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Allegiance's new headquarters at 27001 Agoura Road.

**Allegiance Gold Opens 18,700-Sq.-Foot
Headquarters in Calabasas**

Allegiance Gold has announced the opening of its 18,700-square-foot headquarters in Calabasas. The company, which maintains a secondary office in Ft. Lauderdale since 2021, ranks 749th in Inc. 5000's 2023 list of the fastest-growing, privately-held, for-profit domestic companies and 46th in its list of fastest growing financial services firms in the United States.

Guided by its mission to help individuals protect their wealth and retirement savings by diversifying and investing in physical precious metals such as gold, silver, platinum and palladium, Allegiance Gold witnessed a remarkable 800% growth rate between 2019 and 2022, and has grown to 75 employees, who include Spanish, Arabic, Armenian, Portuguese and French speakers, catering to diverse populations living across the country.

"Consumers are becoming increasingly aware that there is safety in diversification through owning physical precious metals, which are valuable because of large-scale industrial usages, in addition to being hedges against inflation, recession as well as stock market dips and crisis," says Allegiance Gold CEO Mark Naaman, who co-founded the company in 2017 with COO Alex Ebkarian.

"Specifically, we see gold staying high in 2024 due to geopolitical tensions and many economic factors – the de-dollarization trend led by BRICS nations, possible lowering of U.S. interest rates, November elections, liquidity of global banks, and strong continuous global demand for gold from investors and central banks," says Ebkarian.

"Our company's ongoing growth rests upon providing stellar customer service and maintaining core values like integrity, reliability, valuing our employees, and providing quality education – making sure people understand the unique benefits of owning precious

metals, an area which hasn't always been embraced by the large financial institutions that manage the majority of American retirement accounts," adds Ebkarian. "Financial education is critical regardless of your investment size, and gives you more tools to protect assets in the wake of a financial catastrophe or the possibility of the U.S. dollar losing value."

In fact, Ebkarian's childhood in Lebanon during years of severe

**Owning physical
precious metals helps
protect Savings during
recession, inflation
and crisis, said
Allegiance CEO
Mark Naaman.**

hyperinflation and currency devaluation, and his family's experience while living in the U.S. during the Great Recession, helped shape his personal beliefs about the need for improved financial education for everyone.

"My partner Mark and I witnessed how wealth supported by fiat currencies – paper-backed investments – could plummet rapidly, and how real estate can also become a liability during a crisis," says Ebkarian. "However, those who diversified their accounts and invested in physical precious metals weathered the Great Recession well and even saw their precious metals increase in value, which offset other losses. This is a major reason why we started Allegiance Gold."

Allegiance Gold is located at 27001 Agoura Road, Suite 200 in Calabasas. A full-service physical precious metals dealer, Allegiance Gold offers gold, silver, platinum, and palladium for direct purchase, as well as self-directed IRAs. Its uncirculated selection of coins and bars are available through direct purchase. To learn more, visit AllegianceGold.com.

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