

GoldMax Surpasses 20th Store Milestone in So. CA

GoldMax USA is opening two more stores in Los Angeles County: 5908 Del Amo Blvd. in Lakewood and 18425 Hawthorne Blvd. in Torrance. GoldMax also plans to open stores in Norwalk, Santa Ana, Oceanside, Vista and Apple Valley in the next 30 to 45 days.

October 14, 2011 (FPRC) -- PLAYA VISTA, CALIF. - GoldMax USA, the largest chain of stores specializing in buying gold and precious metals from consumers in the U.S., announced today that it has surpassed the 20th store milestone in Southern California with the opening of two more stores in Los Angeles County. GoldMax will celebrate the opening of its 21st store tomorrow, October 15, at 5908 Del Amo Blvd. in Lakewood, and its 22nd store on October 22 at 18425 Hawthorne Blvd. in Torrance. GoldMax also plans to open stores in Norwalk, Santa Ana, Oceanside, Vista and Apple Valley in the next 30 to 45 days.

GoldMax marked its entry into the Southern California market in the fall of 2010 with the opening of 8 stores. According to GoldMax co-founders Scott Garber and Jordan Sadoff, the company wants to have 100 stores in Southern California by end of 2012.

With nearly 200 stores in the U.S., GoldMax operates the United States' largest chain of stores specializing in buying gold and precious metals from consumers. GoldMax will purchase gold (any karat), silver, platinum, necklaces, bracelets, rings, earrings, charms, watches, broken jewelry, coins, sterling silver flatware, tea sets, and candlesticks. GoldMax has built a solid reputation for paying fair market value for gold, jewelry and other collectibles.

"GoldMax offers a 110 percent best price guarantee," said Garber. "We're highly confident that we're the strongest payer around. If a seller receives a higher quote anywhere else, we'll beat the price by 10 percent; it's that simple."

GoldMax has retained Present Value Properties of Tustin, Calif. as its exclusive real estate broker for California. "Present Value Properties has worked with us to redesign our development process to significantly reduce the time necessary to identify sites, sign deals and open stores," said Sadoff. "We can open stores in less than 90 days from start to finish." Store size can range from 700 to 4,000 square feet.

According to Greg Fisher, president of Present Value Properties, "GoldMax principals are creative and aggressive deal makers who make quick decisions and move forward aggressively."

When asked why so many people are selling their gold to GoldMax, Garber outlined the simple rules that have made GoldMax the number one name in the business. "First and foremost, we treat everyone fairly. We have bright, clean stores with an attractive design and we staff them with knowledgeable and friendly buyers. Everyone has unused or unwanted gold but most people don't know how fast and easy it is to get a good price for their jewelry. They can come into our stores with useless jewelry and leave with money to spend on other luxury items," Garber said.

GoldMax also offers home parties and great incentives for the party host. "GoldMax will organize a party at your home. All you have to do is invite your friends to bring their unwanted gold and jewelry

to sell," said Sadoff. "Your guests are thrilled because they leave with a pocket full of money, and they will have a great time in the process. Your guests will thank you for helping them get top dollar for their unwanted gold and jewelry."

"We are committed to aggressively growing our brand in Southern California," Garber said. "Our goal is to have GoldMax become the number one consumer gold buyer in the world, and we can't get there fast enough."

About GoldMax

With nearly 200 stores from Los Angeles to Tampa Bay, GoldMax operates the largest chain of stores specializing in buying gold and precious metals from consumers. GoldMax has opened more than 60 stores in the last year. See www.goldmaxusa.com.

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