.
 - f. (Return Customers: If review provides information for category 3, review belongs in category 3. If return customer is only purchasing or doing unspecified transaction, with

no information about price, etc., then review belongs in category 1R or 2R.)

- A Double Check. Search reviews for keywords in an effort to not miss any review belonging in category 3.
 - pric(e), spread, premium, return, commission, fee, markup, profit, spot, charge, worth, cost
 - zero, half, double, twice, third, triple, value, amount, quantity, dollar, thousand, oz, ounce
 - liquidat(e), sell, sold, buy, back, earn, gain, (in)crease, grow, los(e), review, statement, pay, paid, free, bonus, market, withdrawal, order, purchas(e), roll
 - 0,1,2,3,4,5,6,7,8,9,\$,%, two, three, four
- B. Calculate median or average [premium](#) Goldco charged the customer.
- C. Calculate median or average [return on investment](#).
- D. For each of the following keywords (and symbols), count number of reviews containing that keyword (or symbol)
 - help, process, question, easy, professional, experience, answer, great, knowledge, service, explain, inform, everything, patient, good, smooth, understand, feel, friendly, step, excellent, best, happy, comfort, money, courteous, seamless, value, price, dollar, return (noun), return (verb), spot (meaning melt price), spot (other meaning), premium (noun – meaning cost above spot), premium (adjective – meaning expensive and high quality), spread, !, \$, %.

Review Categories

based on described activity and included information



Disclaimer

The following results were produced and checked by one person. Minor mistakes are possible.

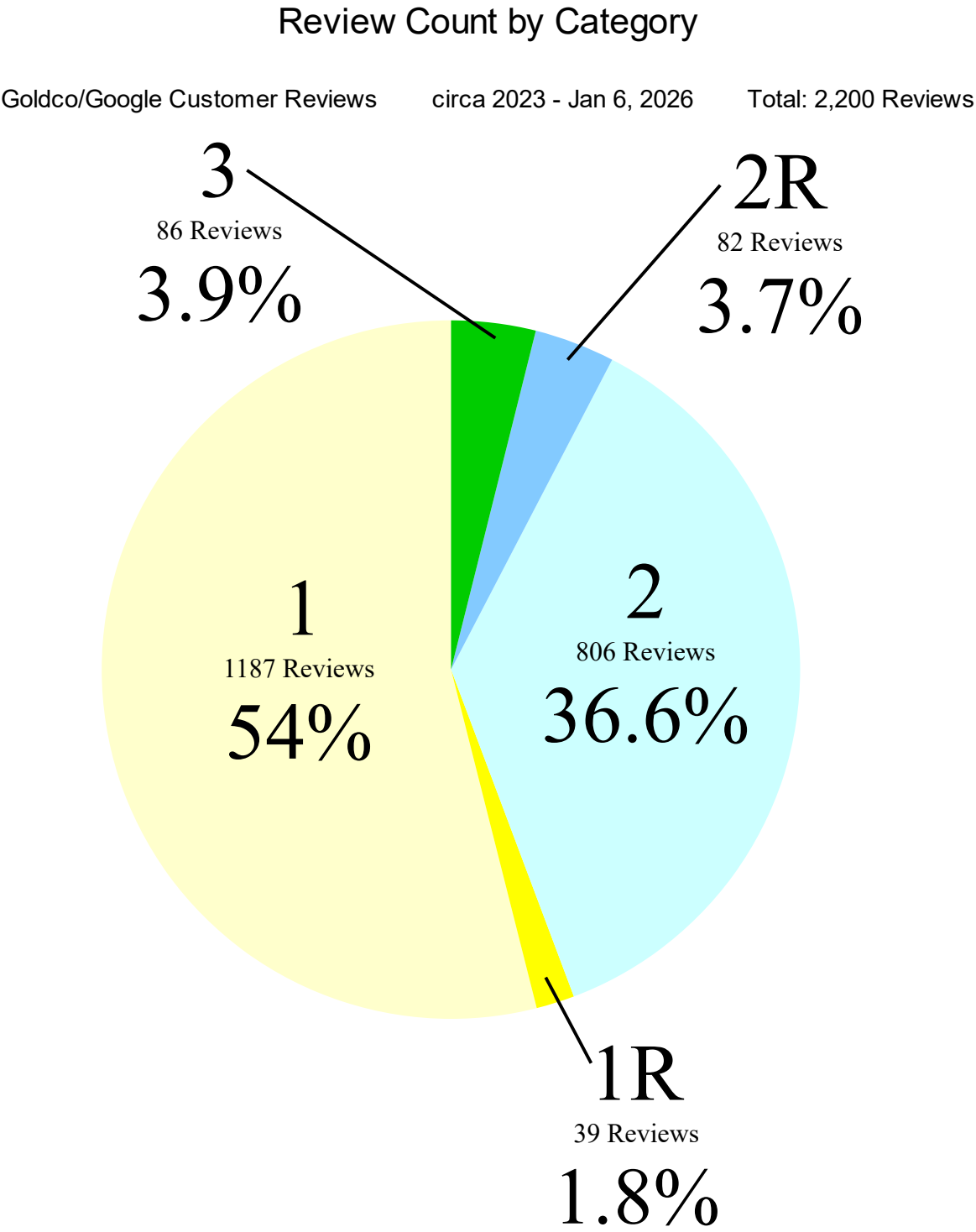
Customer reviews describe the experience of customers. I have not confirmed their accuracy.

Results

I downloaded 2,200 reviews on January 6, 2026 from Google. These reviews are numbered 1 (review circa 2023) to 2,200 (review of 6 Jan 2026).

Review Count by Category

This chart shows the number of reviews in each category.



Category 3 Reviews

Here are all the reviews in category 3. See appendix for full reviews.

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
1	175	2023	I have put \$126,215 into Goldco without having been told about the 21% commission by my rep, nor being told about the extreme markup of around 325% on silver and over 80% on Gold.	silver: 325% gold: 80.00%	gold:< -45% (immediate)
2	198	2023	My 401k lost 30% within few months.	--	-30% (few months)
3	227	2023	They give the best price for the current day of purchase.	--	--
4	334	2023	I got only about 1/3 of the actual silver and gold I expected.	200.00%	-66% (period unknown)
5	341	2023	Understanding the pricing of product was the only difficult part for me but given Goldco's limited mark up system, the items I purchased were inline with market rates.	< 25% ?	--
6	484	2023	I am guaranteed that I will be able to sell them for top market pricing.	--	--
7	516	2023	... the free silver that they are advertising is only available if you purchase "premium silver or gold products."	--	--
8	550	Jan 2024	They have 68 thousand dollars of our money and we have 1 oz, of gold	--	< 0
9	555	Jan 2024	Goldco will take over half of what you invest in their own greed for profits.	--	-50% (period unknown)
10	560	Jan 2024	I was under the impression I was purchasing metals at or near the "spot" value, which is not true.	> 0	--
11	590	Jan 2024	Before settling on Goldco, I researched several other precious metal firms . . . Goldco had the best deal, including the 10% free silver.	--	--
12	600	Jan 2024	I was overcharged what I was told I would be charged for fees.	--	--
13	612	Feb 2024	... if I ever decide to sell any or all my metals, Goldco will give me top price for them.	--	--
14	635	Feb 2024	I purchased a couple hundred gold and silver coins. ...I know ... they will be accepted for the value of the metal, ...	--	--

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
15	636	Feb 2024	He also assured me that Goldco was a leader in the industry because they beat most of the others in pricing and a guaranteed buy back program if I ever decided to sell.	--	--
16	681	Feb 2024	Goldco hands down provides the most secure, best priced market place for me.	--	--
17	713	Mar 2024	I purchased \$140k of gold in July 2022 and in March 2023 my value in the investment is \$80K, when gold value has not dropped!!!	--	-43% (eight months)
18	731	Mar 2024	I finally got a refund in August. The BBB claim was closed saying Goldco was sorry the refund took longer than I thought it would.	--	--
19	739	Mar 2024	Goldco is one of the few (if not only one) who gives you 5% bonus with your purchase.	--	--
20	741	Mar 2024	... been able to purchase Silver coins at a bargain price. The extra Silver coins I was GIVEN by GOLDCO for using their services more than compensated for any losses due to the liquidation of stock in my old IRAs	--	--
21	776	Apr 2024	I feel swindled of almost half of my investment	--	-50% (period unknown)
22	858	May 2024	Promotions that are advertised are for certain types of gold assets invested in only, ...	--	--
23	910	May 2024	I lost 61% of the value of my 401K	--	-61% (period unknown)
24	927	May 2024	Their add [advertisement] if I have \$25k savings could get \$10k in free silver. Called need at least \$100k investment to get that!!!	--	--
25	952	Jun 2024	In times like this, getting a 10% bonus, well that blew away the intrests rates I've gotten from any banks, over the past years.	--	--
26	971	Jun 2024	Instead I received an statement telling me that I lost 66% of the value of my money ...	--	-66% (period unknown)
27	997	Jun 2024	I am very happy with the advice rendered by my Goldco advisor, Frank Perla, as although some of his advice would have meant his making less of a commission/sale, he was honest in every way.	--	--

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
28	998	Jun 2024	Q&A I had were answered in a most respectful and professional manner by David Winter and staff. ... However, I am awaiting confirmation of my Check # 5049 in the amount of \$300.00 address to Equity Trust towards fees to offset my balance of \$50,000.00 not what is stated.	--	--
29	1008	Jul 2024	Goldco very professional and helpful liquidating my premium coins and helping me reinvest in bullion and US coins. Transfer was much less than I expected it to be.	--	--
30	1015	Jul 2024	Asked for review before got coin. Have gotten and they look great.	--	--
31	1049	Jul 2024	My \$100,000 401K investment turned into \$55,000 in 3 months.	--	-45% (three months)
32	1191	Sep 2024	Also clarified why statements would reflect the the raw ore price vs the future index price.	--	--
33	1198	Sep 2024	Finally, the delivery of the additional product(the "qualified" portion) has still not been delivered after 4 weeks from purchase date.	--	--
34	1315	Oct 2024	We are very satisfied and recommend that you consider Goldco. We are seeing the payoff already!	--	> 0
35	1341	Nov 2024	I had to forfeit two years of returns to them in order to liquidate 65k of gold and silver. I got zero return on my 50k.	--	0% (two years)
36	1342	Nov 2024	Always professional. Very easy to deal with for IRA and 401K retirement accounts. Purchasing and selling both a breeze.	--	--
37	1348	Nov 2024	... the gold and or silver they sell you is more than twice the amount of current spot price, so your investment loses more than half of its value from the start.	> 100%	< -50% (immediate)
38	1359	Nov 2024	Most importantly we are very happy with prices we paid for several versions of gold and silver coins.	--	--
39	1363	Nov 2024	Lou made my set-up and purchase easy and efficient. Fees are reasonable so highly recommend Goldco for your Gold and Silver IRA.	--	--
40	1372	Nov 2024	I checked the silver oz that I was actually buying and it's selling for far more than what I paid for it.	--	> 0
41	1391	Nov 2024	Also, the annual storage fees are very reasonable, ...		

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
42	1466	Dec 2024	They sell each coin for way more then spot+premium ... I lost close to \$50,000 in profits ...	> 0	< 0
43	1471	Dec 2024	I can cash anytime at gold or silver spot price.	--	--
44	1473	Dec 2024	Best price I found from reputable companies. We had such a great experience that we made a second purchase.	--	--
45	1477	Dec 2024	So far, for my initial investment my precious metals are up 35% in the 2 1/2 years.	--	+35% (2 1/2 years)
46	1516	Jan 2025	After 2 years with GoldCo, my faith and trust in my relationship with them has doubled! Tony has always followed through and provided outstanding transparency.	--	--
47	1553	Jan 2025	They will try to sell you these expensive silver coins and you will not recover your money after 3 year.	--	< 0 (3 years)
48	1557	Jan 2025	This is a long-term investment as the markup when you purchase the metals is significant.	> 0	--
49	1565	Jan 2025	I think their fees are a little high. Higher than recently purchased physical gold from a local dealer.	--	--
50	1570	Jan 2025	Sure I got an \$800 bonus but I had to spend almost three times the amount for an ounce of silver. ... Update: So I wanted to make a change to my original order and it was handled professionally without any trouble.	200% minus bonus silver	--
51	1573	Jan 2025	... I was charged more than DOUBLE the actual market value ...	> 100%	< -50% (immediate)
52	1616	Feb 2025	Past investment has done extremely well = 5+ stars!	--	> 0
53	1632	Feb 2025	We also got the impression he wasn't happy with the decision to buy spot priced metals vice the premium metals he quoted.	--	--
54	1636	Feb 2025	Didn't get the weight that I expected but was told this was the better way to go than just buying silver/gold at spot.	> 0	< 0
55	1658	Feb 2025	Great quick service! Everyone kept me informed every step of the way. Edited - pushy sales and promised a safe for leaving a review. 2 years later I was reminded of this review.	--	--
56	1661	Feb 2025	I chose Goldco after reading other testimonials regarding their transparent fees and responsive customer service. Two years later, I'm glad I did. They've lived up to their advertised claims.	--	--

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
57	1669	Mar 2025	THIS COMPANY DEFRAUDED US BY CHARGING MANYMANYMANY TIMES OVER SPOT PRICE.	> 100%	< -50%
58	1678	Mar 2025	I feel that I got good value for my investment.	--	> 0
59	1700	Mar 2025	I now know that I will pay goldco 23% when I move this money. I have 36months and I will go back to a traditional IRA.	--	--
60	1703	Mar 2025	I was contacted by several precious metals sellers. Most were polite as was Goldco. I evaluated each one and determined that Goldco provided the greatest value in terms of security and cost.	--	--
61	1708	Mar 2025	I have been working with Gold Co for a few years now. ... Investments have been working out very well also.	--	>0 (3 years)
62	1732	Apr 2025	The sales associate with Goldco notified us to give an update on the present value of our gold and silver. We purchased additional metals and had exceptional customer service.	--	--
63	1755	Apr 2025	My metals have done very well over the time I have held them.	--	> 0
64	1833	Jun 2025	My funds were in their possession for three years. When I got ready to make the total withdrawal it had appreciated 40K in the three years. GOLDCO took 30K of the money that my account made and gave me 10K.	--	> 0 (small ROI over three years)
65	1866	Jul 2025	I liquidated silver I had bought from Goldco several years ago and bought gold.	--	--
66	1897	Aug 2025	We tried liquidating our coins for years and could only speak with our Sales rep who would continuously tell us that we would lose money if we liquidated and would always talk us out of it.	--	< 0
67	1907	Aug 2025	the follow up after purchase shows a real concern for your 100% Satisfaction	--	--
68	1918	Sep 2025	When I called to discuss possible coins purchases, he was able to discuss how my previous silver/gold coin purchase had significant price increases.	--	> 0
69	1946	Sep 2025	My return has exceeded 63% since inception.	--	> +63% (1 to 2 years)
70	1947	Sep 2025	The value of my first roll over is up \$53,000!	--	> 0
71	2018	Oct 2025	... our growth has been phenomenal!	--	> 0

