

BUILDING WEALTH IN CHANGING TIMES



The Solari Report

MARCH 17, 2016

A close-up photograph of a silver dial lock mechanism with a yellow textured cover. The dial has numbers 10, 20, 30, and 40 visible. The text is overlaid on this image.

How to Buy & Install a Safe
with Dan Perkins



How to Buy & Install a Safe

March 17, 2016

C. AUSTIN FITTS: Ladies and gentlemen, it's my pleasure and privilege to welcome to The Solari Report someone I've wanted to have on for a long, long time, and that's Dan Perkins. He is the President of Hidden Safes which is a business headquartered in Memphis. They fly all over the country and do things in a lot of different places, and they're very well-respected here in the Memphis area.

I have asked Dan to help us talk about how to purchase and install a safe. This is a topic that's coming up more and more these days as we look around the world and see different parts of the world experiencing negative interest rates, asking ourselves the question: Could it come here?

Of course, we see the move to control and minimize cash and the push to move to a cashless society. So there are many different things pushing us to be interested in getting a safe.

Dan, I'm so appreciative that you could join us on The Solari Report, so welcome.

DAN PERKINS: My pleasure, Catherine. I'm glad to be here.

C. AUSTIN FITTS: You've been doing this for 37 years, and so you know a lot about this. The one thing I don't know about you is how in the world did you ever get into the safe business?

DAN PERKINS: Well, it all started around the friendly poker game that my father had. Growing up as a child, I witnessed Friday night poker games. One of the members of the game had his collection stolen. My father's name was B (like Aunt B). Everyone said, "B, you're the one with the real collection. You're the one who has the most to lose. You're next."

C. AUSTIN FITTS: When you say 'collection,' was it precious metals or guns?



DAN PERKINS: It was guns. When we first started doing this, we were doing walk-in sized gun safes. Actually we couldn't find anybody to do it for us. Ours were on display in gun cases and gun cabinets. My mother really didn't like that because they were big cabinets, and they filled up the living room.

Anybody who came into our home saw these guns, and left with, "Wow!" That made my dad nervous.

He referred to some Humphrey Bogart movie where he did something under the dash and a pistol came out of a secret compartment, and that got the guys talking about hidden safes. Back then in the mid to late 1970's, nobody did this.

My dad got the idea to construct a gun safe with his son's help.

C. AUSTIN FITTS: So this was not voluntary; you got drafted.

DAN PERKINS: Right. Heavy metal. It wasn't on my agenda at all, but he pulled it off. He's a real entrepreneur and a real idea guy. When he gets an idea in his head, he goes with it. The first one we built was so unique that one of the guys who played poker with us said, "You've got to do one for us."

So we already had a customer. He was an anesthesiologist, so his guns were nice. They were nicer than ours.

I left one thing out: We had one gun in particular that we didn't want to lose. It belonged to a Civil War General. It looked like a piece of junk, but my great-grandfather was the Color Bearer. He carried the battle flag in the Civil War under this General. Somebody would probably throw the gun away thinking that it was a piece of junk, but it was more valuable than the entire collection.

So we built ours and then did a job for his friend and his partner who was also an anesthesiologist. The next thing you know, we were getting all these requests. My dad was a stock broker and I was self-employed. I



bought and sold classic cars and motorcycles. I was happy. I was making good money and I loved my job.

The next thing you know, I'm helping dad carry all this plate metal into people's homes. That was a long time ago. Now he's retired, and I've looked back over my career, and I could write a book over the situations I've been in since 1978.

C. AUSTIN FITTS: And you should write a book. I moved to Tennessee, and I realized pretty soon that I need a safe. I had no idea what to do.

I want to just first walk through all the different reasons why somebody would want a safe. I'll just start off with me. I have a lot of client files, and I was very worried about documents and files and keeping copies that were safe.

Some of them I could digitize and place in different places, but I was really worried about fire. We have a great volunteer Fire Department here.

The first thing I did was I trucked on down to co-op, and I trucked on down to the guy who runs the volunteer Fire Department. I said, "If the house burns down, where's the safe that will keep all my documents safe?"

