

Once a Pawnbroker Always a Pawnbroker...

Q&A WITH CHRIS NOYES OF ASSAY ON WHEELS®

NATIONAL PAWNBROKER MAGAZINE TOOK TIME TO SIT down with Chris Noyes, the innovative owner of Assay on Wheels® (AOW), to find out more about his precious metal processing vehicles and his company's relationship with the pawn industry.

NATIONAL PAWNBROKER (NP): Tell us a little bit about Assay on Wheels®.

CHRIS NOYES (CN): AOW is a fleet of full service, mobile assaying vehicles. Our vehicles go to your place of business to melt and assay your metals right in front of you. We are quick, convenient and take the guesswork and mistrust completely out of the process. You get to watch you metals being melted, witness our equipment getting calibrated before EVERY transaction and, the best part, get paid on the spot. You leave with cash in hand, a wire directly into your bank account or you can choose from an assortment of other payout options.

NP: What problem are you solving for pawnbrokers?

CN: We understand that your time is valuable so we make the process fast, safe, secure and easy. Pawnbrokers can have peace of mind by not having to ship precious items through a mail carrier, and our turnaround is faster than any other allowing cash flow whenever it is needed.

NP: When did you start the company?

CN: I came up with the idea in 2010 and began the patenting process. We launched the company in January of 2011. We have just been issued our first patent number, 8,551,402 and are currently patent pending on several other ideas relevant to the business. There is no one like us out there!

NP: How did you come up with the idea?

CN: I have a background in the pawn industry. I co-founded and developed a standard pawn shop that matured into the largest pawn shop in the tidewater region of Virginia. I thought to myself, I wish someone would come to me to process this metal rather than me having to send it out to a refiner and then have to chase down my payment. I wished there was something more convenient. So, I separated from the pawn shop and pursued my idea.

NP: What type of businesses do you work with?

CN: We work with anyone who has a gold buying license and is USA PATRIOT Act compliant. We have also done business with some dentists, check cashing businesses and coin

collector shops. We only work with legitimate businesses and do not do any retail buys.

NP: How can you relate to the business?

CN: I relate with the pawn industry because I have been there, I always say, "once a pawnbroker, always a pawnbroker." I get what these guys are looking for and over the short course of two years, now I can deliver. We have a patented business model and a team of respectable, educated and honest employees.

NP: What are your plans for the future?

CN: We are looking to improve our service in the future by purchasing diamonds and offering payment in the form of bullion and coins.

NP: How do customers know they are getting the most money for their metals?

CN: Our analyzing process uses state of the art X-Ray Fluorescence to capture the elemental make up of precious metals. You can be sure you are getting an accurate reading because we take pin samples from your molten lot to ensure a homogenous sample is taken. We give you payout on exactly what you have.

NP: Where are you located?

CN: We currently have ten mobile units spread across the Eastern US from New York to Florida. Give us a call to find out if we are in your area. If we are not currently in your area, we will be soon. We are mobile, so we are virtually unlimited as to where we can go. We will announce any new service areas on our website.

NP: What are three tips for getting a better return on metals?

CN: First of all, watch the market. Know how it is behaving to maximize your return where possible. Secondly, be careful when you test white metals. Testing these metals with an earth magnet will save you in the long run. Finally, know what you have. You should have an idea of what you should be paid before ever starting a payout process on metals.

NP: How can people contact you?

CN: For any questions or to set up an appointment visit our website, www.assayonwheels.com, or call our main office (888) 351-0346. To speak directly with Chris, send him an email at, info@assayonwheels.com.



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