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
72	2022	Nov 2025	We have now been working with Goldco for over 4 years. ... After 4 years we are very very pleased.	--	> 0 (4 years)
73	2037	Nov 2025	Purchased metals with excellent results in 2022. Easy to buy & easy to liquidate.	--	> 0 ?
74	2043	Nov 2025	... 3years later I am very pleased with the results, My fund has just about doubled and today I used Goldco to purchase metals.	--	+100% (3 years)
75	2081	Nov 2025	We began purchasing metals with Goldco in January 2023 with a cash purchase. ... We have seen a steady increase in their value each quarter.	--	> 0
76	2093	Nov 2025	Our first investment more than doubled in value.	--	> +100% (period unknown)
77	2120	Dec 2025	Was happy with my liquidation of part of my account ...	--	> 0 ?
78	2145	Dec 2025	I've been trying to get my money out for 2 months! No communication, no follow up ...	--	--
79	2147	Dec 2025	I have had nothing but great experiences with Goldco every since I opened my precious metals IRA with them back in early 2024. From educating me on how to read my quarterly statements to helping me purchase more gold and silver after the initial transaction.	--	--
80	2158	Dec 2025	Getting into Goldco was seamless. That was 2022. Getting out is a little more stressful.	--	--
81	2161	Dec 2025	... requested a distribution in the beginning of November and as of December 13th I still have yet to receive the funds.	--	--
82	2163	Dec 2025	I invested \$150,961.65 with Goldco, yet my custodian Equity Trust somehow states that these assets are only valued at \$83,479.45, meaning that over \$82,000 in value disappeared immediately after purchase.	--	-45% (period unknown)
83	2183	Dec 2025	They coerce you into buying their proprietary coin products that are 3 times the cost of standard bullion. But when you receive your valuation statement it's based on spot price not the proprietary value.	200.00%	-66% (period unknown)
84	2186	Dec 2025	No one ever explained once you make an investment you can't make a withdrawal for three years without a penalty.	--	--

Category 3 Reviews: Post-Purchase Activity and Financial Information					
#	No.	Est. Date	Quotation from Review	Premium	ROI
85	2187	Dec 2025	Been with them, especially David Brein, Sales Manager, for about 4 years. Purchases and buy-backs are very well done and timely.	--	--
86	2199	Jan 2026	I was charged \$71.45 per ounce for 1 oz silver coins overcharged \$42.49 per coin. ... They profit instantly, while customers like me hold long-term losses. ... You charged me in premium (159.25% over spot).	159.25%	-61% (immediate)

Premium

The median reported premium is at least 100% over spot. This is calculated using only the thirteen reviews which reported enough information to deduce the premium.

Return on Investment

The median reported ROI is difficult to properly calculate due to unspecified values and inconsistent time periods. But it can be concluded that the median reported ROI is negative because a majority of the ROI values are negative.

Keyword Counts

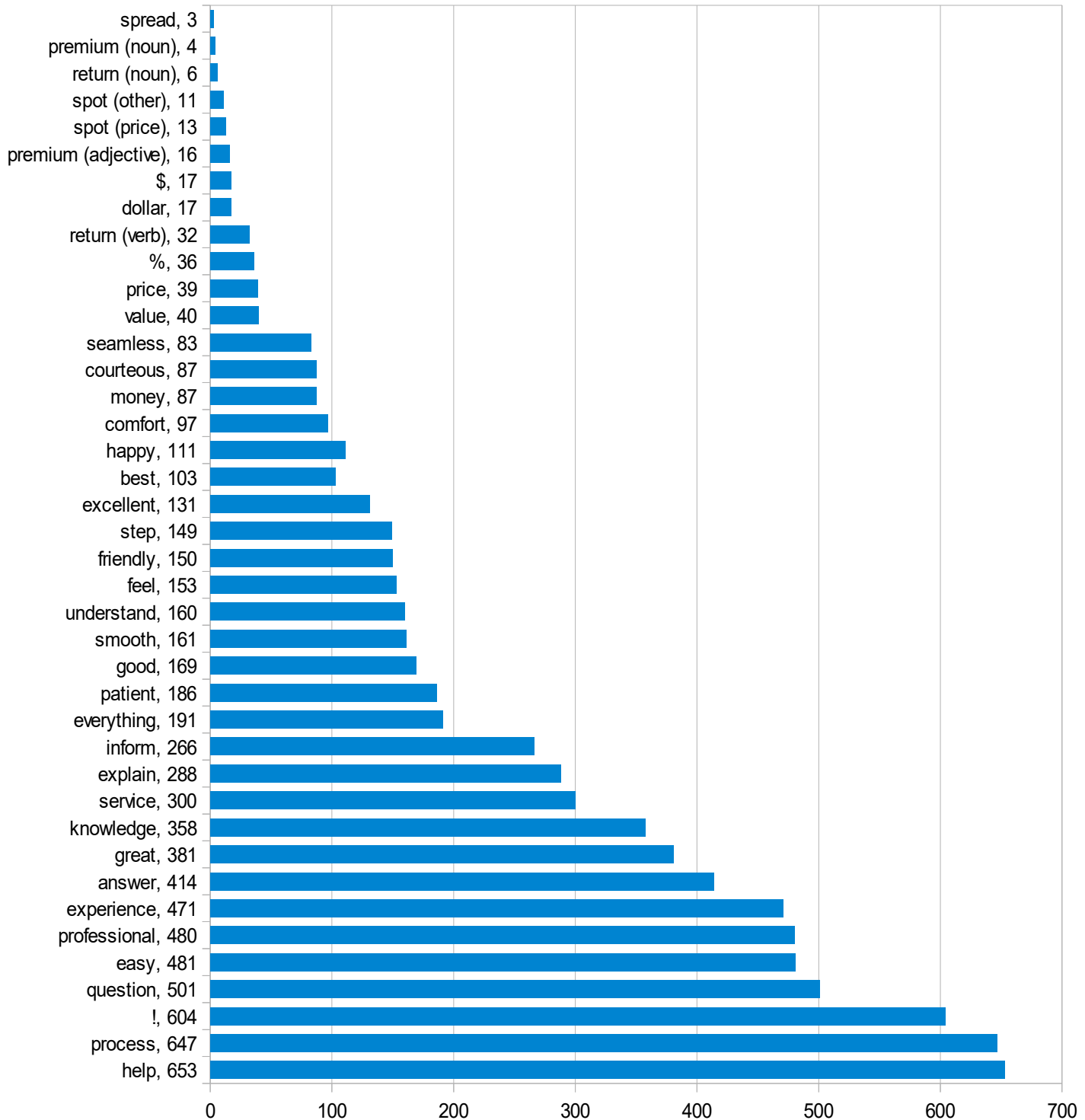
Here is a chart showing the frequency of appearance of selected words and symbols. Note that this is a string search. That means, for example, “help” count includes “helped”, “helpful”, etc.

Number of Reviews Containing String (Keyword)

Google/Goldco Customer Reviews

circa 2023 - Jan 6, 2026

Total: 2,200 Reviews



Comments

Many reviews describe Goldco acting fairly and professionally. I don't deny this. But it is not the complete picture.

The quantity of early reviews obscures the more informative and mature reviews, which tell a different story.

In 2,200 reviews, there are only eighteen reviews reporting positive return on investment (ROI) and only six of those reviews provide numerical values related to ROI. And this is over a period in which spot price for gold doubled and silver almost quadrupled.

	Provide ROI numbers	Total
Reviews reporting negative ROI	14	20
Reviews reporting positive ROI	6	18

Most of the reviews are premature or deficient from the standpoint of an investor carrying out due diligence, comparing prices and premiums, confirming the buy back guarantee, etc.

Customers complain of Goldco charging excessive premiums, and Goldco responds, “As you can see from the 1000s of 5-star reviews we have, this isn’t how we handle our customers.” Well, the majority of the reviews don't discuss premium, and the few that do, tend to confirm such complaints.

The majority of reviews fail to mention price, [spread, or premium](#). This suggests a failure of investor education. Customer service matters. But premium should be front and center.

Customer Reviews / 1. Activity Vague or Miscellaneous

Here are five reviews in this category.

Cat. 1. #6.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

B

Bruce Grooms

2 reviews

★★★★★

3 years ago

The team at Goldco are top shelf. Would highly recommend to anyone looking to invest in metals. Their team explained in detail each step, stayed in contact to update/answer any questions through the complete process. Will partner with them again in future without hesitation. The best hands down!

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

3 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“The team at Goldco are top shelf. Would highly recommend to anyone looking to invest in metals. Their team explained in detail each step, stayed in contact to update/answer any questions through the complete process. Will partner with them again in future without hesitation. The best hands down!” – Google Customer Review circa 2023

Cat. 1. #400.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

B

Bobby Seals

1 review

⋮

★★★★★ 2 years ago

Teresa, Robin, Donella great job and a great experience, thank you guys so much. And I will recommend Goldco to all of my family and friends.

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Teresa, Robin, Donella great job and a great experience, thank you guys so much. And I will recommend Goldco to all of my family and friends.” – [Google Customer Review circa 2023](#)

Cat. 1. #800.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Trevor Olson**
1 review

★★★★★ 2 years ago

Very pleasant and organized.

  1 

 **Goldco Direct, LLC (Owner)**
2 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Very pleasant and organized.” – [Google Customer Review circa April 2024](#)

Cat. 1. #1205.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Blake Whited**
5 reviews

★★★★★ a year ago

The team at GoldCo made setting my account up a smooth process. Helpful with market insights.

♡ Hover to react 

**Goldco Direct, LLC (Owner)**
a year ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“The team at GoldCo made setting my account up a smooth process. Helpful with market insights.” – [Google Customer Review circa September 2024](#)

Cat. 1. #1602.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews

D

Denean Annese

1 review

★★★★★

a year ago

Very happy with GoldCo. Very helpful and made it very easy . I'm so happy I went with them.

Hover to react

Goldco Direct, LLC (Owner)

a year ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Very happy with GoldCo. Very helpful and made it very easy . I’m so happy I went with them.” – [Google Customer Review circa February 2025](#)

Customer Reviews / 1R. Return customer

Here are five reviews in this category.

Cat. 1R. #342.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Sam Stone**
12 reviews

⋮

★★★★★ 2 years ago

Tim and Tony made my experience very easy. They both took the time I needed to understand the details of my two transactions. They were patient and professional. I have recommended Goldco to friends and will use them again in the future.

 Hover to react 

**Goldco Direct, LLC (Owner)**
2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“Tim and Tony made my experience very easy. They both took the time I needed to understand the details of my two transactions. They were patient and professional. I have recommended Goldco to friends and will use them again in the future.” – [Google Customer Review circa 2023](#)

Cat. 1R. #838.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **darin ode**
4 reviews

★★★★★ 2 years ago

This is my second transaction with Goldco and I can't say enough about the level of care and understanding they provide every time. There has never been a question I have had that they didn't answer and give me the confidence that this is the company I want to do business with.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“This is my second transaction with Goldco and I can't say enough about the level of care and understanding they provide every time. There has never been a question I have had that they didn't answer and give me the confidence that this is the company I want to do business with.” – [Google Customer Review circa April 2024](#)

Cat. 1R. #1156.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Eric Poole

Local Guide · 12 reviews

★★★★★

a year ago

I was leery going into this, because there are a lot of fear-mongers and shysters in the precious metals business; but GoldCo has been outstanding. (Their phenomenal reviews across the internet didn't hurt.) I'm a fairly experienced investor, and I believe in having a small percentage of assets in precious metals as an inflation hedge.

My GoldCo rep was very patient and carefully explained how the process works (which is quite unlike stock investing), and made me comfortable with the process, even as I peppered him with questions. This was my second GoldCo transaction, and I find them extremely professional.

 Hover to react





Goldco Direct, LLC (Owner)

a year ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never

“I was leery going into this, because there are a lot of fear-mongers and shysters in the precious metals business; but GoldCo has been outstanding. (Their phenomenal reviews across the internet didn't hurt.) I'm a fairly experienced investor, and I believe in having a small percentage of assets in precious metals as an inflation hedge.

My GoldCo rep was very patient and carefully explained how the process works (which is quite unlike stock investing), and made me comfortable with the process, even as I peppered him with questions. This was my second GoldCo transaction, and I find them extremely professional.” – [Google Customer Review circa August 2024](#)

Cat. 1R. #1860.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Rolf Haemel

2 reviews

★★★★★

6 months ago

Hi,

I have used Goldco for the second time. The experience was very professional. I have worked with Carl both times, and he was very helpful and guided me through the process. He was also very quick to respond with call backs even to the point that he came in on his day off to finish the deal that had been started the previous day.

I would recommend Goldco.

Thanks Carl,

Rolf

  1 



Goldco Direct, LLC (Owner)

6 months ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Hi,
I have used Goldco for the second time. The experience was very professional. I have worked with Carl both times, and he was very helpful and guided me through the process. He was also very quick to respond with call backs even to the point that he came in on his day off to finish the deal that had been started the previous day.
I would recommend Goldco.
Thanks Carl,

Rolf” – [Google Customer Review circa July 2025](#)

Cat. 1R. #2159.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Joe Deco**
4 reviews

★★★★★ 3 weeks ago **NEW**

I have been with goldco since 2020. A wonderful experience with many .i recommend using Golco for all precious Metals purchases.goldco is an excellent company to do business . Thank you so very much. Joseph deco aka Philip j deco.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
3 weeks ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“I have been with goldco since 2020. A wonderful experience with many .i recommend using Golco for all precious Metals purchases.goldco is an excellent company to do business . Thank you so very much. Joseph deco aka Philip j deco.” – [Google Customer Review circa December 2025](#)

Customer Reviews / 2. Purchase

Here are five reviews in this category.

Cat. 2. #1.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Suzie Petersen**
3 reviews

★★★★★ 3 years ago

This was our first time investing with the company and they were helpful.

 Hover to react 

**Goldco Direct, LLC (Owner)**
3 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.



“This was our first time investing with the company and they were helpful.” – [Google Customer Review](#) circa 2023

Cat. 2. #404.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Scott McLaughlin**
1 review

★★★★★ 2 years ago

First time dealings in precious metals and a seamless rollover of my IRA thanks to the knowledgeable staff at Goldco. All questions answered and a lot less stress than anticipated. Thank you to all involved!