So fire was a big one, but another one is privacy and safety. So you have a gun collection and you want to keep it private, or you've got cash or precious metals at home and you want to keep it private. So privacy and safety is one reason. Theft is another. Economics is another because it gets expensive to keep things in depositories. At some point, it's just cheaper to buy a safe and keep it at home.

“So privacy and safety is one reason. Theft is another. Economics is another because it gets expensive to keep things in depositories.”

For me it was economics, it was theft, it was safety, it was convenience, it was privacy, and it was fire. It wasn't just valuables. For me a big issue was documentation. Then the question becomes: If you keep everything



at home and you have a safe, and everybody knows you have a safe, then how are you going to keep it private, secret, etc.?

If somebody breaks in with a gun and holds the gun to your head and says, “Open your safe,” what are you going to do? Which brings us to the idea of having a hidden safe.

DAN PERKINS: Right.

C. AUSTIN FITTS: So for most of the people who you’ve served over the last 37 years, what is the primary reason they get a safe? And how many of these people get hidden safes?

DAN PERKINS: With our name, Hidden Safes, we do hidden safes. A lot of people call and say, “Don’t you just sell a regular safe?”

I don’t. Maybe I will someday. I’ve toyed around with it, but it’s so competitive now. You can buy them at Home Depot and Office Depot and Tractor Supply. They sell them everywhere, and you can’t compete with their buying power. I’m a family business, and we custom-make all of our safes.

I suppose I could carry a line of safes, but then we’d be trying to make \$50 or \$100 trying to deliver a safe, and you risk damaging someone’s floor. I talked to a guy who was in the business, and he said, “You have a niche market that I am envious of. It’s so cool; It’s like in the movies. Why would you ever want to sell regular safes?”

C. AUSTIN FITTS: Right.

DAN PERKINS: If I ever need one, I’ll just go to Home Depot or wherever and buy my own.

C. AUSTIN FITTS: Right.

DAN PERKINS: You touched on a lot of the reasons why people buy a safe. When we first got into this, safes were for hiding guns. It was just one



gun safe after another, and they were almost all big enough to walk into.

The wife would usually say, “What about for me? I’ve used this floor safe all my life, and I hate it. It’s down on the floor, under the carpet, the lid is too heavy, and I have to turn it left, right, left, right. If I miss the number, I have to start over. I just really don’t like this, and I don’t use it. I need something convenient back where I get dressed. I don’t want it in plain sight. What can you do for me?”

We heard that over and over and over – almost every job. So we invented something we call a drawer safe. The closest thing to compare it to is a cash register. We make them in sizes where we can hide them in a spot you’re likely to have.

I have four standard sizes, and I custom make them as well.

C. AUSTIN FITTS: Does that go in the wall, or does that go into a cabinet?

DAN PERKINS: I don’t want to say too much about where I hide them. Let’s just say that if I came to your house, I could find places for at least one of the sizes. Sometimes I can confuse you about options, which I’ve been known to do. I open my mouth too much when I’m consulting with somebody and leave them confused. I am getting better about that, though.

What’s unique about the drawer safe is split-second access. Some people have learned that it’s a great gun safe because of how fast you can get in it and how cleverly it can be hidden.

C. AUSTIN FITTS: Right, which is important. If somebody breaks in, you don’t want them to see your gun.

DAN PERKINS: Right. Now everybody wears a gun on their hip walking around their house every day, but if somebody were to kick a door in or walk in through an unlocked door, how quickly can you get to your weapon? If it’s in a locked safe, you can’t get to it very quickly.



C. AUSTIN FITTS: Right.

DAN PERKINS: You know what's really cool about that? I've had quite a few people call me and buy a large number of these things. That way they can stash them all over their house and have quick access to a gun no matter where they are in the house.

Of course, it's not all guns. There are safes for jewelry, there are panic rooms and safe room scenarios.

C. AUSTIN FITTS: I didn't mention that, but you do build safe rooms as well.

DAN PERKINS: Yes. The first one we did was for a doctor's wife. She stood in our walk-in 10x11 walk-in safe and said, "If you can make this where I can lock myself in it, I want one this big. Otherwise, I just want one of those drawer safes."

So she was our first safe room client.

