

# RECORE *Newsletter*

## TRADING

COMPANY, L.L.C.

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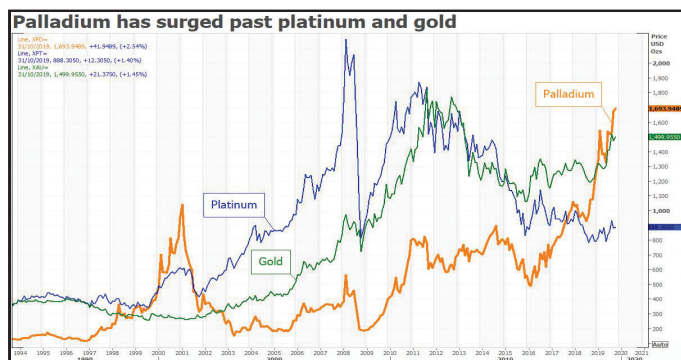
Don Belisle, Sr.  
 Owner of  
 Recore Trading  
 Company, L.L.C.

## Market Watch

By Don Belisle, Sr.

We have all enjoyed fantastic converter pricing over the past couple years. Just this year we saw palladium hit an all-time high. Since the manufacturers have been increasing palladium content in converters over the past 15-20 years the sky high pd prices have put converters at all-time highs. As I have said before I

don't believe the manufacturers will go back to using more platinum for a number of reasons, so at least for the time being let's enjoy these prices. But we must be careful, the PGM (platinum group metals) commodity markets are not entirely driven by supply and demand. The predominant factor in market pricing is fear! As I write this article on March 3, 2020 there is a lot of fear in the markets that is having effects on pricing. Just last week we saw a one day drop in palladium of 12%, it has since rebounded somewhat but not to where it was. The major fear factors now are the Corona



virus and how it will affect the US and world economies. Another factor is the upcoming US elections. The economy in the US right now is booming, however if there is any hint that Donald Trump will not be reelected watch the markets plummet! Even worse would be if Bernie Sanders won, most experts predict an immediate recession if that were to happen! I agree. At Recore we watch the markets and the news in the markets constantly. We place hedges at points where we feel we are maximizing prices. Often if I feel the markets have legs, I'll place limit orders specifying that if the metals reach a certain price lock me in. Sometimes this happens in the middle of the night when the Asian markets jump. If I had not placed these limit orders in many instances, we would miss opportunities since the prices sometimes drop when the US

markets open. Therefore, our prices are often higher! We do all of this so that collectively our suppliers and ourselves can maximize profits and it is working.

I am however very cautious about the near future with there being so much fear in the markets. If you are not signed up for our free Market Watch email service, you should be. We send out emails when we see something dramatic happening (good or bad) in the markets. This is a totally free service with no obligations. Typically, we are hedged with a bit more metal than we have, we do this to cover scheduled converter buys of our regular suppliers. These suppliers are locked in at the metal prices quoted when we book the buy and that is what they are paid, no matter where the current market is. When the market does drop, we will typically let our regular suppliers know that we have X number of ounces hedged at the old high price if you want to take advantage you must move them now.

Evidently the word is spreading, our supplier base is growing at a great rate. It happens like this a new supplier will give us a try. He is usually very happy with the prices he receives at the initial buy. These prices are similar to slightly higher than what other companies pay. However, 10 days later the supplier gets his assay based final payment in addition to what he has already received, he is now thrilled! Of course,

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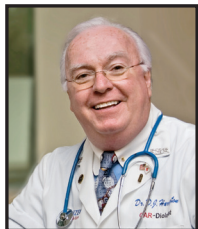
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## Market Watch *Continued from Page 1*

the supplier doesn't tell us he never expected to do so well, but he does tell his friends in the business and so on and so on. Once we get a supplier to try us, we typically get 5 or 6 more in his general area. There is no better advertisement for us than a happy supplier. When I started this business

in 1989, I could not imagine that I would be buying from suppliers all over New England, NY, NJ, to as far away as California and Georgia. We have a great system in place, it maximizes profits for our suppliers and us.