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“First time dealings in precious metals and a seamless rollover of my IRA thanks to the knowledgeable staff at Goldco. All questions answered and a lot less stress than anticipated. Thank you to all involved!” – [Google Customer Review](#) circa 2023

Cat. 2. #805.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Shawn Graver**
Local Guide · 19 reviews

★★★★★ 2 years ago

I am happy with how swift and professional Goldco is. I was able to purchase gold and silver with ease and they explained well the different ways one may purchase gold or silver. Thank you to those who helped me secure my purchase of these precious metals.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“I am happy with how swift and professional Goldco is. I was able to purchase gold and silver with ease and they explained well the different ways one may purchase gold or silver. Thank you to those who helped me secure my purchase of these precious metals.” – [Google Customer Review circa April 2024](#)

Cat. 2. #1200.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Mary Antolin**
Local Guide · 10 reviews · 3 photos

★★★★★ a year ago

Easy transaction for rolling over my Ira account.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
a year ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Easy transaction for rolling over my Ira account.” – [Google Customer Review circa September 2024](#)

Cat. 2. #1600.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

J

Julie Miller

5 reviews · 1 photo

⋮

★★★★★ a year ago

Staff at GoldCo pay close attention to customer satisfaction! Ryan's team was very quick with inquiries and were very thorough with the process of my gold and silver purchases. The team explained options thoroughly to ensure I was comfortable with each step. The team is very knowledgeable and guided me through each step.

I definitely recommend GoldCo to anyone who may be thinking about investing in or rolling over their IRA into gold or silver. Thank you, GoldCo!

♡ Hover to react

🔗

Goldco Direct, LLC (Owner)

a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“Staff at GoldCo pay close attention to customer satisfaction! Ryan's team was very quick with inquiries and were very thorough with the process of my gold and silver purchases. The team explained options thoroughly to ensure I was comfortable with each step. The team is very knowledgeable and guided me through each step.

I definitely recommend GoldCo to anyone who may be thinking about investing in or rolling over their IRA into gold or silver. Thank you, GoldCo!” – [Google Customer Review circa February 2025](#)

Customer Reviews / 2R. Return customer

Here are five reviews in this category.

Cat. 2R. #16.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9



3,322 reviews ⓘ

R

Robert Grass

1 review



 3 years ago

I have used Goldco for two IRA rollovers in the recent months. The process was seamless and presented clearly and concisely. I will use Goldco for any additional purchases of precious metals in the future.

 Hover to react 



Goldco Direct, LLC (Owner)

3 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“I have used Goldco for two IRA rollovers in the recent months. The process was seamless and presented clearly and concisely. I will use Goldco for any additional purchases of precious metals in the future.” – [Google Customer Review circa 2023](#)

Cat. 2R. #524.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



P. David Simpson

3 reviews

⋮

★★★★★

Edited 2 years ago

Ryan is very professional, very knowledgeable, very courteous and very helpful. He's helped me to make three purchases into my IRA. other folks I've talked to are the same. I believe I've made a wise decision.

 Hover to react





Goldco Direct, LLC (Owner)

2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Ryan is very professional, very knowledgeable, very courteous and very helpful. He’s helped me to make three purchases into my IRA. other folks I’ve talked to are the same. I believe I’ve made a wise decision.” – [Google Customer Review circa 2023](#)

Cat. 2R. #808.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

S

Sandy Cuzzort

5 reviews

⋮

★★★★★ 2 years ago

This was my second purchase experience with Goldco. Both experiences were pleasant and were handled professionally. Every person with whom I spoke was friendly and helpful, including both my Senior account executive, Arthur, and the Sales Administrator, Salma.

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

2 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“This was my second purchase experience with Goldco. Both experiences were pleasant and were handled professionally. Every person with whom I spoke was friendly and helpful, including both my Senior account executive, Arthur, and the Sales Administrator, Salma.” – [Google Customer Review circa April 2024](#)

Cat. 2R. #1217.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Suzan Snook**
6 reviews · 1 photo

★★★★★ Edited a year ago

This was my third dealing with Goldco. The first two were cash and this a small 401(k) from a previous employer. They walked me through the process easily and quickly. I have complete confidence in their advice and get fast answers any time I have a question about previous transactions.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“This was my third dealing with Goldco. The first two were cash and this a small 401(k) from a previous employer. They walked me through the process easily and quickly. I have complete confidence in their advice and get fast answers any time I have a question about previous transactions.”

– [Google Customer Review circa September 2024](#)

Cat. 2R. #1618.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Debbie Pelletier**
1 review

★★★★★ a year ago

I have had the pleasure of working with Arthur Schwartz from Goldco for over a year, and the experience has been exceptional. Arthur consistently provides clear and concise answers to all my questions, ensuring I feel confident every step of the way. He has guided me through multiple 401(k) rollovers to purchase precious metals, making the entire process seamless and stress-free.

Thanks to Arthur's expertise and professionalism, I've recommended him to many of my co-workers. The entire Goldco team is equally impressive—kind, patient, professional, and always ready to help. Their support makes every transaction not only smooth but genuinely enjoyable and exciting.

 Hover to react 

**Goldco Direct, LLC (Owner)**
a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“I have had the pleasure of working with Arthur Schwartz from Goldco for over a year, and the experience has been exceptional. Arthur consistently provides clear and concise answers to all my questions, ensuring I feel confident every step of the way. He has guided me through multiple 401(k) rollovers to purchase precious metals, making the entire process seamless and stress-free.

Thanks to Arthur’s expertise and professionalism, I’ve recommended him to many of my co-workers. The entire Goldco team is equally impressive—kind, patient, professional, and always ready to help. Their support makes every transaction not only smooth but genuinely enjoyable and exciting.” – [Google Customer Review circa February 2025](#)

Customer Reviews / 3. Post-Purchase Activity and Financial Information

Here are all reviews in this category.

Cat. 3. #175.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9 ★★★★★ 3,322 reviews ⓘ

 **Michael Kawa**
Local Guide · 20 reviews · 8 photos

★☆☆☆☆ 2 years ago

I have put \$126,215 into Goldco without having been told about the 21% commission by my rep, nor being told about the extreme markup of around 325% on silver and over 80% on Gold. Attached are the images of how much I bought of each. Your Goldco Rep put mostly silver at an extreme markup in my portfolio. The price for your coins are not listed on your website. There is also no one that buys the coins Goldco is selling me. I don't know who would buy these coins I was sold if Goldco did not, this seems to be a scam. When I tried to confront my rep, he avoided writing anything regarding his miscommunication with me, although over the phone agreed he seemed to take somewhat accountability for not having told me about the fine print before telling me I should've read the contract regardless if he told me about what he had selling me on or not. This is some super shady stuff, and the only reason for the 5 star reviews is because you offer a free safe in exchange.

   10 

 **Goldco Direct, LLC (Owner)**
2 years ago

Mr. Kawa, thank you for bringing your concerns to our attention. We are glad to know that, after your conversation with management, all of your issues are resolved and you are now completely satisfied.

“I have put \$126,215 into Goldco without having been told about the 21% commission by my rep, nor being told about the extreme markup of around 325% on silver and over 80% on Gold. Attached are the images of how much I bought of each. Your Goldco Rep put mostly silver at an extreme markup in my portfolio. The price for your coins are not listed on your website. There is also no one that buys the coins Goldco is selling me. I don't know who would buy these coins I was sold if Goldco did not, this seems to be a scam. When I tried to confront my rep, he avoided writing anything regarding his miscommunication with me, although over the phone agreed he seemed to take somewhat accountability for not having told me about the fine print before telling me I should've read the contract regardless if he told me about what he had selling me on or not. This is some super shady stuff, and the only reason for the 5 star reviews is because you offer a free safe in exchange.” – [Google Customer Review circa 2023](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Hilda Arango Berdie

3 reviews

⋮

★☆☆☆☆ 2 years ago

One star is too much. This company is fraudulent in their advertising. My 401k lost 30% within few months. They gave me all the reasons why silver was so expensive and it lost value right away after I transfer.. Stay away from them, they will rob your hard earned money. Don't fall for the false good reviews.

   12 



Goldco Direct, LLC (Owner)

2 years ago

We apologize for the experience you had. As you can see from the 1000s of 5-Star reviews we have, this isn't how we handle our customers. If you don't mind, we would like to find out more about what happened during your experience. A manager will reach out to you to ensure that you are a satisfied customer. Also, thank you for taking the time to write a review. All reviews help us improve our business practices and policies.

“One star is too much. This company is fraudulent in their advertising. My 401k lost 30% within few months. They gave me all the reasons why silver was so expensive and it lost value right away after I transfer.. Stay away from them, they will rob your hard earned money. Don't fall for the false good reviews.” – [Google Customer Review circa 2023](#)

Cat. 3. #227.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews



Fred Gatton

3 reviews

★★★★★

2 years ago

They take time to explain all the options on every metal. They talk about the costs associated with each option both buying and selling. They give the best price for the current day of purchase. It was quick and painless.



Hover to react





Goldco Direct, LLC (Owner)

2 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“They take time to explain all the options on every metal. They talk about the costs associated with each option both buying and selling. They give the best price for the current day of purchase. It was quick and painless.” – [Google Customer Review circa 2023](#)

Cat. 3. #334.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **william brune**
2 reviews

★★★★★ 2 years ago

Working with Goldco was easy informative and had very friendly workers to help you! I hope the uncirculated gold and silver coins were better than buying bullion. I was very apprehensive about the coins, but the Goldco rep said it was the better way to go. We will find out!! I got only about 1/3 of the actual silver and gold I expected. We shall see in the near future! Thank you

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Working with Goldco was easy informative and had very friendly workers to help you! I hope the uncirculated gold and silver coins were better than buying bullion. I was very apprehensive about the coins, but the Goldco rep said it was the better way to go. We will find out!! I got only about 1/3 of the actual silver and gold I expected. We shall see in the near future! Thank you” – [Google Customer Review circa 2023](#)

Cat. 3. #341.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9



3,322 reviews ⓘ



michael lee Watson

6 reviews

⋮

 2 years ago

The Goldco representatives were very helpful throughout the process which began with an initial call I made to them. They mailed me their 2022 Wealth Protection Kit to review along with 1/2oz of silver just for calling. The whole process was simple. Understanding the pricing of product was the only difficult part for me but given Goldco's limited mark up system, the items I purchased were inline with market rates. The free premium silver bonus promotion was a nice addition to my new metals account. Thanks to the whole team especially Ben Monaci who guided me along the path of setting up a new account and helping me complete the purchase of products I selected. GO GOLDCO!

 Hover to react



“The Goldco representatives were very helpful throughout the process which began with an initial call I made to them. They mailed me their 2022 Wealth Protection Kit to review along with 1/2oz of silver just for calling. The whole process was simple. Understanding the pricing of product was the only difficult part for me but given Goldco's limited mark up system, the items I purchased were inline with market rates. The free premium silver bonus promotion was a nice addition to my new metals account. Thanks to the whole team especially Ben Monaci who guided me along the path of setting up a new account and helping me complete the purchase of products I selected. GO GOLDCO!” – [Google Customer Review circa 2023](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Terry Re

3 reviews

⋮

★★★★★

2 years ago

The rep at Gold Co Arthur Swartz explained the value of different types of gold coins and silver coins and why less produced coins hold more buy back value. Also, Gold Co will buy back coins if I keep the coins for at least 3 years. Basically, I am guaranteed that I will be able to sell them for top market pricing.

 Hover to react





Goldco Direct, LLC (Owner)

2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“The rep at Gold Co Arthur Swartz explained the value of different types of gold coins and silver coins and why less produced coins hold more buy back value. Also, Gold Co will buy back coins if I keep the coins for at least 3 years. Basically, I am guaranteed that I will be able to sell them for top market pricing.” – [Google Customer Review circa 2023](#)

Cat. 3. #516.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

4.9 ★★★★★ 3,322 reviews ⓘ

[Write a review](#)

**Debbie Davis**
2 reviews · 2 photos

★★★★★ 2 years ago

The setting up and transfer into my precious metals IRA couldn't have been easier. There is no public catalog of available items with prices included. This would allow for more transparency and leisurely shopping. In addition, the free silver that they are advertising is only available if you purchase "premium silver or gold products." That could be stated more clearly. The company is very professional and confirmed my purchases almost immediately. Overall, a good experience.

 Hover to react 

**Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“The setting up and transfer into my precious metals IRA couldn't have been easier. There is no public catalog of available items with prices included. This would allow for more transparency and leisurely shopping. In addition, the free silver that they are advertising is only available if you purchase "premium silver or gold products." That could be stated more clearly. The company is very professional and confirmed my purchases almost immediately. Overall, a good experience.” – [Google Customer Review circa 2023](#)

downloaded 2026/01/06

Goldco Direct, LLC

[Write a review](#)

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

4.9 ★★★★★ 3,322 reviews ⓘ



Tami Taylor

Local Guide · 7 reviews · 29 photos

★★★★★ Edited 2 years ago

UPDATE 06/01/23

STILL NO RESOLUTION

NO CALL BACK

NOTHING

WHERE IS OUR GOLD???

WHERE IS OUR SILVER???

WHERE IS OUR MONEY???

UPDATE, 05/18/23. They still have NOT resolved ALL our issue.

Calls were made the day after my post went up, but again they dropped us. As of 05/19/23 it will be 2 weeks since they responded. We have not heard anything since!

We would appreciate a response and resolution!

DO NOT use this company. BUYER BEWARE!!

After numerous great sales pitch we decided to move our money over. They have dropped us like a hot potato. We still have not received our receipt, our confirmation of the CORRECT amount of gold or silver. The email they sent us said we purchased 1 oz of gold, plus a \$5 dollar chip. They have 68 thousand dollars of our money and we have 1 oz, of gold (supposedly put in a depository in Delaware, no proof) that's only the 1 oz, we purchased ALOT more .

We have requested numerous times to be contacted to correct this and have not heard anything back. This company is showing to be fraud!! Don't do it!!



7



Goldco Direct, LLC (Owner)

2 years ago

We apologize for the experience you had. As you can see from the 1000s of 5-Star reviews we have, this isn't how we handle our customers. We appreciate you taking the time to write a review and share additional feedback with our Customer Care team. All reviews help us improve our business practices and policies.

“UPDATE 06/01/23
STILL NO RESOLUTION
NO CALL BACK
NOTHING
WHERE IS OUR GOLD???
WHERE IS OUR SILVER???
WHERE IS OUR MONEY???

UPDATE, 05/18/23. They still have NOT resolved ALL our issue.
Calls were made the day after my post went up, but again they dropped us. As of 05/19/23 it will be 2 weeks since they responded. We have not heard anything since!

We would appreciate a response and resolution!

DO NOT use this company. BUYER BEWARE!!

After numerous great sales pitch we decided to move our money over. They have dropped us like a hot potato. We still have not received our receipt, our confirmation of the CORRECT amount of gold or silver. The email they sent us said we purchased 1 oz of gold, plus a \$5 dollar chip. They have 68 thousand dollars of our money and we have 1 oz, of gold (supposedly put in a depository in Delaware, no proof) that's only the 1 oz, we purchased ALOT more .

We have requested numerous times to be contacted to correct this and have not heard anything back.

This company is showing to be fraud!! Don't do it!!

