

SKY HIGH ▲ SILVER AHEAD



The silver market is on the
verge of something big

(800) 540-1010 | LearCapital.com

 **LEAR CAPITAL**
THE PRECIOUS METALS LEADER SINCE 1997

SKY HIGH ▲ SILVER AHEAD

The silver market is on the verge of something big



By John Rubino

Lear Capital Global Financial
Research Specialist

IN THIS REPORT WE COVER:

Why silver is an important industrial metal	Page 3
How it can help hedge inflation	Page 4
How scarce silver really is	Page 4
Why Own It Now?	Page 5
How High Can It Go?	Page 6

For all references, see page 7.

The silver market is on the verge of something big, with a compelling story that spans multiple facets of both industry and finance.

This report dives into why silver is not only essential in the modern technological world but also presents a unique opportunity for investors looking to protect their wealth and capitalize on market trends.

From its indispensable role in cutting-edge industries to its historic reputation as a hedge against inflation, silver is a metal that demands attention.

But that's not all. This report also reveals a looming supply crunch that could reshape the silver market and lead to significant price increases. And with silver still lagging behind gold's record-setting rise, the potential for dramatic gains is real. Read on to discover why some experts are calling silver one of the most undervalued assets of our time and what that could mean for you.



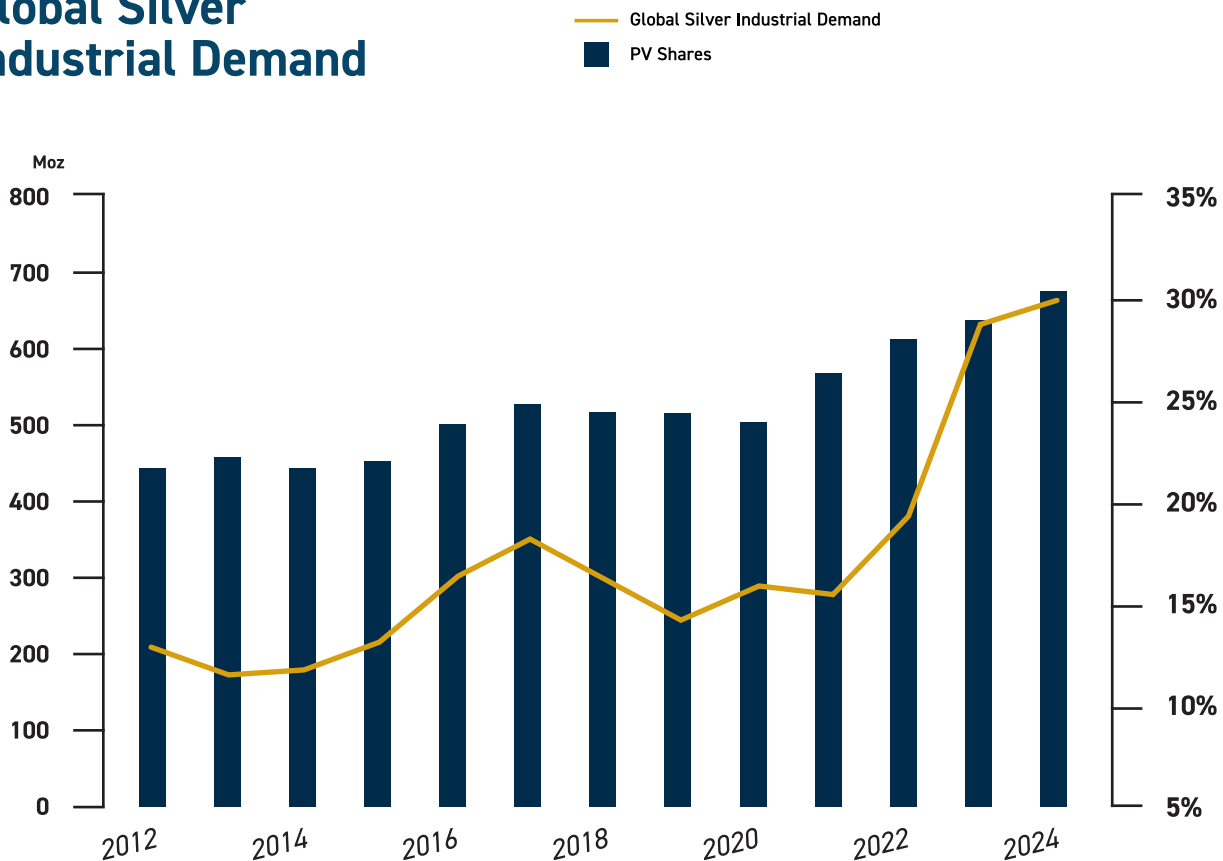
Provided by Lear Capital.

Questions? Speak to a specialist at 800-540-1010.

It's an Important Industrial Metal

Silver is conductive, reflective, and durable, which makes it crucial for everything from circuit boards to smartphones to solar panels. As the [Silver Institute trade group notes](#),¹ "Silver is found in virtually every electronic device with an on/off button or through which an electric current flows." Photovoltaic (PV) solar panels alone now consume nearly one-third of the silver produced by today's mines.

Global Silver Industrial Demand



SOURCE: Metals Focus



Provided by Lear Capital.

Questions? Speak to a specialist at 800-540-1010.