## Save Your Money; Don't Go to Amazon By D.J. Harrington



Last month, I covered "How Money Works" and promised to continue educating everyone how knowing more could work best for all of us. Particularly in this issue, I will explain some ways to address credit cards and enormous debt that its consistent use can cause. 80% of

American adults are in debt and half of them own a credit card. The average credit card debt for a household that has a credit card is \$8,284.00.

For many folks, a credit card is the greatest obstacle to obtaining a sound financial future, and it can keep them from becoming financially independent. Debt is a sweeping crisis perpetuated by our society. Frequent use of credit cards has led Americans astray because it offers "instant gratification" that satisfies the immediate desires of our generations and the effects of using them can hang round for years. That's a mouthful, but it is true.

You may say, "DJ, how do I get out of debt?" Suckers buy lottery tickets, hoping they win enough to erase their debt. Not a good plan because a person who buys lottery tickets could be using that money toward paying off debt. Fools wait for a miracle. Wishing for someone to show up at your door with a big check doesn't usually happen. People who know how money really works will take responsibility and face their debt head on. Those people have determination, focus, accountability, and a sound strategy to make it happen. Consider this strategy.

**First, Know what you owe.** Make a list of all your credit card debts, loans and write down your outstanding balances, interest rates, monthly payments, and monthly due date for each of them. At least once a year, pull your credit report from a FREE online service. Analyze it for accuracy. Peruse the websites of the top credit agencies for suggested credit

pointers. Most importantly, don't forget to report errors and discrepancies so incorrect information can be corrected.

**Second, Set a goal.** Most people don't like thinking about their debt because it can be depressing. However, with some planning it can become easier. After considering your budget and card balance, decide when you want to have everything paid off and track your progress. Make sure it's attainable within the timeframe you set. Having a sense of accomplishment each month helps motivate you to settle your debt.

**Third, Pay more than the minimum due.** With a big balance, it may seem like the credit card company is doing you a favor by letting you pay a reasonable, minimum payment. However, when you pay only the minimum payment each month, interest adds up because only a small fraction of the amount you pay goes toward your principal. Most of it goes toward the interest.

**Fourth, No more late payments.** This is critical for a good strategy. Paying after your bill's due date hurts your credit score and in turn will generate late fees. To stop late payments, sign up for automatic payments or set alarms on your phone so you're never late again.

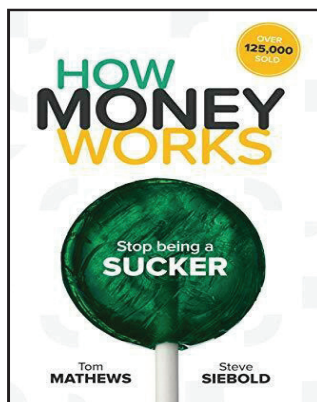
**Fifth, Target one debt at a time.** If you have balances on multiple credit cards, pay down the total balance . . . one card at a time. Pay off the card with the smallest balance or the highest interest rate first. Whichever one you target, pay more than the minimum or as much as possible within your budget. After reaching a zero balance on the first one, start on the next smallest balance or next card with highest interest rate. Include in your payment on that card the amount of monthly payment you were paying on the card that you just finished paying off. Continue that strategy as you pay off each bill, and you'll see balances reduced quicker. Repeat this process until you are credit card, "debt-free".

**Finally, Tap into lower interest rates.** You can trade the high interest rates of many credit cards for the more manageable rates of a personal loan. This may or may not be a good strategy for you. Here's why. You will still have to pay interest, but more of your payment can go towards reducing the principal. A word of caution though. Be careful with this strategy so your new loan doesn't throw you deeper into debt.

See you at URG, April 16<sup>th</sup> – 18<sup>th</sup> in St. Louis. I'm speaking there on the topic, "How Money Works". Until next time.