” – [Google Customer Review circa January 2024](#)

Cat. 3. #555.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews

i



Tammy Swank-Byers

3 reviews

⋮

★☆☆☆☆

Edited 2 years ago

Goldco will take over half of what you invest in their own greed for profits. By charging you whatever amount they choose for their “product “ they legally can do this. You won’t see quantity or price until after you sign contracts. If your state has a buyer’s remorse law you may have 3 business days to get out of your agreement. Cancelled check.



10





Goldco Direct, LLC (Owner)

2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Goldco will take over half of what you invest in their own greed for profits. By charging you whatever amount they choose for their “product “ they legally can do this. You won’t see quantity or price until after you sign contracts. If your state has a buyer’s remorse law you may have 3 business days to get out of your agreement. Cancelled check.” – [Google Customer Review circa January 2024](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Kenneth Hudson

Local Guide · 35 reviews · 14 photos

⋮

★★★★★

2 years ago

Great customer service and provided alot of information to customers. I would like to point out that these professionals should provide purchasing details for investment in metals. I actually had sticker shock like when I was buying a new car. After speaking with the account representative, he clarified the purchasing details of these metals for my IRA account. I was under the impression I was purchasing metals at or near the "spot" value, which is not true. Good information that first time investors should be aware of when buying into this market.

 Hover to react





Goldco Direct, LLC (Owner)

2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Great customer service and provided alot of information to customers. I would like to point out that these professionals should provide purchasing details for investment in metals. I actually had sticker shock like when I was buying a new car. After speaking with the account representative, he clarified the purchasing details of these metals for my IRA account. I was under the impression I was purchasing metals at or near the "spot" value, which is not true. Good information that first time investors should be aware of when buying into this market.” – [Google Customer Review circa January 2024](#)

Cat. 3. #590.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

J

Jude Shea

2 reviews

★★★★★

2 years ago

Very user friendly and responsive staff, including David McFarlane, Frank Fuller, and Salma Alkotob. Before settling on Goldco, I researched several other precious metal firms . . . Goldco had the best deal, including the 10% free silver.

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“Very user friendly and responsive staff, including David McFarlane, Frank Fuller, and Salma Alkotob. Before settling on Goldco, I researched several other precious metal firms . . . Goldco had the best deal, including the 10% free silver.” – [Google Customer Review circa January 2024](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



Cheryl Benefield

9 reviews



★★★★★ 2 years ago

I would advise anyone considering this company to be very cautious. Their representatives will be so kind and friendly while they are trying to earn your business. They will tell you your obligations and what you should pay for their services and their third party company obligations. Then once you sign up and have an issue with the prices you were told they are rude, do not return your calls or e-mails, they do not help resolve the issue and tell you that you need to contact the third party company they connected you with. I was overcharged what I was told I would be charged for fees. Either the representative was not honest with me about the fees or the other company was dishonest. I was left on my own to resolve the issue as they cut off all communication with me to resolve the issue. This is pathetic customer service. This is unacceptable and a despicable way to treat a customer. I am sorry I ever listened to someone who recommended this company. It is one of the worst mistakes of my life. I am praying this review will help someone else from having to go through these devious tactics and having money taken from me that I was not told I would have to pay or agreeing to. Just beware if you decide to consider this company.



7



Goldco Direct, LLC (Owner)

2 years ago

We apologize for the experience you had and appreciate you taking the time to write a review and share additional feedback with our Customer Care team. All reviews help us improve our business practices and policies.

“I would advise anyone considering this company to be very cautious. Their representatives will be so kind and friendly while they are trying to earn your business. They will tell you your obligations and what you should pay for their services and their third party company obligations. Then once you sign up and have an issue with the prices you were told they are rude, do not return your calls or e-mails, they do not help resolve the issue and tell you that you need to contact the third party company they connected you with. I was overcharged what I was told I would be charged for fees. Either the representative was not honest with me about the fees or the other company was dishonest. I was left on my own to resolve the issue as they cut off all communication with me to resolve the issue. This is pathetic customer service. This is unacceptable and a despicable way to treat a customer. I am sorry I ever listened to someone who recommended this company. It is one of the worst mistakes of my life. I am praying this review will help someone else from having to go through these devious tactics and having money taken from me that I was not told I would have to pay or agreeing to. Just beware if you decide to consider this company.” – [Google Customer Review circa January 2024](#)

Cat. 3. #612.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Christine Conde

4 reviews

⋮

★★★★★ 2 years ago

Brian and Jordan were great in helping me in opening an account, transferring my old IRA and purchasing the precious metals. I love the fact that if I ever decide to sell any or all my metals, Goldco will give me top price for them. I recommend Goldco to anyone wanting to purchase precious metals.

 Hover to react 



Goldco Direct, LLC (Owner)

2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

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– [Google Customer Review circa February 2024](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

D

David Green

2 reviews

⋮

★★★★★ 2 years ago

In the first week of May I purchased a couple hundred gold and silver coins. I hope I never need to sell them but I know that if the dollar goes crazy and banks fail, they will be accepted for the value of the metal, They arrived packaged well and as scheduled. A pleasant experience and I highly recommend them.

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

2 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Greg Stetzel DC

2 reviews · 7 photos

⋮

★★★★★ 2 years ago

After completing my due diligence and deciding which company would be best for me, I chose Goldco. The sales executive, Lou Amaya was very patient with me and gave me the time and the space I needed to decide which metals were best for me. He encouraged me to take my time and be sure about what I chose to purchase. He also assured me that Goldco was a leader in the industry because they beat most of the others in pricing and a guaranteed buy back program if I ever decided to sell. I'm happy with my decision to purchase through Goldco and look forward to a solid relationship in the future.



Hover to react



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Cat. 3. #681.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Lynn Thomas**
6 reviews

★★★★★ Edited 2 years ago

Rad Brdar of Goldco has again exceeded my expectations in my precious metal shopping. Goldco hands down provides the most secure, best priced market place for me. Wow...transparency isn't just a talking point with Goldco... it's how they truly do conduct their business! Need Gold or Silver, Goldco, enough said!

 Hover to react 

**Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Rad Brdar of Goldco has again exceeded my expectations in my precious metal shopping. Goldco hands down provides the most secure, best priced market place for me. Wow...transparency isn't just a talking point with Goldco... it's how they truly do conduct their business! Need Gold or Silver, Goldco, enough said!” – [Google Customer Review circa February 2024](#)

Cat. 3. #713.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Francisco E Lujan**
2 reviews

★☆☆☆☆ 2 years ago

I purchased \$140k of gold in July 2022 and in March 2023 my value in the investment is \$80K, when gold value has not dropped!!! scammers

   9 

“I purchased \$140k of gold in July 2022 and in March 2023 my value in the investment is \$80K, when gold value has not dropped!!! scammers” – [Google Customer Review circa March 2024](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Rick Schmidt**

Local Guide · 8 reviews

★☆☆☆☆ 2 years ago

Buyer beware. I ordered precious metals and they took my money in early April after several months I kept calling to check on my order. Only got voice mail left number and when they got back to me, same tune it may take 12 weeks. Which brings up the question if you have to pay for your stuff the day of, what do they do with your money during that time? Finally after 12 weeks they told me that they sent my package. I did not get an email saying that it was coming. They sent it during a time I was on vacation. UPS could not deliver it so it got sent back. I called several times to get resolution, eventually the package got sent out in July and it did not contain my full order. 20 items were ordered I only received 3. So I called my account manager customer service after several weeks they told me to submit a police report, if I wanted any resolution. During this process no one in customer service returned my calls. I was supposed to get a call from a manager, never happened. I finally submitted a claim with UPS. That got the ball rolling. Apparently the package was insured and I needed to provide everything to prove I did not receive the correct amount. That took several weeks I called everyday only to get voice mails. Occasionally my account manager would return my call only to say it's still under investigation. Finally I got in touch with UPS and they told me they were waiting for the invoice from the shipper and as soon as they get that the claim will be approved. Another week goes by me calling everyday. I then submitted a BBB claim. The next day I got a call from my account manager to tell me the claim is approved. He asked if I want to reorder or refund. Of course I said refund. Then they made me put an order in for the silver I had already received and paid for. So I'm not sure if they got a check from the insurance for the full amount and took the money out or they only got the amount of the actual items missing. I finally got a refund in August. The BBB claim was closed saying Goldco was sorry the refund took longer than I thought it would. What I would like everyone to know nothing would have happened if I left it up to Goldco. I had to initiate everything, I had to get answers and drive the resolution myself. During this process not one single customer service or management person returned my calls. My account manager did return calls but he only provided lip service. The only reason in my opinion I got anything was the BBB claim I submitted, made them have to act. The fact that my package got broken into and insurance paid for the loss, makes me wonder who got over \$9000 of precious metals! Buyer beware!



9



“Buyer beware. I ordered precious metals and they took my money in early April after several months I kept calling to check on my order. Only got voice mail left number and when they got back to me, same tune it may take 12 weeks. Which brings up the question if you have to pay for your stuff the day of, what do they do with your money during that time? Finally after 12 weeks they told me that they sent my package. I did not get an email saying that it was coming. They sent it during a time I was on vacation. UPS could not deliver it so it got sent back. I called several times to get resolution, eventually the package got sent out in July and it did not contain my full order. 20 items were ordered I only received 3. So I called my account manager customer service after several weeks they told me to submit a police report, if I wanted any resolution. During this process no one in customer service returned my calls. I was supposed to get a call from a manager, never happened. I finally submitted a claim with UPS. That got the ball rolling. Apparently the package was insured and I needed to provide everything to prove I did not receive the correct amount. That took several weeks I called everyday only to get voice mails. Occasionally my account manager would return my call only to say it's still under investigation. Finally I got in touch with UPS and they told me they were waiting for the invoice from the shipper and as soon as they get that the claim will be approved. Another week goes by me calling everyday. I then submitted a BBB claim. The next day I got a call from my account manager to tell me the claim is approved. He asked if I want to reorder or refund. Of course I said refund. Then they made me put an order in for the silver I had already received and paid for. So I'm not sure if they got a check from the insurance for the full amount and took the money out or they only got the amount of the actual items missing. I finally got a refund in August. The BBB claim was closed saying Goldco was sorry the refund took longer than I thought it would. What I would like everyone to know nothing would have happened if I left it up to Goldco. I had to initiate everything, I had to get answers and drive the resolution myself. During this process not one single customer service or management person returned my calls. My account manager did return calls but he only provided lip service. The only reason in my opinion I got anything was the BBB claim I submitted, made them have to act. The fact that my package got broken into and insurance paid for the loss, makes me wonder who got over \$9000 of precious metals! Buyer beware! ” – [Google Customer Review circa March 2024](#)

Cat. 3. #739.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Marcia Mullinix**
4 reviews

⋮

★★★★★ 2 years ago

My purchase from Goldco was very informative and professional. Goldco is one of the few (if not only one) who gives you 5% bonus with your purchase.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“My purchase from Goldco was very informative and professional. Goldco is one of the few (if not only one) who gives you 5% bonus with your purchase.” – [Google Customer Review circa March 2024](#)

Cat. 3. #741.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

4.9 ★★★★★ 3,322 reviews ⓘ

 **Larry Lyons**
Local Guide · 15 reviews

★★★★★ 2 years ago

I became interested in converting my traditional US Dollar IRA's into a precious metals IRA. I had seen other companies advertising precious metals but they had typical spokesmen on TV pushing their products. I saw an add for GOLDCO and requested the information package they offered. It came with an insert from Sean Hannity recommending GOLDCO. I trust Hannity and I selected GOLDCO as the company for my precious metals IRA. The process is slow but steady. The conversion of my 3 IRA's into US Dollars and having a check mailed to Equity Trust took time for all transactions to "clear" and the checks mailed.

I have now just received the notification of the Gold and Silver I have just brought. The recommendations from Mr. Hubbard at GOLDCO were spot on and have been able to purchase Silver coins at a bargain price. The extra Silver coins I was GIVEN by GOLDCO for using their services more than compensated for any losses due to the liquidation of stock in my old IRAs.

GOLDCO has an excellent team and I highly recommend them to anyone looking to transfer US Dollars into Gold and Silver or move \$USD IRAs into Gold/Silver IRA's.

 Hover to react 

"I became interested in converting my traditional US Dollar IRA's into a precious metals IRA. I had seen other companies advertising precious metals but they had typical spokesmen on TV pushing their products. I saw an add for GOLDCO and requested the information package they offered. It came with an insert from Sean Hannity recommending GOLDCO. I trust Hannity and I selected GOLDCO as the company for my precious metals IRA. The process is slow but steady. The conversion of my 3 IRA's into US Dollars and having a check mailed to Equity Trust took time for all transactions to "clear" and the checks mailed.

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Cat. 3. #776.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**angie donaldson**
3 reviews

⋮

★★★★★ 2 years ago

Zero STARS This is NOT a customer first company. @seanhannity @stewperers

I heard about GOLDCO from you and transferred a portion of my IRA to metals through GOLDCO. I feel swindled of almost half of my investment due to Arthur's recommendation to purchase nonbullion metals, for which they get an enormous commission(which I later read in their paperwork that they don't recommend that...so they just verbally tell you one thing then cover themselves in fine print that you may have an opportunity to see after the fact). To basically take half of a nurses hard earned income is terrible. Also, they are Johnny on the spot with communication when in the process of purchasing, but afterword it can take forever to get a response. Couldn't be more disappointed with GOLDCO!

👍🏻❤️ 7 📄

**Goldco Direct, LLC (Owner)**
2 years ago

We apologize for the experience you had. Our records indicate that management has been in touch with you and is working to address your concerns. Also, thank you for taking the time to write a review. All reviews help us improve our business practices and policies.

“Zero STARS This is NOT a customer first company. @seanhannity @stewperers I heard about GOLDCO from you and transferred a portion of my IRA to metals through GOLDCO. I feel swindled of almost half of my investment due to Arthur's recommendation to purchase nonbullion metals, for which they get an enormous commission(which I later read in their paperwork that they don't recommend that...so they just verbally tell you one thing then cover themselves in fine print that you may have an opportunity to see after the fact). To basically take half of a nurses hard earned income is terrible. Also, they are Johnny on the spot with communication when in the process of purchasing, but afterword it can take forever to get a response. Couldn't be more disappointed with GOLDCO!” – [Google Customer Review circa April 2024](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Marvin Dean**
7 reviews

★★★★★ 2 years ago

Overall a good experience but I do have a couple of suggestions which would have smoothed the process.

1. Promotions that are advertised are for certain types of gold assets invested in only, if you want to invest in bullion or full ounce gold coins those are considered outside of the investments that qualify for the promotions. If you want the promotional items promised, you have to invest in 1/4 ounce gold products or other types of non premium products. This was not explained to me until the time came to invest. I wish their website was more upfront on the types of investments, costs, so that I was better prepared when the associate called me to make the investments.
2. There was a little up front unclear communication regarding fees. As I was switched from one customer rep to another the story on fees differed.

“Overall a good experience but I do have a couple of suggestions which would have smoothed the process.

