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## Converting Gold to Cash



Norton Kaiserman, Manager,  
Escondido's Gems n' Loans

Norton Kaiserman knows how to easily convert old gold jewelry you may have lying around the house into cold, hard, usable cash. "In today's market," Norton says, "gold draws higher than normal cash in trade. We're happy to either buy gold or make loans using it as collateral."

Norton has been one of owner Mack Hembree's top executives within the Gems n' Loans pawn brokerages in North County. He has been working with Mack for more than a year and a half and loves it because "Mack treats us all as family. He wants us to treat our customers just as we treat each other... and we do. I've been in sales since the 70s, when I

worked on Wall Street, being an international stock trader for some years, later as an insurance salesman for a number of years as well. I've never known an owner or Chief Executive Officer quite like Mack. I'm proud to be part of his team."

An interesting side note... Norton's brother is Morris Albert, a well known singer-composer, who wrote and sung the song "Feelings" which became a huge hit worldwide in the 70s.

Further areas of interest... Norton speaks Portuguese because he was born in Rio de Janeiro, Brazil, speaks Spanish, which he studied in school and then, with practice, became proficient. He speaks French because his mother was raised in Casablanca, before going to Brazil, and English because his grandparents only spoke English with him.

"The business of pawn brokerage has changed a lot from the image of the old days," he says. "It's been around since before the medieval era, because there's always been a need for an easy way to borrowing money without a lot of bureaucracy. We offer

'Gold to Cash'  
Cont. on Page 11

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