See you next time.

D.J. Harrington can be reached at 800-352-5252, email: [dj@djsays.com](mailto:dj@djsays.com), website: [www.djsays.com](http://www.djsays.com).



### WE WANT TO EARN YOUR BUSINESS!

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. We've invested the time and in the equipment to make sure you maximize your profits. You deserve this and nothing less!





# How To Use Color in Your Advertising

Using color to impact the way consumers behave and think. **By Mike French**



I was designing a business card for a new client and asked the business owner to provide the usual information for her card. I asked if she wanted any particular look. She said, "No, just use your creativity and make me look good." So, I designed her card with a beautiful blue background. It looked wonderful and I emailed her a proof. Shortly afterwards, she said, "This design is okay, but it's not quite what I want." I asked what she wanted different, but she didn't know. She said she would know it when she saw it. I redid the card and sent her a second proof. But, once again, she asked for another design. Again, I redesigned the card and sent her a fresh proof. She didn't like that one either! In frustration, I said, "I still don't know what you like." Then, I had an idea. I asked her, "What is your favorite color?" She said, "I love orange!" I took the first design and replaced the blue background with an orange background. I emailed her the proof and held my breath. She responded immediately with, "I love it! It is exactly what I wanted!" The only difference from the first proof I sent her was the background color! I could have saved a lot of time and effort if I had asked for her favorite color from the get-go.



Color has impact to drive emotions and sales

Studies have proven that a buying decision is an emotional decision. Anything you can do to trigger emotions in your advertising helps the selling process. Color is a big part of it. It is a powerful communication tool because it ignites emotion. Color has an impact on how consumers behave and think.

Color can be a primary reason for a purchase Color is what people notice first in advertising. They don't even realize it. Color can often be the sole reason someone purchases a product. In a survey by Small Business Trends, 93 percent of buyers said they focus on visual appearance. Close to 85 percent claim color is a primary reason when they make a purchase! Another study titled "The Impact of Color on Marketing" found that, depending on the product, 90% of snap judgements can be based on color alone.

How to use color in your marketing projects

The following is a list of colors and how they are generally perceived.

- **Red:** This is the color used for iconic brands such as Coca Cola and YouTube. When you use this color, you convey a message of excitement, passion, danger, energy, or action. Red evokes appetite, so it is frequently used by fast-food

chains. Red is the first color noticed because it is the color of blood. Because it triggers a message of danger, you want to use this color sparingly and strategically. In marketing red is often used to signal SALE. Use red for important things such as your call to action like "Call Us Now!", or for critical headlines and messages you want to draw attention to such as, "Save 40% to 60!" or "Hurry, Offer Ends Soon!". Use red for warnings such as, "Danger, Flammable Liquids!"

- **Yellow:** This color is used by brands such as Ferrari, Ikea, Denny's and McDonalds. This sunshine color conveys happiness, positivity, optimism and fun. Yellow is often used in backgrounds, bursts and as a highlight behind text.

- **Black:** This color is used by companies like Chanel and Nike. This color gives the feeling of mystery, power, sophistication and elegance. Black can also evoke emotions such as sadness and anger. Black is easy to see and read, so it is often used for text, headlines and logos.

- **Blue:** This color is used by companies like Facebook, Twitter, Gap and Walmart. Blue invokes feelings of harmony, peace, stability, calm and trust. Blue provides a sense of security, curbs appetite and stimulates productivity. Blue is considered a masculine color so most men feel comfortable with it and prefer blue. Many retailers print things like their guarantee, warranty, or free shipping icons in a blue color to strengthen the trust that blue represents.

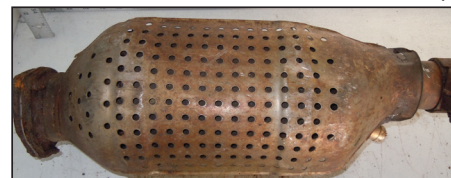
- **Green:** Brands such as John Deere, Starbucks and Roots use green. This is the nature color and gives off feelings of growth, generosity, fertility and health. Green stimulates harmony in your brain. It encourages balance leading to decisiveness. Green is the color of finance. Green is one of the most seen colors in nature, so it is used by brands that promote themselves as environmentally friendly.