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2. There was a little up front unclear communication regarding fees. As I was switched from one customer rep to another the story on fees differed.” – [Google Customer Review circa May 2024](#)

Cat. 3. #910.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**John Harris**
7 reviews

⋮

★☆☆☆☆ Edited 2 years ago

edit

I would have been better off cashing in my 401K and buying physical gold instead of transferring to Goldco IRA. Unless the price of gold and silver goes off the charts, I won't see any benefit. I lost 61% of the value of my 401K Do your homework better than I did.

Goldco helped me set up my precious metals IRA; David and his team were professional and efficient. David answered all my questions throughout the process. There was no pressure. Thanks David and thanks Goldco.

♡ 🙏❤️ 8 📌

**Goldco Direct, LLC (Owner)**
2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“***edit***

I would have been better off cashing in my 401K and buying physical gold instead of transferring to Goldco IRA. Unless the price of gold and silver goes off the charts, I won't see any benefit. I lost 61% of the value of my 401K Do your homework better than I did.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Shelly May
Local Guide · 102 reviews · 57 photos

⋮

★★★★★ 2 years ago

Their add if I have \$25k savings could get \$10k in free silver. Called need at least \$100k investment to get that!!! ..Man started out nice but when I I stated add was misleading and a hook he started actually yelling over the phone at me.To me could means I met the requirement just more things to do.But in reality with only \$25 i would never be able to get the \$10k bonus. \$25k is minimum investment and you only get 1/2 oz silver coin. ..I requested to speak to a supervisor he said no he is supervisor besides I called him (add said too call to get the coin) He kept yelling! Said it wasnt their add..Asking if I wanted to invest or not.. If I could have spoken to a nicer person I might have invested but he needs not answer the phone😞

♡ 🙏❤️ 8 ↗



Goldco Direct, LLC (Owner)
2 years ago

We are sorry to hear that the service you received was not up to par and would like to hear more about your experience. Unfortunately, in searching our records, we have been unable to locate/reach you. If we can be of further assistance, please contact us at (855) 472-8494.

“Their add if I have \$25k savings could get \$10k in free silver. Called need at least \$100k investment to get that!!! ..Man started out nice but when I I stated add was misleading and a hook he started actually yelling over the phone at me.To me could means I met the requirement just more things to do.But in reality with only \$25 i would never be able to get the \$10k bonus. \$25k is minimum investment and you only get 1/2 oz silver coin. ..I requested to speak to a supervisor he said no he is supervisor besides I called him (add said too call to get the coin) He kept yelling! Said it wasnt their add..Asking if I wanted to invest or not.. If I could have spoken to a nicer person I might have invested but he needs not answer the phone” – [Google Customer Review circa May 2024](#)

Cat. 3. #952.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

A

Anthony Paranzino

2 reviews

⋮

★★★★★ 2 years ago

Goldco made the process of moving money from a traditional IRA to a metals IRA seamless. In times like this, getting a 10% bonus, well that blew away the intrests rates I've gotton from any banks, over the past years. I'll probably be a returning customer.

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Goldco made the process of moving money from a traditional IRA to a metals IRA seamless. In times like this, getting a 10% bonus, well that blew away the intrests rates I've gotton from any banks, over the past years. I'll probably be a returning customer.” – [Google Customer Review circa June 2024](#)

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



Rolando Avina

7 reviews

★☆☆☆☆ 2 years ago

I had an extremely negative experience a few months ago with the transfer of my 401k. I trusted them with my money because Candace Owens was advertising them, so I didn't think anything could go wrong. The initial call and support they provided with transferring my 401k was good, and smooth. However, when they had my money, my sales executive, Tyler, was so aggressive, and deceiving. I noticed the prices of metals were so hyped from market prices, which I couldn't understand why. He was flustered with me because I didn't understand the prices, he only gave two options for silver Eagles and an obscure Bulgarian coin I never heard of it. He put me in a corner to pick the Bulgarian coin because it was best for the government not to have control with a serial number - the whole experience was so uncomfortable and intimidating. I wanted the eagles because the premium would equate to \$12 - 15 dollars above market price, so I could get way more for my money. However, he was so upset that I ended up taking a coin that I never heard of, and I didn't want. After this experience I asked through a survey and a customer service call to have a manager call me because I can't make peace with this transaction with money that took me hard work to earn. To this date I had not received an answer or a call from anyone. Instead I received a statement telling me that I lost 66% of the value of my money due to the fictitious price they put on that premium coin I can't even find in google. Tyler mentioned Candace Owens name many times to regain my trust, and I can't believe that Candace would back-up an organization that takes advantage of individuals retirements earnings like this. This is my last attempt to get someone to call me before I seek legal advise. I hope this testimonial helps anyone in the middle of rolling your 401K please research and make sure all your questions are answered before transferring them your hard earned money. Thank you!



13



Goldco Direct, LLC (Owner)

2 years ago

We apologize for the experience you had. As you can see from the 1000s of 5-star reviews we have, this isn't how we handle our customers. We appreciate you taking the time to write a review and share additional feedback with our Customer Care team. All reviews help us improve our business practices and policies.

“I had an extremely negative experience a few months ago with the transfer of my 401k. I trusted them with my money because Candace Owens was advertising them, so I didn't think anything could go wrong. The initial call and support they provided with transferring my 401k was good, and smooth. However, when they had my money, my sales executive, Tyler, was so aggressive, and deceiving. I noticed the prices of metals were so hyped from market prices, which I couldn't understand why. He was flustered with me because I didn't understand the prices, he only gave two options for silver Eagles and an obscure Bulgarian coin I never heard of it. He put me in a corner to pick the Bulgarian coin because it was best for the government not to have control with a serial number - the whole experience was so uncomfortable and intimidating. I wanted the eagles because the premium would equate to \$12 - 15 dollars above market price, so I could get way more for my money. However, he was so upset that I ended up taking a coin that I never heard of, and I didn't want. After this experience I asked through a survey and a customer service call to have a manager call me because I can't make peace with this transaction with money that took me hard work to earn. To this date I had not received an answer or a call from anyone. Instead I received a statement telling me that I lost 66% of the value of my money due to the fictitious price they put on that premium coin I can't even find in google. Tyler mentioned Candace Owens name many times to regain my trust, and I can't believe that Candace would back-up an organization that takes advantage of individuals retirements earnings like this. This is my last attempt to get someone to call me before I seek legal advise. I hope this testimonial helps anyone in the middle of rolling your 401K please research and make sure all your questions are answered before transferring them your hard earned money. Thank you! ” – [Google Customer Review circa June 2024](#)

Cat. 3. #997.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



Sandee Sutphin
5 reviews

★★★★★ 2 years ago

I am very happy with the advice rendered by my Goldco advisor, Frank Perla, as although some of his advice would have meant his making less of a commission/sale, he was honest in every way. His integrity shown through.

 Hover to react 



Goldco Direct, LLC (Owner)
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“I am very happy with the advice rendered by my Goldco advisor, Frank Perla, as although some of his advice would have meant his making less of a commission/sale, he was honest in every way. His integrity shown through.” – [Google Customer Review circa June 2024](#)

Cat. 3. #998.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Marilyn Farkas**
2 reviews

⋮

^

★★★★★ 2 years ago

Initial Q&A I had were answered in a most respectful and professional manner by David Winter and staff. The transactions were followed up in a timely manner with Goldco and Equity Trust. However, I am awaiting confirmation of my Check # 5049 in the amount of \$300.00 address to Equity Trust towards fees to offset my balance of \$50,000.00 not what is stated. Has it been corrected?

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Initial Q&A I had were answered in a most respectful and professional manner by David Winter and staff. The transactions were followed up in a timely manner with Goldco and Equity Trust. However, I am awaiting confirmation of my Check # 5049 in the amount of \$300.00 address to Equity Trust towards fees to offset my balance of \$50,000.00 not what is stated. Has it been corrected?” – [Google Customer Review circa June 2024](#)

Cat. 3. #1008.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Michael Duke**
6 reviews

★★★★★ 2 years ago

Initial investment of premium coins made me nervous. Goldco very professional and helpful liquidating my premium coins and helping me reinvest in bullion and US coins.
Transfer was much less than I expected it to be.
I will be with GOLDCO for the long run!

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Initial investment of premium coins made me nervous. Goldco very professional and helpful liquidating my premium coins and helping me reinvest in bullion and US coins.
Transfer was much less than I expected it to be.
I will be with GOLDCO for the long run!” – [Google Customer Review circa July 2024](#)

Cat. 3. #1015.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

4.9 ★★★★★ 3,322 reviews ⓘ

Gerald Muehl
6 reviews

★★★★★ 2 years ago

Asked for review before got coin. Have gotten and they look great.

Hover to react

Goldco Direct, LLC (Owner)
2 years ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Asked for review before got coin. Have gotten and they look great.” – [Google Customer Review circa July 2024](#)

Cat. 3. #1049.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

J

John Sierra

3 reviews

⋮

★☆☆☆☆

a year ago

My \$100,000 401K investment turned into \$55,000 in 3 months. The markup on the metals is such that you cannot make any type of profit.

♡

🙏❤️

8

🔗

Goldco Direct, LLC (Owner)

a year ago

We apologize for the experience you had. As you can see from the 1000s of 5-star reviews we have, this isn't how we handle our customers. We appreciate you taking the time to write a review and allowing our Customer Care team the opportunity to assist in resolving your concerns.

“My \$100,000 401K investment turned into \$55,000 in 3 months. The markup on the metals is such that you cannot make any type of profit.” – [Google Customer Review circa July 2024](#)

Cat. 3. #1191.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

C

Connie Morgan

1 review

⋮

↑

★★★★★

a year ago

Explained all my questions in detail. I felt very comfortable going into this purchase of silver. Also clarified why statements would reflect the the raw ore price vs the future index price. Goldco account reps were very knowledgeable in this silver and gold business.

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

a year ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Explained all my questions in detail. I felt very comfortable going into this purchase of silver. Also clarified why statements would reflect the the raw ore price vs the future index price. Goldco account reps were very knowledgeable in this silver and gold business.” – [Google Customer Review circa September 2024](#)

Cat. 3. #1198.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9

★★★★★ 3,322 reviews ⓘ



John Tracey
5 reviews · 2 photos

★★★★☆ a year ago

Advertising is misleading. You have to buy “qualified” metals, e.g. higher margin metals, to get the “bonus”. First salesman did not mention the “qualification” and gave us prices for other , lower cost products. Second salesman, corrected the first.

Secondly, we advised that we were going to be out of town and any delivery of product needed to be made after we returned. They sent part of the order anyway, and had a fictitious person sign-off on the delivery. That was a lot of money sitting on our front porch that could have easily been picked up by anyone.

Finally, the delivery of the additional product(the “qualified” portion) has still not been delivered after 4 weeks from purchase date.

So, my advice is to talk to more than one provider so you understand costs, redemption process, and delivery conditions

Hover to react



Goldco Direct, LLC (Owner)
a year ago

John, we apologize for your experience and have passed your feedback along to our Sales Team. A member of our Customer Care Team has been trying to contact you to learn more about your experience. If we can be of further assistance, or if you have additional feedback to share, please don't hesitate to contact us at (855) 472-8494.

“Advertising is misleading. You have to buy “qualified” metals, e.g. higher margin metals, to get the “bonus”. First salesman did not mention the “qualification” and gave us prices for other , lower cost products. Second salesman, corrected the first.

Secondly, we advised that we were going to be out of town and any delivery of product needed to be made after we returned. They sent part of the order anyway, and had a fictitious person sign-off on the delivery. That was a lot of money sitting on our front porch that could have easily been picked up by anyone.

Finally, the delivery of the additional product(the “qualified” portion) has still not been delivered after 4 weeks from purchase date.

So, my advice is to talk to more than one provider so you understand costs, redemption process, and delivery conditions” – [Google Customer Review circa September 2024](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

L

Leilani Santos

2 reviews

⋮

★★★★★

a year ago

Best honest experience with Goldco. Darwin, the senior account executive at Goldco was informative, professional and made it easy to understand in order to make our financial decision. He answered our questions and sent us more information to understand how to read the statements. We are very satisfied and recommend that you consider Goldco. We are seeing the payoff already!

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

a year ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Best honest experience with Goldco. Darwin, the senior account executive at Goldco was informative, professional and made it easy to understand in order to make our financial decision. He answered our questions and sent us more information to understand how to read the statements. We are very satisfied and recommend that you consider Goldco. We are seeing the payoff already!” – [Google Customer Review circa October 2024](#)

Cat. 3. #1341.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

4.9 ★★★★★ 3,322 reviews ⓘ

 **Rudolfo Hernandez**
14 reviews · 1 photo

★☆☆☆☆ a year ago

Buyer beware. If I could give zero stars, I would. This company talks a big game, but they simply don't deliver. They will sell you gold that is mostly worthless to any reputable distributor. I checked with seven other distributors to try to liquidate my metals from my custodian and none would buy it from me. All said that Goldco sells metals that aren't of acceptable quality to most. Additionally, Goldco will stress up front that a buy back spread of 7-21% will be applied to any liquidation of your precious metals. I'll tell you from personal experience that the spread is randomly applied and it will without a doubt be 21%. I had to forfeit two years of returns to them in order to liquidate 65k of gold and silver. I got zero return on my 50k. Also, the custodian of your metals levies a steep annual rate to house your metals and will also hit you for commissions, shipping costs and liquidation fees if/when you liquidate. The custodian, Equity Trust, told me that they have more trusted distributors other than Goldco as part of their lineup. I believe if Hannity knew how unscrupulous Goldco is, he likely wouldn't associate himself with them. Pleas take heed of my words.

   12 

“Buyer beware. If I could give zero stars, I would. This company talks a big game, but they simply don't deliver. They will sell you gold that is mostly worthless to any reputable distributor. I checked with seven other distributors to try to liquidate my metals from my custodian and none would buy it from me. All said that Goldco sells metals that aren't of acceptable quality to most. Additionally, Goldco will stress up front that a buy back spread of 7-21% will be applied to any liquidation of your precious metals. I'll tell you from personal experience that the spread is randomly applied and it will without a doubt be 21%. I had to forfeit two years of returns to them in order to liquidate 65k of gold and silver. I got zero return on my 50k. Also, the custodian of your metals levies a steep annual rate to house your metals and will also hit you for commissions, shipping costs and liquidation fees if/when you liquidate. The custodian, Equity Trust, told me that they have more trusted distributors other than Goldco as part of their lineup. I believe if Hannity knew how unscrupulous Goldco is, he likely wouldn't associate himself with them. Pleas take heed of my words.” – [Google Customer Review circa November 2024](#)

Cat. 3. #1342.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

4.9 ★★★★★ 3,322 reviews ⓘ

**Mark Zellner**
6 reviews

★★★★★ a year ago

Always professional. Very easy to deal with for IRA and 401K retirement accounts. Purchasing and selling both a breeze.