C. AUSTIN FITTS: Do you find that interest in safe rooms is going up?

DAN PERKINS: Yes. It seems more for tornados, but even that is changing. It seems like the first spike in sales was for tornados, but crime in Memphis, we're number one or number two in crime regularly. It's really getting bad here. So safe rooms are definitely popular, especially if you have the need for a safe that big anyway. It doesn't cost much more to make it where you can get in it and hide.

C. AUSTIN FITTS: Right. So if you're getting a big, walk-in safe, you might as well consider a safe room.

DAN PERKINS: Right. When they're that big, I usually make the door where it has what I call the 'safe room option' which means you can control the safe's door from either side. You can go in and lock yourself in and nobody can lock you in it from the outside or come in and get you out.

C. AUSTIN FITTS: Right. So one of my questions is: If I don't have a safe and



I'm considering getting a safe, does it make more sense to always get more than one safe? It always seemed to me that you wanted more than one just because in the worst case that somebody figured out where that one was, or you had to give up one, it would be good to have another.

DAN PERKINS: You're exactly right. We call the second one a decoy safe. It's got to be convincing. The last thing you want to do is put bricks and newspaper in a safe, and have a guy with a pistol force you to open it. That's going to backfire on you.

If this random burglar picks it up and steals it, thinking he's run off with all you've got, it's one thing. But if you get some crackhead with a gun or a knife and says, "Open your safe," you had better have something in there worth some value. Have a few hundred bucks and some papers that look important. Have some costume jewelry. Make it look real.

"The last thing you want to do is put bricks and newspaper in a safe, and have a guy with a pistol force you to open it."

C. AUSTIN FITTS: Right. The other question is: large or small? Let's say I have some jewelry and some precious metals, and I think I only need a small safe.

I have two really large safes. When I first got the first one, I just thought, "I really don't need that much." But then when I started realizing how great it was to have a safe, I started putting more and more in the safe, and then suddenly – bam! We needed a second safe. We have a lot of client files.

What are the advantages – if you get safes – in making sure that one of them is pretty big?

DAN PERKINS: I've experienced the same thing you have. When I built mine, I didn't build a vault. Anything with a door I call a vault, whether it's the size of a microwave or a closet.

I didn't put one in our home until the third home we bought. I said,



“Okay, this home is worthy of doing a vault.”

I built one about 40 inches wide and two feet deep and eight feet tall. I thought, “This is just perfect. I’ll never outgrow it.”

I put my stuff in it, and it looked empty. Not today. That was in December of 1998. You ought to see it now! When you open the door, it looks like things are going to fall out of it. It’s just so full.

When you buy one, you think of A, B, C, and D. You think of all these things that are going to go in it, but the longer you have it, the more things that you acquire and the more things that you didn’t think of that you’re going to put in it.

They’re great for organizing and knowing where something is. Like you said, they’re great for fire. If your house burns down, you don’t want to lose all your family photographs and videos and documents of history and vacations. Things like that can’t be replaced, and they’re the things you miss the most if you do have a fire and lose everything. So my safe is quite full, and I seriously built mine too small.

A very close relative of mine needed one much more than I, and he was the one who told me about you. He’s been talking about you a lot.

C. AUSTIN FITTS: Really?

DAN PERKINS: Yes. He asked me not to identify him because his need for the safe was much greater than mine, but he really talked you up and said, “You need to talk to this lady so she can help you.”

C. AUSTIN FITTS: I went through a process many years ago where I went through serious litigation with our government, so I gave up on having any privacy whatsoever. Of course, if you’re me and you’re doing radio shows, before you know it everybody is going to know what you’ve got at your house. You might as well give up on any kind of privacy.

I understand the problem because to me, one of the beauties of a hidden



safe is I'm not worried about the people who come into my house, but I'm worried about the people who they tell what they see.

If you're on national radio, you don't have to worry, but that need for confidentiality is a really big issue. I think one of the big things that scares people, Dan, about getting a safe is: If I need help delivering or installing the safe, how do I keep the confidentiality with the people who helped me purchase or install it. There is a chain of people who know.

If somebody hears this and gets you to come in and install a safe, how do they know it's going to stay confidential?

DAN PERKINS: Well, they say, "Loose lips sink ships."

