SPECIAL EDITION

COIN WORLD

100 MOST INFLUENTIAL PEOPLE IN NUMISMATICS

SALUTE TO SHOW ORGANIZERS
HONORING AUTHORS & RESEARCHERS

2024

COIN WORLD 100 MOST INFLUENTIAL PEOPLE - SPECIAL EDITION 2024

21MI24p001 Cover.indd 1 4/5/2024 8:16:30 AM

Bob Green | 4TH YEAR

Park Avenue Numismatics - Owner

Park Avenue Numismatics has been serving customers since 1988, built on a business model where success is not only a goal, but a requirement. Bob Green began in the numismatic business world a few years before, working with Walter Breen and Stanley Apfelbaum at FirstCoinvestors. His place in the business world really took off with Park Avenue. He maintained an aggressive presence at major coin shows, leading to transactions in key date and high grade numismatic coins, rare date gold and ultra-rarities.

Long before everyone was doing it, Park Avenue had a strong presence on the internet, and Green established the collector website National Coin Depository.

If that wasn't enough, he was also getting better known through other media sources, including a radio program called *Dollars & Sense*.

With his keen eye for quality gold coins, customers flocked to Green for his knowledge to enhance their own collections. "In 2004, I was able to help my client complete his $20 Saint-Gaudens set by purchasing the 1927-D coin at auction," Bob said, recalling one of his most satisfying experiences. "The 1927-D is listed in the *100 Greatest U.S. Coins* and rarely came up for sale. It was graded MS-62 by NGC but was clearly an upgrade candidate. My client had a PCGS Registry set so we would have to cross it over to complete his set. The bidding was strong and we ended up paying substantially over market bid. In the end, the coin crossed from MS-62 NGC to MS-63 PCGS. Finishing the set was the goal, but upgrading the key date in his set was certainly icing on the cake and a memorable event in my career."

Will the increasing presence of artificial intelligence hurt or help the hobby and why?

I've always been in the forefront of technology with my first coin website URL dating back to 1994. We have recently starting using AI for the past few months and we have seen our client communication double. Good communication has led to additional sales. And additional sales is always good for business.

Is the popularity of modern coins going to boost the hobby?

We do not do much in modern coins, but we feel it will bring in new customers to the hobby.

How has the changing face of auctions impacted the hobby?

Auctions are vital to cash flow for dealers as sellers in addition to stocking new inventory. It creates activity and that breeds more activity, so we are advocates of auctions sellers.

Are consumers more aware or misinformed because of the internet?

I believe the information on the internet is good for the consumer confidence in general; however there are certain websites we think consumers should avoid for sure. I won't name names, but one rhymes with SCHMETSY!

What are the current issues that are important to you in numismatics?

Of course, taxes on sale in various states and the burden of reporting on certain bullion-related transactions take up time for many dealers. We understand that compliance is important, but the thresholds could be a little higher to avoid the laborious task we all have to undertake.

21MI24p084.indd 84 4/5/2024 11:06:21 AM