 Hover to react 

**Goldco Direct, LLC (Owner)**
a year ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Always professional. Very easy to deal with for IRA and 401K retirement accounts. Purchasing and selling both a breeze.” – [Google Customer Review circa November 2024](#)

Cat. 3. #1348.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

R

Rick m

9 reviews

★☆☆☆☆

a year ago

I have to give GoldCo a poor rating. I rolled over my 401k into precious metals with them a little over a year ago and am very displeased with them: 1st of all the gold and or silver they sell you is more than twice the amount of current spot price, so your investment loses more than half of its value from the start. 2nd, if you choose to go with 4 digit purity rating of .9999 fine, the price is jacked up an even more unfair amount, which incidentally isn't significantly worth any more money than a 3 digit purity rating .999 fine. 3rd, you will be charged approximately \$170 annually from Equity Institutional for them to store your precious metals and as if that weren't enough, you will be nicked and dined an additional \$60 per year to receive a quarterly statement by paper.

I consider their business a racket and would suggest anyone considering it to buy their precious metal at a broker after comparing between several and storing it your self at your local bank in a safety deposit box, because with this company I believe you will lose about 60% of your hard earned savings and if your investment doesn't at least double from what they charged you in the beginning you won't break even and will have even lost money. It may not be illegal what they do, but it sure as h*** isn't ethical. That just seems to be the business world we live in today.

"I have to give GoldCo a poor rating. I rolled over my 401k into precious metals with them a little over a year ago and am very displeased with them: 1st of all the gold and or silver they sell you is more than twice the amount of current spot price, so your investment loses more than half of its value from the start. 2nd, if you choose to go with 4 digit purity rating of .9999 fine, the price is jacked up an even more unfair amount, which incidentally isn't significantly worth any more money than a 3 digit purity rating .999 fine. 3rd, you will be charged approximately \$170 annually from Equity Institutional for them to store your precious metals and as if that weren't enough, you will be nicked and dined an additional \$60 per year to receive a quarterly statement by paper.

I consider their business a racket and would suggest anyone considering it to buy their precious metal at a broker after comparing between several and storing it your self at your local bank in a safety deposit box, because with this company I believe you will lose about 60% of your hard earned savings and if your investment doesn't at least double from what they charged you in the beginning you won't break even and will have even lost money. It may not be illegal what they do, but it sure as h*** isn't ethical. That just seems to be the business world we live in today." – [Google Customer Review circa November 2024](#)

Cat. 3. #1359.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

B

Bruce Hennig

1 review

⋮

★★★★★ a year ago

We dealt with four people at Goldco and all were prompt, knowledgeable, and professional. For an IRA rollover you will work first with a person who handles general tasks, then a precious metals expert who helps you define your purchase, then someone who guides you with the transfer of funds from paper money to real tangible assets, and lastly the finalization of the purchase. Most importantly we are very happy with prices we paid for several versions of gold and silver coins. We could not recommend Goldco more highly and will likely do business with them in the future.

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“We dealt with four people at Goldco and all were prompt, knowledgeable, and professional. For an IRA rollover you will work first with a person who handles general tasks, then a precious metals expert who helps you define your purchase, then someone who guides you with the transfer of funds from paper money to real tangible assets, and lastly the finalization of the purchase. Most importantly we are very happy with prices we paid for several versions of gold and silver coins. We could not recommend Goldco more highly and will likely do business with them in the future.” – [Google Customer Review](#) circa November 2024

Cat. 3. #1363.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

4.9 ★★★★★ 3,322 reviews ⓘ

**john franz**
4 reviews

★★★★★ a year ago

Lou made my set-up and purchase easy and efficient. Fees are reasonable so highly recommend Goldco for your Gold and Silver IRA.

 Hover to react 

**Goldco Direct, LLC (Owner)**
a year ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Lou made my set-up and purchase easy and efficient. Fees are reasonable so highly recommend Goldco for your Gold and Silver IRA.” – [Google Customer Review circa November 2024](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Big C**
Local Guide · 11 reviews

★★★★★ a year ago

Was looking to get my retirement IRA out of the market. David from Goldco was extremely knowledgeable. Their staff contacted my Current company and made the process seamless. I wasn't aware that your not actually buying spot Price silver or gold. You are actually getting retail mint coins. I was not going to move forward with my transfer. David was patient and explained the future prices of my purchase. I checked the silver oz that I was actually buying and it's selling for far more than what I paid for it. Apparently you can't get spot prices in an IRA. Their promo of 10k in free silver was a bonus.

The fine print is important the day you make the transfer is the day you find this out.

Best way I can think of avoiding the upcoming turmoil associated with THE Great Reset by Klaus Schwab WEF

“Was looking to get my retirement IRA out of the market. David from Goldco was extremely knowledgeable. Their staff contacted my Current company and made the process seamless. I wasn't aware that your not actually buying spot Price silver or gold. You are actually getting retail mint coins. I was not going to move forward with my transfer. David was patient and explained the future prices of my purchase. I checked the silver oz that I was actually buying and it's selling for far more than what I paid for it.

Apparently you can't get spot prices in an IRA. Their promo of 10k in free silver was a bonus. The fine print is important the day you make the transfer is the day you find this out.

Best way I can think of avoiding the upcoming turmoil associated with THE Great Reset by Klaus Schwab WEF” – [Google Customer Review circa November 2024](#)

Cat. 3. #1391.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Gary Sailors

4 reviews

⋮

★★★★★

a year ago

I recently rolled my 401k over to a precious metals IRA with the help of GoldCo. the entire process was surprisingly easy. I completed the entire transaction in 7 calendar days, even over July 4th holiday, from the initiation of the transfer from my 401k, to getting the funds, sending them in a prepaid FedEx envelope, to making my precious metals selections into my IRA. GoldCo walked me through every activity and helped me understand each of my investment options in order to make the best choices for me. Also, the annual storage fees are very reasonable, especially when I looked into what it would cost me to do all this on my own, without GoldCo facilitating everything! I'm very pleased, and now look forward to managing what I do with my IRA going forward. thank you, GoldCo!

“I recently rolled my 401k over to a precious metals IRA with the help of GoldCo. the entire process was surprisingly easy. I completed the entire transaction in 7 calendar days, even over July 4th holiday, from the initiation of the transfer from my 401k, to getting the funds, sending them in a prepaid FedEx envelope, to making my precious metals selections into my IRA. GoldCo walked me through every activity and helped me understand each of my investment options in order to make the best choices for me. Also, the annual storage fees are very reasonable, especially when I looked into what it would cost me to do all this on my own, without GoldCo facilitating everything! I'm very pleased, and now look forward to managing what I do with my IRA going forward. thank you, GoldCo!” – [Google Customer Review circa November 2024](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



James Smith

2 reviews



★☆☆☆☆ a year ago

Don't give your money to this corporation.
There premiums are predatory, and force you to sell back to them.
The promotion silver is a trap.
Buy your metals, and pay to store them locally yourself.

This company is a rip off.
If you pull your money early Goldco will not extend the profits to you for
the spot price going up before 3 years they will pocket your profits.
You will loss thousands if you do business with these people.

Buy physical metal, and stack in a safe place. Stay away from this
corporation.

I lost thousands because of there policies, and I can't take my metal to
recell elsewhere because the stack is so small. They sell each coin for
way more then spot+premium so you can't recell elsewhere.

Do your research
There are other companies that don't have these policies. Get your metal
as close spot as possible, and stay away from these high premium
companies

It's a trap
I lost close to \$50,000 in profits because of there policies.
I won't get that money back



9



“Don't give your money to this corporation.
There premiums are predatory, and force you to sell back to them.
The promotion silver is a trap.
Buy your metals, and pay to store them locally yourself.

This company is a rip off.
If you pull your money early Goldco will not extend the profits to you for the spot price going up before 3 years they will pocket your profits.
You will loss thousands if you do business with these people.

Buy physical metal, and stack in a safe place. Stay away from this corporation.

I lost thousands because of there policies, and I can't take my metal to recell elsewhere because the stack is so small. They sell each coin for way more then spot+premium so you can't recell elsewhere.

Do your research
There are other companies that don't have these policies. Get your metal as close spot as possible, and stay away from these high premium companies

It's a trap
I lost close to \$50,000 in profits because of there policies.
I won't get that money back” – [Google Customer Review circa December 2024](#)

Cat. 3. #1471.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Karl A. Anderson**
3 reviews

★★★★★ a year ago

I became interested last week, and called Goldco up, they were the best, helped me all the way through the process, every step was explained very thoroughly and the process was seamless. With the current economic situation, I feel much more comfortable on owning vaulted gold and silver. Today we made the purchase, it is held in Texas vault. I can cash anytime at gold or silver spot price.
Highly recommend Goldco for their service and ease and their product.
KA Anderson

 Hover to react 

 **Goldco Direct, LLC (Owner)**
a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“I became interested last week, and called Goldco up, they were the best, helped me all the way through the process, every step was explained very thoroughly and the process was seamless. With the current economic situation, I feel much more comfortable on owning vaulted gold and silver. Today we made the purchase, it is held in Texas vault. I can cash anytime at gold or silver spot price. Highly recommend Goldco for their service and ease and their product.
KA Anderson” – [Google Customer Review circa December 2024](#)

Cat. 3. #1473.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

C

craig morehouse

Local Guide · 9 reviews

★★★★★ Edited a year ago

No pressure to buy anything we didn't want, and very helpful with our purchase. Best price I found from reputable companies.
We had such a great experience that we made a second purchase.
Thank you!

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“No pressure to buy anything we didn't want, and very helpful with our purchase. Best price I found from reputable companies.
We had such a great experience that we made a second purchase.
Thank you!” – [Google Customer Review circa December 2024](#)

Cat. 3. #1477.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

A

Andrea Thomas

4 reviews

★★★★★ a year ago

About 2 1/2 years ago I decided to move some funds from my traditional IRA account into precious metals from GOLDCO. The process was seamless and so very easy. The promotion bonus was nice to receive as well. Last week I decided to move funds from the same IRA in to my equity account through GOLDCO. I received another great promotional bonus and the process was again so easy and seamless.

So far, for my initial investment my precious metals are up 35% in the 2 1/2 years. This is my way of protecting myself some from the dropping buying power of the dollar.

I highly recommend this company.

 Hover to react



 Goldco Direct, LLC (Owner)

a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“About 2 1/2 years ago I decided to move some funds from my traditional IRA account into precious metals from GOLDCO. The process was seamless and so very easy. The promotion bonus was nice to receive as well. Last week I decided to move funds from the same IRA in to my equity account through GOLDCO. I received another great promotional bonus and the process was again so easy and seamless. So far, for my initial investment my precious metals are up 35% in the 2 1/2 years. This is my way of protecting myself some from the dropping buying power of the dollar. I highly recommend this company.” – [Google Customer Review circa December 2024](#)

Cat. 3. #1516.

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



Francis Edmunds
9 reviews

★★★★★ a year ago

After 2 years with GoldCo, my faith and trust in my relationship with them has doubled! Tony has always followed through and provided outstanding transparency. In these uncertain times, my relationship with GoldCo is one of the few things I don't have to worry about. Thanks to Tony, Tim and the rest of the team for helping me find an avenue of economic respite.

♡ Hover to react 



Goldco Direct, LLC (Owner)
a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“After 2 years with GoldCo, my faith and trust in my relationship with them has doubled! Tony has always followed through and provided outstanding transparency. In these uncertain times, my relationship with GoldCo is one of the few things I don't have to worry about. Thanks to Tony, Tim and the rest of the team for helping me find an avenue of economic respite.” – [Google Customer Review](#) circa January 2025

Cat. 3. #1553.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

t

t lee

13 reviews · 5 photos

★☆☆☆☆

a year ago

Do not buy silver from them. They will try to sell you these expensive silver coins and you will not recover your money after 3 year. This is a scam, please do not fall for this. There are much better deals out there so do your research before you buy.

♡

❤️🙏 5

📌

“Do not buy silver from them. They will try to sell you these expensive silver coins and you will not recover your money after 3 year. This is a scam, please do not fall for this. There are much better deals out there so do your research before you buy.” – [Google Customer Review circa January 2025](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



Richard E Eaton

2 reviews



★★★★★ a year ago

GOLDCO made it simple to transfer money from an existing traditional IRA (TSP) to the account and purchase of your precious metals. Very easy and fully explained process. GOLDCO at least returned my call vs Lear Capital when requesting information. This is a long-term investment as the markup when you purchase the metals is significant.



Hover to react



Goldco Direct, LLC (Owner)

a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“GOLDCO made it simple to transfer money from an existing traditional IRA (TSP) to the account and purchase of your precious metals. Very easy and fully explained process. GOLDCO at least returned my call vs Lear Capital when requesting information. This is a long-term investment as the markup when you purchase the metals is significant. ” – [Google Customer Review circa January 2025](#)

Cat. 3. #1565.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ



John Havens

1 review



★★★★☆ a year ago

Seemed easy enough. I think their fees are a little high. Higher than recently purchased physical gold from a local dealer. Time will tell if this was a positive move.



Hover to react



“Seemed easy enough. I think their fees are a little high. Higher than recently purchased physical gold from a local dealer. Time will tell if this was a positive move.” – [Google Customer Review circa January 2025](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9 ★★★★★ 3,322 reviews ⓘ

★★★★★ Edited a year ago

Kevin was very helpful. He was knowledgeable and transparent. The only thing that I regretted was putting too much of my assets on premier coins. Sure I got an \$800 bonus but I had to spend almost three times the amount for an ounce of silver. For me it's just not cost-effective I think the premier coins are nice but are better suited for the wealthier investor. I'm just going to have to talk to Kevin as soon as possible and get my order fixed to suit more of my needs. As long as that won't be a problem we're in business.

Update: So I wanted to make a change to my original order and it was handled professionally without any trouble.

♡ Hover to react

🔗

 Goldco Direct, LLC (Owner)
a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Kevin was very helpful. He was knowledgeable and transparent. The only thing that I regretted was putting too much of my assets on premier coins. Sure I got an \$800 bonus but I had to spend almost three times the amount for an ounce of silver. For me it's just not cost-effective I think the premier coins are nice but are better suited for the wealthier investor. I'm just going to have to talk to Kevin as soon as possible and get my order fixed to suit more of my needs. As long as that won't be a problem we're in business.

Update: So I wanted to make a change to my original order and it was handled professionally without any trouble.” – [Google Customer Review circa January 2025](#)

Cat. 3. #1573.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

W

William Lewis

2 reviews

⋮

★★★★☆

a year ago

BUYER BEWARE. This company claims the products they sell have collectible value above and beyond their bullion value. This is not true. In my case, I was charged more than DOUBLE the actual market value of the gold and silver products purchased based on Goldco's claims of "collectible value." Upon investigation with multiple sources, the products I purchased have no such value and in fact are only worth spot price value in their bullion weight. Goldco is a scam. I have filed a claim with the BBB and I will be securing a lawyer to recover my losses under Goldco's false pretenses.