- **Orange:** This color is used in logos like Nickelodeon and Home Depot. This color gives people feelings of creativity, adventure, success, balance, and enthusiasm. It is associated with affordability. Orange is found to stimulate, motivate and lend a positive attitude. It is often used in educational materials, courses or blogs. Orange is

*continued on page 4*

## CALL US TODAY TO INCREASE YOUR BOTTOM LINE

Maximize your profits at Recore Trading Company!! We do everything in house from de-canning, processing, milling and sampling, and precious metal lab analysis cutting out all of the middlemen. We also sell our end product to an automobile manufacturer for the making of new catalytic converters. Our customers are consistently seeing significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



# Ask For The Sale! By Ron Sturgeon



The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to get the first article (or any of the other articles) in the series. Each takes a closer look at one of the tactics listed in that first article.

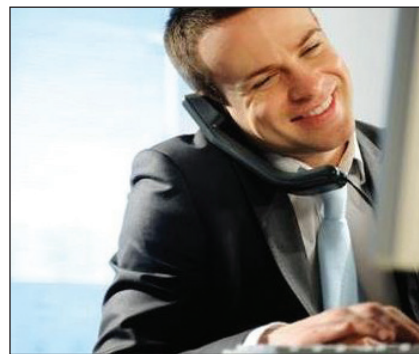
Sales just happen if you set up shop and have a product. Right? No. Don't take your sales for granted. Even if a certain amount of income comes almost automatically from walk-in sales that seem to happen whether you do anything or not, every business has the potential to increase its sales results. By the way, you know walk-in has dropped precipitously. Right? (And you've planned for it?)

Certainly you must match your product to your customer. You do that by defining your core customer as I discussed

in a prior article. Creating increased sales is mostly science, not art. Salespeople are supposed to have this skill when they come to work for you, but not all of them possess it to the same degree. As a business owner, you should never rely totally on the skill level of salespeople who come into your organization. Learn from every one of them. Investigate on your own the elusive cause behind increased or decreased sales. Read everything you can about how to generate sales. Talk to others in your industry. Follow their advice wherever it may apply. Experiment and monitor your progress.

You increase sales first of all by monitoring the actual numbers. How will you know

*continued on page 5*



## How To Use Color in Your Advertising

not as commanding as red, but many marketers use it for calls to action or for areas they want to draw the eye to.

- **White:** You may think of white as a non-color, but it evokes emotions such as innocence, goodness, humility and cleanliness. Apple, Adidas and Tesla, use white in their logos and marketing. Most pages have a white background and a black font as that combination is best for readability.
- **Pink:** Pink is used by Mary Kay Cosmetics and Think Pink breast cancer awareness. This color gives feelings of femininity, playfulness, immaturity and unconditional love. Women generally like this color and most men do not.
- **Purple:** Yahoo, Taco Bell and Hallmark use purple. This royal color evokes power, nobility, luxury, spirituality and wisdom. It stimulates problem-solving as well as creativity.
- **Brown:** UPS uses this color in their advertising and on their vehicles. This color evokes feelings of security, protection, structure and being down-to-earth. Many businesses use brown instead of overusing black.

*Continued from Page 3*

Make the right first impression using color


When you want to say you are:

- Honest, trustworthy or serious - use blue
- Passionate and excited about your product - use red
- Giving a corporate image - use dark blue, dark red or black
- Creative or imaginative - use purple, yellow or orange
- Happy or playful - use yellow
- Affordable or sociable - use orange
- Eco-friendly or helpful financially - use green
- Conservative - use blue
- Compassionate and caring - use pink, blue, green or turquoise
- Elegant - use black, silver
- High quality - use black, silver, gold or purple
- Luxurious - use gold, black, silver, or purple
- Sophisticated - use black, silver
- Powerful - use black
- Light hearted - use pastels, pale yellow or light blue

Therefore...

