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Is Investing in GM's IPO Worth It?

Tom Puckett Reporting
tpuckett@entercom.com

Buffalo, NY (WBEN) General Motors is preparing, as early as Friday, to put shares up to the public. One investment expert says it could be worth a long term investment if GM continues its positive progress.

"Things are much different than a couple of years ago," says Richard Schroeder of Schroeder, Braxton, and Vogt. "Speculation was the bailout wouldn't work. Instead, we've got a revived car company that seems to be making money, in part, by reducing costs." Schroeder says if GM continues its current pace, it can be worth a long term investment. "Part of that depends on the economy, we have to see what the economy does, as well."

How much will it cost? In IPOs, Schroeder says brokerage firms usually get the stocks to sell, so getting an account with one of those firms is important. He also says you'll need several thousand dollars. "Usually the price in an IPO is \$10 to \$20 dollars a share," says Schroeder. "It's also preferred you buy a minimum of 100 shares. In public offerings, they don't want to chop it off in blocks of 10 or 20 shares."

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