C. AUSTIN FITTS: That's true.

DAN PERKINS: The fewer people who know, the better. I haven't hired anybody in 15 years. I have a close-knit organization. We're aging unfortunately, but that has been one of the hardest things about what I do – finding somebody you can trust who can do the job. As soon as you find somebody who can do the job, they have a criminal background or they just can't pass the security screening.

If you're just going to buy a regular safe, who's going to deliver it? They're going to know where it is. If you pick it up yourself and you pick and choose who is going to deliver it, that's one thing, but are they always going to be trustworthy?

C. AUSTIN FITTS: If you go down to Home Depot and you buy it with a credit card, they're going to know that you have a safe. I'm figuring that you have to go down to Home Depot, pay cash, and you have to pick it up and install it yourself.

DAN PERKINS: My first customer under the name of Hidden Safes looked at me with the strangest look on his face when I asked him to make the check out to Hidden Safes. He said, "I'm not going to make the check out to Hidden Safes."



I was dumbfounded. I was not ready for that. Quickly I thought, “How about our initials, HSI?”

“Wow! Okay. I can do that.”

Anyway, come to find out, one day out of curiosity I looked up in the phone book HSI, and there was a company that did granite. Almost all of my customers have granite in their homes – in their kitchens and bathrooms – so it was a great cover. But then again, what about the bank? What about the bank teller? He’s not exactly the highest paid individual in the world.

C. AUSTIN FITTS: Right. My concern is not the bank teller; my concern is that goes into a database which is basically, if you look through the government and the contractors that the government has, and you look who I believe has access to that data, it’s no more confidential than the man on the moon. That’s one of the reasons they’re trying to go to cashless, so they’ll know where everything is.

DAN PERKINS: True. I don’t like taking credit cards, and I don’t like taking checks, but I don’t want to come across as paranoid to people. I don’t want to tell people, “You have to pay in cash.” That’s their business.

C. AUSTIN FITTS: Right. That’s their choice.

DAN PERKINS: A lot of these people are just putting their jewelry and things like that in it, and they’re not that concerned. But then again, there are always people who are concerned, and they’re putting things in there that are quite confidential. Some of the wealthiest Memphians that I’ve done – or people in general – have paid in cash just for that reason.

C. AUSTIN FITTS: That’s why I think it’s very important for you to think through. If you’re going to take the time and money to install a safe, it’s very important to think through all the different reasons why you want the safe, and once you have it, what are all the different reasons you’ll use it or ways you’ll use it, and then what does that say not just about what kind of safe and safes you have, whether they’re hidden or not hidden,



but how do you go about purchasing and installing and doing it in a way that doesn't abrogate the whole reason to have it in the first place.

One of the things I wanted to mention is after we had the safes for a while, I'm in a business which requires a disaster recovery kit, and we take it very seriously.

“I'm in a business which requires a disaster recovery kit, and we take it very seriously.”

I've got everything set up so whether it's in the car or I can throw it in the car, I can be out of here and operating on the road in very short order. One of the things we ended up doing was buying a small portable safe that goes in one of the stand-up safes. So if I have to skedaddle, I can grab it with all the things I need in it for the disaster recovery in that safe. So I've got a portable safe in the car as soon as I need it to get out of here fast. That's sitting in the big stand-up safe. That's so that if I need to leave, I have a safe with me now. It's not cemented into anything; it's portable.

That was one thing I wanted to mention. Have you ever put a safe in a car?

DAN PERKINS: We used to do it all the time. When we first got into this, cars were made much differently than they are now. There was actually room under the seat and the consoles were made differently. We actually had a drawer safe that fit in the car.

But all these years later, I can hardly find a car that it will fit in. So all my clients who had car safes are regretfully finding out that they should have held onto their car and restored it.

I mean, I've actually had people ask me, “Tell me what kind of car it will fit in, and I'll go buy it.” They liked the safe that much.

C. AUSTIN FITTS: You know, I have clients who have classic cars because they don't want any kind of digital technology. They're driving around in 1950's kinds of cars. I would imagine you could still do a door safe in a



car like that, couldn't you?

DAN PERKINS: Oh, yes. Especially trucks. That's about the only thing left that I can do work in. Even trucks are getting harder and harder as they try to luxurize them. There's just less and less room to do things in.