By using colors strategically in your advertising and marketing, you help customers and prospects perceive you and your products and services the way you want to be perceived. And, it helps you make sales, too!

Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Contact: 1-800-238-3934 - mike@mikefrench.com - www.mikefrench.



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Recore Trading Company has spent years analyzing 1,000's of cats in their lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits, sell your cats as precious metals, and get paid **MORE** at **RECORE**.



# Character vs. Performance By Chad Counselman



Do you have a salesperson that steals deals from other salespeople? Do you have a dismantler that is capable of 15 cars per week, but you can't trust him to show up so you tolerate 8 cars per week? Do you have a Yard Technician that can pull 50 parts per day, but steals aftermarket radios from you? Character vs Performance: Which one is more important?

In Simon Sinek's recent video, he discussed the relationship between Performance and Trust. Click the link and watch the video - it is short, but to the point. In this video, Simon describes an employee that has high abilities but low character as a TOXIC employee. This is a person that is always looking to 'work' the system or 'cheat' the commission pay system. A name just popped into your

head - you have one of these or have had one of these employees in the past. I had one years ago. He could sell ice cubes to Eskimos. However, he would steal every single sale that he could. Every other salesperson

stayed mad at him all the time. This guy forced me to rewrite our commission pay system three times. He was smart, capable, and an ultra-performer. But, his character was low. I thought I needed him and could not do without him - after all, he generated \$125K in Gross Sales per month - in the early 2000's. I tolerated his character flaws because of his abilities. However, I did not realize what his

*continued on page 6*



## Ask For The Sale! Continued from Page 4

something is working if you don't have metrics against which to weigh your results? (Don't forget how important metrics are, as discussed in a prior story.)

The production output of your sales staff is directly related to their belief in you and your company. Give them reason to believe in you. Ask them what you can do to help them increase their sales. Provide them with ongoing sales training as you can afford it. As a manager, you are the goal setter as well. Set their goals realistically from the numbers you are monitoring and ask them what they think their goal should be. Then, as they reach those goals for you, reward them accordingly. When they don't reach those goals, talk to them about why they think they didn't. Maybe you weren't realistic. Maybe they didn't work hard enough; maybe someone is not asking for the sale.

If you are directly involved in customer sales, then you'll want to be aggressive on the floor or phone by learning to ask for the sale. This is a key ingredient to increasing sales. Never put your customer off for a future sale. Ask them if they are going to pay by credit card or check. Ask them when they would like to have their purchase delivered. Always ask "closing" questions that can't be answered with a yes or no. How you do it is up to you, but don't let them go without asking for the sale.

Observing other businesses within the auto-recycling industry as well as businesses in industries where we're the customers, we see that too few salespeople actually ask for the sale.

What happens to a customer who walks away without committing? Watch what happens to you. Given time to think about it, you will likely talk yourself out of it. You will consider other alternatives or reconsider the price. You may just decide not to buy.

Make sure you and those on your staff are selling, not just going through the motions of this vital part of growing a successful business.

If your business has maintained a sustained period of non-growth, chances are realistic that you and your employees have fallen out of the habit of asking for the sale.

### Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

His upcoming and last book is titled Homeless to \$100 Million. I've been giving business advice for years, but have never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

### WE'LL GO THE EXTRA MILE!

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. Call us today! Get **MORE** at **RECORE!**



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## Character vs. Performance

*Continued from Page 5*

presence and actions did to my other salespeople - until he was gone. The time finally came - he crossed a line and I let him go. It turned out that my fear of losing him was false - the other team members picked up his slack. Their attitudes improved so much and their performance improved simply because they did not have to deal with the Toxic employee anymore. It was a 'shot in the arm' for our sales. The team went back to working together, honoring quotes, and helping one another. I was able to simplify our commission pay system and do away with 'Split Sales' that I had been forced to create because of stolen quotes. Headaches subsided, sales increased, and attitudes improve.