♡

❤️🙏 6

🔗

“BUYER BEWARE. This company claims the products they sell have collectible value above and beyond their bullion value. This is not true. In my case, I was charged more than DOUBLE the actual market value of the gold and silver products purchased based on Goldco's claims of "collectible value." Upon investigation with multiple sources, the products I purchased have no such value and in fact are only worth spot price value in their bullion weight. Goldco is a scam. I have filed a claim with the BBB and I will be securing a lawyer to recover my losses under Goldco's false pretenses.” – [Google Customer Review circa January 2025](#)

Cat. 3. #1616.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Linda Roberts

5 reviews

⋮

★★★★★

a year ago

Past investment has done extremely well = 5+ stars! My rep recently missed several appointments to help me invest a transfer from my IRA and we finally connected today. I like him so it pains me to give less than 5 stars.

♡

Hover to react





Goldco Direct, LLC (Owner)

a year ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Past investment has done extremely well = 5+ stars! My rep recently missed several appointments to help me invest a transfer from my IRA and we finally connected today. I like him so it pains me to give less than 5 stars.” – [Google Customer Review circa February 2025](#)

Cat. 3. #1632.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

z

zina dandy

6 reviews · 4 photos

★★★★★

a year ago

I believe Goldco is an honest company. Our sales rep on the day we placed our order seemed impatient when we asked questions and said we must have not read the contract, which was rude. We also got the impression he wasn't happy with the decision to buy spot priced metals vice the premium metals he quoted. This is the reason for the 4 star vice 5 star review. However, the person that called to confirm our order was very pleasant.

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

a year ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“I believe Goldco is an honest company. Our sales rep on the day we placed our order seemed impatient when we asked questions and said we must have not read the contract, which was rude. We also got the impression he wasn't happy with the decision to buy spot priced metals vice the premium metals he quoted. This is the reason for the 4 star vice 5 star review. However, the person that called to confirm our order was very pleasant.” – [Google Customer Review circa February 2025](#)

Cat. 3. #1636.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Kirk Paul**
1 review

★★★★★ a year ago

Not a bad experience but it was a bit confusing. I hope it all works out the way I expected. Didn't get the weight that I expected but was told this was the better way to go than just buying silver/gold at spot.
Ask lots of questions. JS

 Hover to react 

“Not a bad experience but it was a bit confusing. I hope it all works out the way I expected. Didn't get the weight that I expected but was told this was the better way to go than just buying silver/gold at spot. Ask lots of questions. JS” – [Google Customer Review circa February 2025](#)

Cat. 3. #1658.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Tammi T**
6 reviews · 1 photo

★☆☆☆☆ Edited a year ago

Great quick service! Everyone kept me informed every step of the way.
Edited - pushy sales and promised a safe for leaving a review. 2 years
later I was reminded of this review. Updating now.

♡ ❤️ 2 ↗

 **Goldco Direct, LLC (Owner)**
2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed
working with you, and look forward to working with you for years to
come! Should you need anything from us, please don't hesitate to
reach out anytime.

“Great quick service! Everyone kept me informed every step of the way.
Edited - pushy sales and promised a safe for leaving a review. 2 years later I was reminded of this
review. Updating now.” – [Google Customer Review circa February 2025](#)

Cat. 3. #1661.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

K

KSytle

1 review

★★★★★

a year ago

I spent about 6 months deciding between Goldco and Birch. In the end, I chose Goldco after reading other testimonials regarding their transparent fees and responsive customer service. Two years later, I'm glad I did. They've lived up to their advertised claims.

♡

Hover to react

↑

Goldco Direct, LLC (Owner)

a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“I spent about 6 months deciding between Goldco and Birch. In the end, I chose Goldco after reading other testimonials regarding their transparent fees and responsive customer service. Two years later, I'm glad I did. They've lived up to their advertised claims.” – [Google Customer Review circa February 2025](#)

Cat. 3. #1669.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

D

Diane Tv

Local Guide · 13 reviews

⋮

★★★★★ Edited 11 months ago

WE TAKE THIS BACK! THIS COMPANY DEFRAUDED US BY CHARGING MANYMANYMANY TIMES OVER SPOT PRICE. We are first time buyers. We've had nothing but a great experience. Very professional and personable people, and easy to make the transaction. We're so glad we finally decided to get some gold, and let them store it for us for free.

♡ Hover to react

🔗

Goldco Direct, LLC (Owner)

2 years ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“WE TAKE THIS BACK! THIS COMPANY DEFRAUDED US BY CHARGING MANYMANYMANY TIMES OVER SPOT PRICE. We are first time buyers. We've had nothing but a great experience. Very professional and personable people, and easy to make the transaction. We're so glad we finally decided to get some gold, and let them store it for us for free.” – [Google Customer Review circa March 2025](#)

Cat. 3. #1678.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

 **John Luttman**
Local Guide · 7 reviews · 1 photo

★★★★★ 11 months ago

Goldco was great at walking me through the steps to rollover funds from a standard 401k IRA to a self directed gold IRA. All of the customer service agents were friendly and professional and I feel that I got good value for my investment.

 Hover to react



 **Goldco Direct, LLC (Owner)**
11 months ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Goldco was great at walking me through the steps to rollover funds from a standard 401k IRA to a self directed gold IRA. All of the customer service agents were friendly and professional and I feel that I got good value for my investment.” – [Google Customer Review circa March 2025](#)

Cat. 3. #1700.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews



JSA

Local Guide · 17 reviews

★☆☆☆☆

Edited 11 months ago

Now that I've made my investments, the goldco rep is very vague with me and I don't appreciate it. I now know that I will pay goldco 23% when I move this money. I have 36months and I will go back to a traditional IRA. Don't buy into the goldco scam.

 2 



Goldco Direct, LLC (Owner)

11 months ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“Now that I've made my investments, the goldco rep is very vague with me and I don't appreciate it. I now know that I will pay goldco 23% when I move this money. I have 36months and I will go back to a traditional IRA. Don't buy into the goldco scam.” – [Google Customer Review circa March 2025](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

r

ray niemann

4 reviews

★★★★★ 10 months ago

I was contacted by several precious metals sellers. Most were polite as was Goldco. I evaluated each one and determined that Goldco provided the greatest value in terms of security and cost. The staff at all levels was helpful and answered all of my questions and concerns. They addressed concerns that I would not have thought about previously. I am a happy customer

♡ Hover to react

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👤

Goldco Direct, LLC (Owner)

10 months ago

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“I was contacted by several precious metals sellers. Most were polite as was Goldco. I evaluated each one and determined that Goldco provided the greatest value in terms of security and cost. The staff at all levels was helpful and answered all of my questions and concerns. They addressed concerns that I would not have thought about previously. I am a happy customer” – [Google Customer Review circa March 2025](#)

Cat. 3. #1708.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

N

Noreen B

6 reviews

⋮

★★★★★

10 months ago

I have been working with Gold Co for a few years now. I have an excellent rep (Zeve Katz) who is exceptional. Takes time to explain things, etc. Also quality service about answering any questions and great product offerings etc. Investments have been working out very well also. Highly recommend Gold Co!

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

10 months ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

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Cat. 3. #1732.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

V

Vicky Connor

1 review

★★★★★

9 months ago

The sales associate with Goldco notified us to give an update on the present value of our gold and silver. We purchased additional metals and had exceptional customer service.

♡

Hover to react

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👤

Goldco Direct, LLC (Owner)

9 months ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“The sales associate with Goldco notified us to give an update on the present value of our gold and silver. We purchased additional metals and had exceptional customer service.” – [Google Customer Review circa April 2025](#)

Cat. 3. #1755.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Charles (Chas) Tolhurst**
2 reviews

★★★★★ 9 months ago

Steve Katz of Goldco helped move money sitting in cash into silver and advised me that my silver holdings were eligible for a bonus. My metals have done very well over the time I have held them.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
9 months ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

“Steve Katz of Goldco helped move money sitting in cash into silver and advised me that my silver holdings were eligible for a bonus. My metals have done very well over the time I have held them.” – [Google Customer Review circa April 2025](#)

Cat. 3. #1833.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

W

Wendell Ward

Local Guide · 14 reviews

★☆☆☆☆ 6 months ago

This company are a bunch if thieves. I invested money with them and after three years of unfulfilled promises decided to do a total withdrawal at 68 years old. I was lured into moving my funds from Van Guard 401K to Goldco with their outlook on the economy and how much more I could increase my funds with gold. I bought into it. I initially planned on not keeping it there very long and I let them know that. My funds were in their possession for three years. When I got ready to make the total withdrawal it had appreciated 40K in the three years. GOLDCO took 30K of the money that my account made and gave me 10K. This is the company that was to be protecting my investment. They robbed me, I've thought about for a long time and have decided to report them to the Securities Exchange Comission. I would not recommend them to anyone. I guess you are ok as long as you leave your funds with them. They offered no correction. They can do this to Seniors I tell as many as I can my story if it will keep you from losing like I did. I didn't have very much in the account and the took enough to jeopardize my financial security.

♡

♡ 5

🔗

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downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

D Knox
4 reviews

★★★★★ Edited 5 months ago

I had a great experience working with Goldco's account executive Arthur Schwartz in setting up a precious metals IRA. It was my first experience with this complex procedure and he was very thorough in explaining everything I needed to know to accomplish the task. He is very knowledgeable, patient and kind. I would recommend Goldco to anyone.
Doug K.

Updated on 7/7/25

I liquidated silver I had bought from Goldco several years ago and bought gold. Arthur Schwartz was very helpful in setting everything up and followed through to the final transaction. The other 3 people I dealt with, Tony, Amber and Daniel, were also very helpful, courteous and knowledgeable.
Doug K.

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Doug K.” – [Google Customer Review circa July 2025](#)

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

J

Jessica C

Local Guide · 44 reviews · 187 photos

⋮

★★★★☆

5 months ago

Their website is super archaic and screams sales gimmick! We tried liquidating our coins for years and could only speak with our Sales rep who would continuously tell us that we would lose money if we liquidated and would always talk us out of it. Every time we would call we were told we could only talk to him for our needs (to liquidate). It was all a scam. We finally had enough and told the rep that we need to speak with someone else and they directed us to the customer care team in charge of liquidations, but again only to a specific rep. It's like you only get one designated person to assist and if they are not available or if it goes to voicemail. So sorry! Apparently time is not money here. They send you home with coins that are not worth anything. Just a sales gimmick all around. Do yourself a favor and sort these reviews by lowest to see the truth behind Goldco. Or you can always find out for yourself and learn the hard way. Buyer beware!

“Their website is super archaic and screams sales gimmick! We tried liquidating our coins for years and could only speak with our Sales rep who would continuously tell us that we would lose money if we liquidated and would always talk us out of it. Every time we would call we were told we could only talk to him for our needs (to liquidate). It was all a scam. We finally had enough and told the rep that we need to speak with someone else and they directed us to the customer care team in charge of liquidations, but again only to a specific rep. It's like you only get one designated person to assist and if they are not available or if it goes to voicemail. So sorry! Apparently time is not money here. They send you home with coins that are not worth anything. Just a sales gimmick all around. Do yourself a favor and sort these reviews by lowest to see the truth behind Goldco. Or you can always find out for yourself and learn the hard way. Buyer beware!” – [Google Customer Review circa August 2025](#)

Cat. 3. #1907.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Carl Netzel (Netz)

Local Guide · 34 reviews

★★★★★

Edited 5 months ago

Ben, Frank & Danielle understand the importance of World Class Customer Service and bring it to every interaction with their Clients. If you're on the fence, jump off on the Goldco side 🎯

P.S.

Mason & the follow up after purchase shows a real concern for your 100% Satisfaction 🤝

 Hover to react





Goldco Direct, LLC (Owner)

5 months ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Ben, Frank & Danielle understand the importance of World Class Customer Service and bring it to every interaction with their Clients. If you're on the fence, jump off on the Goldco side P.S. Mason & the follow up after purchase shows a real concern for your 100% Satisfaction” – [Google Customer Review circa August 2025](#)

Cat. 3. #1918.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

T

Tom Weinthaler

5 reviews

⋮

★★★★★ Edited 4 months ago

I just purchased the second time within three years, silver and gold coins from Goldco because of my previous experience and their excellent Better Business Rating. My Goldco representative has been emailing me recent articles concerning inflation and silver/gold future potential increases. When I called to discuss possible coins purchases, he was able to discuss how my previous silver/gold coin purchase had significant price increases. Again, Goldco's purchase process was fast and easy with no pressure. I definitely recommend Goldco to my family and friends if they are interested in acquiring silver or gold coins.

Tom W

♡

Hover to react

🔗

Goldco Direct, LLC (Owner)

a year ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you. and look forward to working with you for years to

“I just purchased the second time within three years, silver and gold coins from Goldco because of my previous experience and their excellent Better Business Rating. My Goldco representative has been emailing me recent articles concerning inflation and silver/gold future potential increases. When I called to discuss possible coins purchases, he was able to discuss how my previous silver/gold coin purchase had significant price increases. Again, Goldco's purchase process was fast and easy with no pressure. I definitely recommend Goldco to my family and friends if they are interested in acquiring silver or gold coins.” – [Google Customer Review circa September 2025](#)

Cat. 3. #1946.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

D

Don Leith

4 reviews

⋮

★★★★★ Edited 3 months ago

My experience with Goldco spans six individual rounds of silver and gold purchases beginning in September 2023, December 2023 April 18 2024, March 17, July 16 and September 9, 2025. Each acquisition was extremely smooth and very well organized by Goldco representatives. I cannot express enough how well each of the six transactions were managed. I have recommend Goldco to my friends, family and business associates to take advantage of this opportunity. I am very confident my retirement funds are now in the best of hands. My return has exceeded 63% since inception.

♡

🙏 1

📌

Goldco Direct, LLC (Owner)

a year ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“My experience with Goldco spans six individual rounds of silver and gold purchases beginning in September 2023, December 2023 April 18 2024, March 17, July 16 and September 9, 2025. Each acquisition was extremely smooth and very well organized by Goldco representatives. I cannot express enough how well each of the six transactions were managed. I have recommend Goldco to my friends, family and business associates to take advantage of this opportunity. I am very confident my retirement funds are now in the best of hands. My return has exceeded 63% since inception.” – [Google Customer Review circa September 2025](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

T

Tammy Carrigan

4 reviews

⋮

★★★★★ 3 months ago

Abrina and Ralph made it so easy to roll over my 401k. They each answered every question I had. This was my second roll over and it was easy peasy. The value of my first roll over is up \$53,000! I'm so glad I made the switch!

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

3 months ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“Abrina and Ralph made it so easy to roll over my 401k. They each answered every question I had. This was my second roll over and it was easy peasy. The value of my first roll over is up \$53,000! I'm so glad I made the switch!” – [Google Customer Review circa September 2025](#)

Cat. 3. #2018.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Dana Nagel**
5 reviews · 3 photos

★★★★★ 2 months ago

Every person I've dealt with at Gold Co has been professional, helpful and always accessible. If I have any questions, they get back to me immediately and our growth has been phenomenal! Don't hesitate to use Gold Co. We are very happy with our investments with them!