I've seen some pretty ingenious things that people have done to cars, but they're illegal – like turning an airbag into a secret compartment. I don't want to get into all that. Every job is different, and you have to charge astronomical prices to make a buck, and you're breaking the law on top of that and making a car unsafe.

One time almost everybody who bought a safe from us had a car safe if they were a pistol person with a concealed carry. A lot of our clients are ex-military, and they just had to have one in their truck or car. We used to do a lot of them.

C. AUSTIN FITTS: Let's talk about do's and don'ts. I'm sure in 37 years of dealing with this you've seen the mistakes that people make. What are the things we need to make sure that if we're going to get safes and have safes? What are the things we need to remember to do? What are the ten biggest mistakes, and how do we make sure we don't make them?

DAN PERKINS: Well, you have to buy a quality safe. I did a survey to my customers, and I asked them if they could do anything different about their transaction with our company, what would it be? The answer that I got over and over were two things: buy a larger one, and put it in a more convenient location.

C. AUSTIN FITTS: Really?

DAN PERKINS: Yes. If it's jewelry, you're going to want it convenient. You're not going to want to walk all the way across the house or all the way upstairs and across the house to get a ring or a bracelet or something like that.

Everybody will fill up a safe. You ought to see a relative of mine's safe.



You would think as large as that is, there is no way that anybody could fill it up. Well, if you saw it now, you would just laugh. It's unbelievable how you can fill something like that up.

It depends on the reason you're buying it. As you say, if it's for fire protection, make sure you're getting the right kind of safe. What I learned last night trying to refresh myself on how things have changed over the years, the gun safe industry isn't held to the same standards as the jewelry safe business. They pretty much make up their own ratings. They say the fire rating is x number of time for x number of degrees, and it's completely not true.

C. AUSTIN FITTS: Really?

DAN PERKINS: I was shocked – absolutely shocked. They changed things, too. I mean, to buy a good, fire-resistant safe, you've got to really do your homework.

C. AUSTIN FITTS: Yes you do.

DAN PERKINS: What I tell people to do is similar to what you said. You have a safe inside a safe. That's what I recommend people do.

Imagine if you have a fire. The inside of your safe is going to reach a certain degree in a hurry, but if you have a safe inside that safe, how long will that safe take to reach the same temperature? It's drastically different.

C. AUSTIN FITTS: Right. In fact, that is one of the reasons why we got it. We needed it for disaster recovery, but it would make sure that particular documents were protected in a fire.

DAN PERKINS: We've done some interesting projects over the years and met some very interesting characters.

C. AUSTIN FITTS: I'm sure!

DAN PERKINS: I did a safe one time that was about six feet by six feet by eight



feet tall, and I got to see inside it when he changed the lock. He got tired of his mechanical lock and went to a digital lock. In doing so, I had to take the back of the door off, which means I got to peek inside it.

I lot of times I'm shocked when I see what is inside a safe, but boy was I shocked! He had a pyramid of safes welded to the floor of my walk-in safe, and all these safes were welded together.

C. AUSTIN FITTS: Out where I live, the common lore is you have to cement them in because there are great stories of people who have these unbelievably heavy stand-up safes, and some guy managed to drag it out anyway.

DAN PERKINS: Gosh!

C. AUSTIN FITTS: Around here, you have to cement them in or it's not safe.

DAN PERKINS: Like I say, I could write a book. I'm almost afraid to tell stories on the radio where just anybody could hear them.

C. AUSTIN FITTS: Mechanical or digital? Any thoughts about what's the best locking mechanism? Is mechanical better than digital, or is digital better than mechanical?

DAN PERKINS: It depends on the person. It depends on the use of the safe as well. A lot of people are really afraid of an EMP and they won't touch a digital lock.

Your typical lady who buys one for jewelry could care less about that. It's instant access. If she can't get in it in ten seconds, she doesn't want it. But a guy who's got his arsenal locked up in there, he's not going to have a digital lock. What if there's an EMP? How am I going to get at my guns?

It really depends on the purpose of the safe and the person.

C. AUSTIN FITTS: Let's talk about how you deal with death. One of my fears



is this. Let's say a couple has a hidden safe, and they go traveling and have a plane crash. They're both killed, and nobody knows the safe is there. Do you have any advice on that?

One of the things that happens is people forget their access codes, or you get a death and people don't know it's there. Do you have any advice on how to handle those kinds of governance issues?

