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Many people try to find different ways to earn more money. Some of us end up starting ownerships and some of become partners in a business. Some people invest in the stock market and become millionaires. The equity is affected by the ups & down of the economy. Therefore, gold investment can also give a healthy return when sold. There are plenty of differences between equity and gold. Unlike any economic trend, gold is always expected to be a stable investment. The gold value becomes higher when economy is rendered desolate. Individuals can purchase or sell gold in the form of coins, ingots and bars.

Gold tips advice on the quantity of the gold to invest in and the kinds of coins that one should buy. Gold coins are created by various governments. Gold coins may be exchanged at any time based on the price of metal. This allows people to purchase or sell gold without any initial investments. Many first time investors do not know the correct time to sell the gold. But with the help of useful gold tips, one can successfully get return on their investments.

Equity tips will also help people to find the best companies; some of them are as follows:

Earnings Per Share (EPS) - It refers dividing a companyâ€™s total after the tax profits by the number of common shares that is outstanding. The individuals should always compare the growth of companyâ€™s EPS to same quarter as previous year. Purchase stock with Earnings per Share of 25 to 50 percent or higher and the most profitable companies would offer a potential of 100 to 400 percent. People must look for sales and as well as growth. It is always best to choose stocks with twenty, fifty and 100 percent or more than the annual growth rate.

Return on equity (ROE) â€“ The individuals need to pay attention to the return on equity. Bull markets will have two to four years followed by bear market and then bull market. The price earning ratio tool will be a decisive tool in order to measure the value of the stock. By following the equity tips, one can recognize the best time to purchase stock based on the price. Avoid purchasing five or ten percent above the correct buy point. When the stock splits 2:1, the investors will get two shares for every one share and each new share will be sold at half of its value.

Using these tips one could make sure they make smart decisions with their hard earned money

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