Flight of the Buffalo quote: "Change is hard because people over-estimated the value of what they have --- and under-estimate the value of what they may gain by giving that up."

The contagious attitudes, spewing disgusts, and counterproductive actions of a toxic employee have a great effect on an operation. The actions, words, and attitudes of this type of employee influence good workers in extreme ways - ways that may not be visible to you right now. Or should I say, you have not trained yourself to look for the signs of their influence.

Stop tolerating things within your operation. It is your operation - you set the boundaries. What you tolerate says just as much about you as what you push. Share your passions and push your people to achieve those goals, but DO NOT tolerate an employee that refuses to follow your convictions.

Chad Counselman  
[Chad@WiseCounselGroup.com](mailto:Chad@WiseCounselGroup.com)



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## Laughter is the Best Medicine

### You Could Have

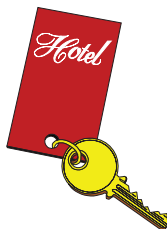
Lucille decided to give herself a big treat for her 70th birthday by staying overnight in a really nice hotel. When she checked out the next morning the desk clerk handed her a bill for \$250.

She demanded to know why the charge was so high. I agree it's a very nice hotel, but the rooms are not worth \$250 for just an overnight stay. I didn't even have breakfast.

The desk clerk told her that was the standard rate and breakfast was included had she wanted it. She insisted on speaking to the manager. The manager appeared and announced "this hotel has an Olympic-sized pool and a huge conference center which are available for use.

"But I didn't use them." Well they are here and you could have. He went on to explain that she could have seen one of the in-hotel shows that they are famous for. We have the best entertainers in the world performing here. "But I didn't go to any of those shows." "Well we have them and you could have." No matter what amenity the manager mentioned, she replied with "but I didn't use it" and the manager responded with his standard response. After several minutes of discussion with the manager unmoved, she decided to pay, wrote a check and handed it to him. The manager was surprised when he looked at the check. "But madam, this check is for only \$50." "That's correct. I charged you \$200 for sleeping with me." "But I didn't."

"Well I was here, and you could have."



### Catholics Having Coffee

Four Catholic men and a Catholic woman were having coffee. The first Catholic man tells his friends, "My son is a priest, when he walks into a room, everyone calls him 'Father'." The second Catholic man chirps, "My son is a Bishop. When he walks into a room people call him 'Your Grace'." The third Catholic gent says, "My son is a Cardinal. When he enters a room everyone says 'Your Eminence'." The fourth Catholic man then says, "My son is the Pope. When he walks into a room people call him 'Your Holiness'." Since the lone Catholic woman was sipping her coffee in silence, the four men give her a subtle, "Well....?" She proudly replies, "I have a daughter, slim, tall, 38D breast, 24" waist and 34" hips. When she walks into a room, people say, "Oh My God."



### A Talking Frog

A 92 year old man is walking through a park and sees a talking frog. He picks up the frog and the frogs says, "If you kiss me, I will turn into a beautiful princess and be yours for a week." The old man puts the frog in his pocket. The frog screams, "Hey if you kiss me, I will turn into a beautiful princess and make love to you for a whole month." The old man looks at the frog and says, "At my age I'd rather have a talking frog."

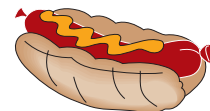


### Fishing

Give a man a fish and he will eat for a day. Teach him how to fish and he will sit in a boat and drink beer all day.

### Two nuns in New York

Two nuns from Ireland come to tour New York City. Before they come, they hear that Americans eat dogs, so they both agree to try it when they arrive. As they're walking around New York, they hear, "Hot Dogs! Get your hot dogs!" They rush over to get one! As the first nun opens hers, her face turns white and she gasps, "What part did you get?!"



### OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment.



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Auto  
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