DAN PERKINS: I know there's going to be a day when I find the safe in someone's home that the owner of the home doesn't know about. We've been doing this for so long that the homes are turning over with new owners. Some of them have turned over four and five times. What's happening now, Catherine, is I get a call and I go to a house, and when I pull up in the driveway, it's déjà vu; I've been here. I wonder if they know they have the safe.

You wouldn't believe how many times they don't even know the safe is there.

C. AUSTIN FITTS: Really?

DAN PERKINS: Yes. I'll show them. "Guess what? You have a safe."

"You're kidding! Where?"

"Let me show you where." Then I pop it open. One of these days, I know it's going to be full of jewelry or who knows what because nobody knew about it.

I've done a lot of jobs for people who bought it because of their family. "I hate to tell you this, but it's my son. He's on drugs," or reasons like that. So they don't tell anybody.

Like you say, it's something to talk about, and it's kind of a subject that you don't feel comfortable talking about, but I have to bring it up. I

“One of the things that happens is people forget their access codes, or you get a death and people don't know it's there.”



don't bring it up every time, but there have been quite a few times when I've brought the subject up, "What if you're both killed coming back from Florida, and you didn't tell anybody?"

I used to watch the obituaries, but that got old, and I can't remember all these names. We've done over 5,500 jobs now.

C. AUSTIN FITTS: That's why I think it's good if everybody has a trustworthy family attorney, like they have in the movies. I know that's not always such a thing, but it's always good if you can have the person who has your will or whatever. I think that's important.

DAN PERKINS: That's what I usually say. "Put it in your will or tell a trusted family member." That's what I normally tell people. You don't want to be the only person who knows it's there.

I used to work for a man who told me, "You and I are the only ones who know about this safe because there is cash in it. In the event of my death, don't tell my wife I own this safe. You bring my son and show him. This is his chance at life."

I thought that was kind of bizarre.

C. AUSTIN FITTS: That's a heavy burden.

DAN PERKINS: Yes. I'll know when this guy dies. I'll know quickly. He's a close friend, and his son will be quite happy. If he dies before me, he'll have to create another plan. I get some strange requests. You wouldn't believe it.

C. AUSTIN FITTS: Any other tips on how we cannot make one of the ten worst mistakes you could make in buying and installing a safe?

DAN PERKINS: Well, like I said, make sure you buy a quality safe. Buy one that's big enough. Put it in a convenient location if that's necessary. If you're putting silver and gold in it, convenience is way down the list. I don't care how much trouble it is to get to this. What I care about is



hiding it. How good can you hide it? I'm not going to this very often. If it's jewelry, of course you have to get to it quick and you have to put it where she'll use it.

Make sure you have a trusted company. Paul Harvey did a story about this.

C. AUSTIN FITTS: Did he really? What a fabulous guy.

DAN PERKINS: It was great. I almost wrecked my car. My sister did a conference call with Paul Harvey. I bought a book called *Guerilla Marketing* and another one called *How to Manipulate the Media* – just a little paperback. The next thing you know, I had publicity galore for our company. Everybody wanted to do a story about it because it's just an interesting topic.

C. AUSTIN FITTS: It is an interesting topic, and you've been at it for so long.

DAN PERKINS: Yes. I wish I could tell story after story, but you never know who's listening. I don't like digging my own grave or shooting myself in the foot.

C. AUSTIN FITTS: Well, whatever we do, we won't put a picture up of you.

Please give us your website again and how we can reach you.

DAN PERKINS: It's www.HiddenSafes.com. That's my website. I really need to redo it. It's written in old code, and it rarely loads properly on a PC. This is a really hard business to be in because you're criticized for showing too much or saying too much. Whenever I put too many pictures up, the next thing you know I'm getting phone calls and comments like, "That's a great product, but now everybody knows."

One of the things people say is that they'll never show anybody. You ask them for a referral, and they say, "If I tell people about it or talk it up, they'll think I have one."



C. AUSTIN FITTS: It's a tricky business. If you look at what is happening with negative interest rates and more regulation of the bank, I do predict that your business is about to take a surge up.