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 months ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

“Every person I’ve dealt with at Gold Co has been professional, helpful and always accessible. If I have any questions, they get back to me immediately and our growth has been phenomenal! Don’t hesitate to use Gold Co. We are very happy with our investments with them!” – [Google Customer Review October 2025](#)

Cat. 3. #2022.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Greg & Sharree Strausbaugh**
3 reviews

★★★★★ Edited 2 months ago

I wanted to update our previous review. We have now been working with Goldco for over 4 years. We were initially unsure about purchasing premium metal coins. After 4 years we are very very pleased. We have made several additional purchases both in IRA products and direct owned. Goldco is always very professional and a pleasure to work with.

 Hover to react 

 **Goldco Direct, LLC (Owner)**
2 years ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

“I wanted to update our previous review. We have now been working with Goldco for over 4 years. We were initially unsure about purchasing premium metal coins. After 4 years we are very very pleased. We have made several additional purchases both in IRA products and direct owned. Goldco is always very professional and a pleasure to work with.” – [Google Customer Review November 2025](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

T

Terri Bell

3 reviews

⋮

★★★★★ 2 months ago

Purchased metals with excellent results in 2022. Easy to buy & easy to liquidate. Process this time around was also easy: prompt response and communication, process felt secure, personnel were friendly and extremely helpful.

♡

Hover to react

🔗

👤

Goldco Direct, LLC (Owner)

2 months ago

We're so glad you had a great experience working with Goldco! Please never hesitate to reach out to us if you have any questions concerning your account. We'll always be here for you!

“Purchased metals with excellent results in 2022. Easy to buy & easy to liquidate. Process this time around was also easy: prompt response and communication, process felt secure, personnel were friendly and extremely helpful.” – [Google Customer Review circa November 2025](#)

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

H

Helene Mack

6 reviews

⋮

★★★★★ 2 months ago

I was very skeptical about placing my 401K with Goldco, however 3years later I am very pleased with the results, My fund has just about doubled and today I used Goldco to purchase metals. They help you throughout the entire procedure and are always will to help and answer questions. They explain everything in detail. I would definitely recommend them to anyone interested in moving their retirement to metals or for purchasing metals.

♡ Hover to react

🔗

Goldco Direct, LLC (Owner)

2 months ago

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Cat. 3. #2081.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

R

Robert D Finley

1 review

⋮

★★★★★ 2 months ago

We began purchasing metals with Goldco in January 2023 with a cash purchase. Later in the year they helped us roll over an IRA into metals and then when an investment matured, we rolled that into metals. We have seen a steady increase in their value each quarter. We just made another cash purchase with Goldco. We trust them and have been very pleased with the help that they provide. They are knowledgeable and quick to respond to any question we have had. There is not a "I will have to back to you on that". All in all, we are very pleased with the relationship that has come from doing business with Goldco. Check out their ratings for yourself and see that they are a top approved provider for metals. You won't regret taking a step to purchasing metals from them!

♡

♡ 1

🔗

Goldco Direct, LLC (Owner)

2 months ago

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

J

Joan Bennett

4 reviews

⋮

★★★★★ 2 months ago

This is the second time we have transferred funds from one company to Goldco to invest in precious metals. Our first investment more than doubled in value. We appreciate the efforts of the Goldco employees in both transaction who help us understand exactly what we were doing throughout the process. We highly recommend Goldco to anyone looking to invest in precious metals. Sincerely Russell and Joan Bennett

♡ Hover to react

🔗

Goldco Direct, LLC (Owner)

2 months ago

Your kind review means so much to us! We're so happy to hear about your positive experience working with Goldco. Should you need anything from us in the future, we're always here for you.

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Cat. 3. #2120.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ

B

Bob Beeson

1 review

⋮

★★★★☆ a month ago

Was happy with my liquidation of part of my account but found a mistake and tried calling Artesia several times over a period of a few days. No call back. Finally called the 1-800# and talked to Marty who was very helpful until he had to transfer me to his manager. Manager didn't call me back. Called the 1-800# back again and made them realize I wasn't happy. Was transferred to Tony who worked very hard to find the mistake and fix it. Overall everything worked out fine but it did take over two weeks from the first phone call.

♡ Hover to react

🔗

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downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

 **Ward Daughters**
8 reviews

★☆☆☆☆ Edited a month ago

I've been trying to get my money out for 2 months! No communication, no follow up, one side blames the other. I've had to get management involved and all they do is apologize. Goldco blames Strata, Strata blames Goldco. They don't answer the phone, I've had it ring 50 times! If I could give no stars, I would. Take your 401k, pay the taxes on it and buy physical gold from companies like Apmex.

UPDATE! So I have just received a new billing statement! 2 months trying to close this account and they want more money!!?? None of this was told to me over the last 2 months!! Who the heck is running this poop show!! Absolutely a horrible experience. I was told I would receive daily communication from Strata and nothing.

“I've been trying to get my money out for 2 months! No communication, no follow up, one side blames the other. I've had to get management involved and all they do is apologize. Goldco blames Strata, Strata blames Goldco. They don't answer the phone, I've had it ring 50 times! If I could give no stars, I would. Take your 401k, pay the taxes on it and buy physical gold from companies like Apmex.

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downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Orlando deArmas

Local Guide · 24 reviews · 1 photo

★★★★★

a month ago

I have had nothing but great experiences with Goldco every since I opened my precious metals IRA with them back in early 2024. From educating me on how to read my quarterly statements to helping me purchase more gold and silver after the initial transaction. The staff is very friendly and the customer service is excellent. I would definitely recommend Goldco to my family and friends.

 Hover to react





Goldco Direct, LLC (Owner)

a month ago

We appreciate your gracious words! The entire Goldco staff enjoyed working with you, and look forward to working with you for years to come! Should you need anything from us, please don't hesitate to reach out anytime.

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Cat. 3. #2158.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews

C

Carl Poris

4 reviews

★★★★☆

3 weeks ago

NEW

Getting into Goldco was seamless. That was 2022. Getting out is a little more stressful. While it took persistence calling Goldco (and Equity Trust, the depository) back, transferring to a different Trust raised a few more questions. I will also mention that precious metal awareness to the public has become extremely heightened and I understand that Goldco and other dealers have been extremely busy in 2025. That said, my biggest beef is not with transferring out but literally selling metal back to Goldco which I originally purchased from them. The response time and process, in my mind, is brutal. After calling several times, I was then sent an email asking me what I wanted to sell. Then, they will respond 24-48 hours later with a quote as to what they will give me. It's not an instantaneous process like buying a stock online, Whatever the quote is might be effective when I sent the email or when someone looks at the email, or when they desire to lock it in. I don't know. Then, they will send a shipping label and I will box it up. I'm sure I will receive money 2 weeks after they receive the metals. All that said, with the right phone call, you can probably get a quote immediately. I'm sure the issue is staffing because it shouldn't be a hassle for an existing customer to get relatively immediate service. I'd really rate Goldco a 4.6 on the way in and a 2.6 on the way out.

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Cat. 3. #2161.

downloaded 2026/01/06

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews

ⓘ



WDS

11 reviews

⋮

★★★☆☆

3 weeks ago

NEW

Very difficult to get in touch with customer service. If you miss their call you're out of luck time to play phone tag. They're too busy with new customers to service existing customers I guess. Also requested a distribution in the beginning of November and as of December 13th I still have yet to receive the funds. They also forgot to tell me about a \$200.00 shipping fee to send the assets from the trust company to Goldco for liquidation. While they mentioned a processing fee of \$20.00 somehow they just forgot about the \$200 in shipping. Go figure. I've been without a relationship manager for a couple years now and there is no urgency to assign one even after multiple calls. I bet their new clients were assigned one before even opening an account. Maybe that's because they are moving assets in and not out. With precious metals at a premium maybe. Ma me think I should consider relocating my business to a company who has better retention efforts. Oddly enough previous distributions were never assessed a shipping charge either and I highly doubt Ill see those funds since the trust company will be taking the fee from the assets I sold. Disappointed to say the least.

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United States

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4.9 ★★★★★ 3,322 reviews ⓘ



Theresa

1 review



3 weeks ago

NEW

I invested \$150,961.65 with Goldco, yet my custodian Equity Trust somehow states that these assets are only valued at \$83,479.45, meaning that over \$82,000 in value disappeared immediately after purchase. How can that be?

When I reached out to my account rep Kevin to clarify and get the value of my assets I was told that he can't give me the prices and sent me the transaction agreement stating that I'm required to hold the assets for three years, and that even then, after that period of time, they will charge me a spread of anywhere from 0% up to 29%??

I am a widow and currently experiencing a serious financial hardship due to collapsing ceilings and other sections in my residence requiring immediate repair, yet even though I just purchased these assets a month ago and gold and silver have both increased since then they won't even agree to just refunding me my money and taking back the assets. Based on my experience DO NOT BUY from Goldco. Clearly there is something amiss with whatever they are selling. I don't know what I'm going to do. I've basically lost \$82,000 and they can't explain why.



1



Goldco Direct, LLC (Owner)

a week ago

Hi Theresa, thank you for bringing your concerns to our attention. We are sorry to hear about your hardship. We are glad to know that, after your conversation with management, all of your issues are resolved and you are now completely satisfied.

“I invested \$150,961.65 with Goldco, yet my custodian Equity Trust somehow states that these assets are only valued at \$83,479.45, meaning that over \$82,000 in value disappeared immediately after purchase. How can that be?

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**US Blues**
Local Guide · 198 reviews · 77 photos

★☆☆☆☆ a week ago

NEW

SCAM ARTISTS!! They coerce you into buying their proprietary coin products that are 3 times the cost of standard bullion. But when you receive your valuation statement it's based on spot price not the proprietary value. Then later they tell you that you have to wait three years for your proprietary coins to fully vest before you sell them. Sounds like a Ponzi scheme. And they have transaction fees of 20 to 30%. Plus it's a huge struggle to even cash out your account. All you get is excuses and delays. They just ignore you. They are just pure scam artists. It's amazing the company is allowed to operate.

 Hover to react 



Goldco Direct, LLC (Owner)
a day ago

We're sorry to hear about your experience. Your feedback is important, and we take these concerns seriously. We strive for transparency and customer satisfaction. The good news is that custodians typically list metals at spot price on their statements, which can understandably look lower than expected. Based on the information provided in your review, we cannot find your account, but if you email CustomerCare@Goldco.com we would be happy to set up a time to answer any and all questions he may have.

“SCAM ARTISTS!! They coerce you into buying their proprietary coin products that are 3 times the cost of standard bullion. But when you receive your valuation statement it's based on spot price not the proprietary value. Then later they tell you that you have to wait three years for your proprietary coins to fully vest before you sell them. Sounds like a Ponzi scheme. And they have transaction fees of 20 to 30%. Plus it's a huge struggle to even cash out your account. All you get is excuses and delays. They just ignore you. They are just pure scam artists. It's amazing the company is allowed to operate.” – [Google Customer Review circa December 2025](#)

Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302, United States

[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Bret Gardner**
3 reviews

★★★★★

a week ago

NEW

First off let me say they do a good job of making it sound like a great deal. I have a few issues. 1. No one ever explained once you make an investment you can't make a withdrawal for three years without a penalty. 2. There statements are not a traditional style statement that you can make sense out of. There is no real way to know the value unless you talk to an agent. 3. Its been almost three years and for over a week I have been trying to talk to an agent about my account I was giving them some leeway since it was the holidays but come on why do you have to call more than three times to get service. 4. Then today when I tried to reach out again evidently I called too early so the receptionist gave me another number to call in an hour no sooner did I jot it down started to ask another question and she abruptly hung up on me. With this kind of service I am worried what if I need my money fast that is not going to happen!

 Hover to react 

**Goldco Direct, LLC (Owner)**
6 days ago

We appreciate your feedback, Bret. We're sorry to hear about your experience and understand your frustrations. . As you can see from the 1000s of 5-Star reviews we have, this isn't how we handle our customers. Clear communication and timely support are important to us. We'll reach out after the holiday. Thank you for bringing this to our attention.

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States

Write a review

4.9

★★★★★

3,322 reviews ⓘ



Sharon Thornton

10 reviews · 1 photo

★★★★★

a week ago

NEW

Buying through Goldco has turned out really easy and helpful for my plans to diversify. Been with them, especially David Brein, Sales Manager, for about 4 years. Purchases and buy-backs are very well done and timely. Storage with Goldco works out nicely. I can recommend them highly from my experience.

 Hover to react





Goldco Direct, LLC (Owner)

a week ago

Thank you so much for your kind words! Our team here at Goldco enjoyed working with you, and we look forward to working with you again in the future! Should you ever need anything, please never hesitate to reach out to us!

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Goldco Direct, LLC

24025 Park Sorrento Suite 210, Calabasas, CA 91302,
United States[Write a review](#)

4.9 ★★★★★ 3,322 reviews ⓘ

**Kim O'Donnell**

4 reviews

★★★★★ Edited a day ago

I am filing this complaint because I believe Goldco misrepresented the true cost and resale value of the silver and gold I purchased in a self-directed IRA rollover I contributed \$135,961.26 my entire account, believing their materials and representatives were honest and transparent.

I started my IRA account on 4/11/2023 when silver was at a much lower price. John Vadset sold me on "WE the People" specialty coins which I did not want. Instead, I was charged \$71.45 per ounce for 1 oz silver coins overcharged \$42.49 per coin. My accountant has calculated that GoldCo stole 2,353 ounces of silver from me. Silver is now at an all time high. We were never given a clear breakdown of how Goldco determined pricing. When I asked, I was repeatedly deflected with confusing talk about spot price, melt value, and status none

of which explained why we were paying such high markups.

Goldcos account reports show it is rising in value, but only because they apply inflated internal pricing. That number does not reflect what I would receive if I liquidated. I am left with less than half of the amount of coins that I should have received and Goldco took their profits upfront the moment I signed.

I am absolutely outraged with the deception of GoldCo. As someone new to silver investing, I trusted Goldco to guide me fairly. Instead, I was steered into overpriced products I cant resell at anything close to what I paid. This feels predatory and deceptive, especially toward those unfamiliar with the precious metals industry.

Goldcos model shifts wealth from the customer to the company. They profit instantly, while customers like me hold long-term losses. Even with current pricing I would not break even and would still be at a loss of 2,353 ounces of silver.

I want Goldco to acknowledge this pricing model and stop disguising it as wealth protection. Future customers especially those using personal funds deserve transparency, not carefully worded confusion.

I want full compensation of the coins they stole form me. You not only stole coins from me, my wife and children. You stole 2 1/2 years of my life waiting for my IRA to cash in.

(John Vadset, Jim Assalley, David Brein) You charged me in premium (159.25% over spot). I could have had an additional 2353 ounces of silver.
Kim O'Donnell



Hover to react

**Goldco Direct, LLC (Owner)**

2 years ago

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Kim O'Donnell

” – [Google Customer Review January 2026](#)

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