It's an Inflation Hedge

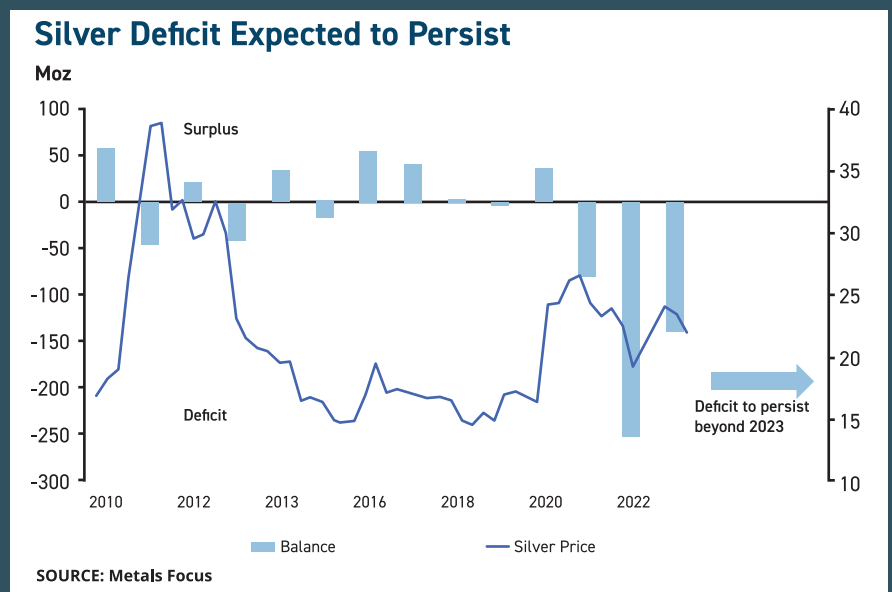
Silver is a form of money that becomes more valuable during times of rising inflation. During the financial crises of the 1970s and 2000s, for instance, it outperformed virtually everything else.



As global governments continue to borrow at unprecedented levels, the likelihood of rising inflation and potential financial crises becomes more certain. Given this trajectory, silver could once again prove its worth as a valuable inflation hedge.

The World is Running Out of it

Humanity uses more silver each year than it produces, and the gap appears to be persistent and growing. A [recent study found](#)² that solar demand alone could consume 85% of global silver reserves by 2050.



Why Own It Now?

It's Cheap Compared to Gold

The number of silver ounces it takes to buy an ounce of gold (known as the gold/silver ratio) normally fluctuates between 40 and 90. Right now it's around 80, which implies that silver is a bargain relative to gold.

It's Starting to Move

After languishing for several years in the \$25/oz range, silver has risen into the \$30s. But unlike gold, which is hitting new all-time highs, silver is still far below its peak of \$50/oz. In other words, it has a long way to run.



SOURCE: Trading Economics



Provided by Lear Capital.

Questions? Speak to a specialist at 800-540-1010.

How High Can It Go?

For a sense of how high silver can go, assume that gold rises to \$3,500/oz, as some [analysts now predict](#)³. If the gold/silver ratio drops to 40 during that time, silver **would soar to \$87.50/oz, about three times its current price**. That's why some analysts call it "the most undervalued asset on the planet."



About the author

John Rubino is a former Wall Street financial analyst and author or co-author of five books, including *The Money Bubble: What to Do Before It Pops* and *Clean Money: Picking Winners in the Green-Tech Boom*. He founded the popular financial website [DollarCollapse.com](#) in 2004, sold it in 2022, and now publishes John Rubino's Substack newsletter.



References

1. Silver Institute trade group notes
2. <https://onlinelibrary.wiley.com/doi/full/10.1002/pip.3661>
3. <https://markets.businessinsider.com/news/commodities/gold-price-outlook-record-2025-inflation-oil-production-us-economy-2024-4>



CORPORATE ADDRESS

Lear Capital, Inc.
1990 S. Bundy Drive, Suite 650
Los Angeles, CA 90025

(800) 540-1010 www.LearCapital.com

Lear Capital, Inc.'s ("LCI") website and brochures and the other information it disseminates are for general educational purposes only. They are not and should not be considered investment advice. Customers may not rely on these general education/information materials for any purpose. The precious metals markets, moreover, are fluid and fast changing. Information provided herein may be superseded by intervening events.

LCI is not a financial planner, retirement specialist or investment professional. LCI does not provide legal advice, tax advice, or retirement-specific recommendations, and the information it provides does not take into account each customer's particular economic circumstances and investment/retirement objectives. Your investment and retirement needs may be different and should be factored into any investment decision.

Each customer is responsible for doing his or her own independent research regarding any decisions he or she makes about purchasing precious metals through LCI or elsewhere.

Precious metals may appreciate, depreciate, or stay the same depending on a variety of factors. LCI cannot guarantee, and makes no representation, that precious metals will appreciate or appreciate sufficiently to make customer a profit. LCI's precious metals prices include a fee (i.e., a margin over and above LCI's cost for the physical precious metals). This fee covers LCI's operating costs (such as rent, marketing and salaries) as well as LCI's profits. LCI's fees are variable, but are typically in the range of 33% for Numismatic, Semi-Numismatic and IRA transactions. Customer's precious metals must appreciate enough to cover this fee for customer to make a profit.

Past performance is no guarantee of future performance.

C.P.D.Reg. No "T.S.11-05715"

September 2024