DAN PERKINS: It's happened, yes. With guns, the President talking about taking guns away has snowed us under. They've threatened ammunition. The government is stockpiling all this ammunition for every agency you can think of, and now you can't even buy a box of 22's or an AR-15 cartridge. It's ridiculous. I'm on a call list of the multitude of people who call and say that such-and-such a store has got AR rounds. "High-tail it down there and get in line." We buy all we can.

Another trend I've seen is people keeping cash out ever since they showed the image of what happened in Greece with people standing in line to get their daily \$60. The next thing you know people are asking, "How much cash will that thing hold?" These are the questions I'm hearing.

"In what denomination?"

Some people brag about it. "I can get \$150,000 in that little, bitty drawer safe."

C. AUSTIN FITTS: There's an effort now to pull in the high denomination bills.

DAN PERKINS: Oh boy!

C. AUSTIN FITTS: Part of that is not just domestically, but foreigners keep a little cash store using the high denomination bills. So I predict, Dan, that you're in a surge for the business.

DAN PERKINS: Yes. The gold and silver now is the trend.

C. AUSTIN FITTS: Right. They're moving up again.

DAN PERKINS: The wealthier the individual, the more gold he wants to have



because he always wants to be this fat-cat millionaire. Hundreds of pounds of gold.

C. AUSTIN FITTS: I think part of it is safety. I have an article on my website called *What Percentage of My Assets Should I Hold in Precious Metals* and I describe something called a 'Core Position'. Core Position is what you keep to bribe the border guards. It's insurance. It's really not an investment. It's insurance for the worst-case to make sure that your family is safe. I think that Core Position, particularly for anybody who feels responsible for caring for a family, is the way to ensure your family is safe no matter what.

A lot of what people are putting in safes, in fact, whether it's precious metals or guns or the documents, it's those things they need to make sure in the worst case that their family is safe.

I will tell you, Dan, when you talk with people who have lived through Katrina or have lived through a hideous tornado situation, the ones who come back the fastest are the ones who had instant access to their documentation because with both safe and redundant copies, they were really good at making sure they had the core documents they needed to come back up – whether it was insurance or other things.

Doing that properly – and the safe is part of that – can make an enormous difference to your ability to withstand the vicissitudes of fortune in life. You couldn't get me to give up my safes for anything, even though I describe them on national radio all the time.

DAN PERKINS: I don't describe mine. One of the misconceptions about the hidden safe is that, "When I build my next house, I'll do that." But the first one we did, the second one we did, and the third one we did were all in existing homes. Our methods of building and installing were

“A lot of what people are putting in safes, in fact, whether it's precious metals or guns or the documents, it's those things they need to make sure in the worst case that their family is safe.”



developed around the home you live in now.

A lot of people think, “I don’t have a place to put one.” What we usually do is we take part of a closet, for example. Now it’s half as big or one-third as big, or the whole closet is the safe and the entry to it is now gone.

What I do is I walk through a home and I look for the best spot and the hardest place to detect. That’s how I pick a place to hide one.

What I’m trying to get across to the listeners is that you do have a place to put one in the house that you’re in.

C. AUSTIN FITTS: Right. You do.

Well, Dan, it’s a pleasure talking with you. I want to thank you for joining us on The Solari Report. Please give us the URL for your website again.

DAN PERKINS: It’s www.HiddenSafes.com. The first page of my website has the most information on it. My website is kind-of made where it distracts you and kind of gets you lost and disinterested. Really. If you dive into the website and hit the ‘click here to enter’ button, you blew it.

C. AUSTIN FITTS: But we can’t get your telephone number. We can find you by going to the home page.

DAN PERKINS: Yes. My phone number is on there. The best stuff is on the first page.

C. AUSTIN FITTS: We’ll remember that. Dan Perkins, it’s very much a pleasure. You have a wonderful day, and good luck with the surge in your business.

DAN PERKINS: I appreciate it, Catherine. Thank you for calling.

C. AUSTIN FITTS: Goodbye.



DISCLAIMER

Nothing on The Solari Report should be taken as individual investment advice. Anyone seeking investment advice for his or her personal financial situation is advised to seek out a qualified advisor or advisors and provide as much information as possible to the advisor in order that such advisor can take into account all relevant circumstances, objectives, and risks before rendering an opinion as to the appropriate investment strategy.