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Holiday Shoppers Trade Gold For Gifts

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Dena Richardson/KFOX News Reporter Posted: 5:34 pm MST December 13, 2009 Updated: 8:25 pm MST December 13, 2009

EL PASO, Texas -- Gold is hot this holiday season -- not necessarily to buy, but to sell.

"They can't believe how much money they're getting for their jewelry," said Susan Eisen of Susan Eisen Fine Jewelry and Watches. "And this is the only time, that I've ever known, that you can get this much for gold."

Eisen said some people trade their gold for cash to buy holiday presents. Others have their gold redesigned into a new gift.

"We get so many people coming in to sell gold that we have to make appointments," said Eisen.

Each piece is tested for authenticity and weighed to calculate the price. Gold was last priced at about \$1,100 an ounce.

"If we had a crystal ball, and we could tell the future, we could all be very, very rich," said Eisen. "But nobody knows what the future has to bring with gold. So we're buying and selling it as quickly as we can."

But Eisen said those considering selling their gold should think twice about the decision, especially if the piece has some sentimental value.

"Be sure that you are ready to let go of it before you come in and sell it," said Eisen. "Because you'll never be able to get it back."

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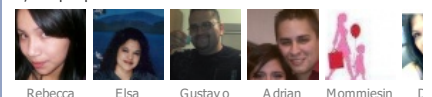
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