

How to Invest in Art

Art has always been purchased for its aesthetic beauty, but now, more and more, it is looked at as an investment. The world of collecting fine art can be exciting and lucrative... if you know what you're doing.

This seminar is designed for the corporate and private collector that desires to learn more about making intelligent, informed buying decisions while avoiding many of the common errors novice investors frequently make.

Building successful corporate and private art collections depends on skilled art advisors offering guidance through this largely unregulated market where credibility matters as much as, if not more than, credentials.

There are many advantages of forming an art collection beyond the mantle appeal. Artwork beautifies an office space while motivating employees and positively impacting visiting clients. Artwork can be used as collateral for large loans and bear significant tax benefits for owners who bequeath collections to institutions and foundations.

An expertly designed art collection is much more than meets the eye. Art collecting is an interactive, exciting way to invest that can reap big rewards for those with a savvy eye or significant losses for those that buy on impulse or without an overview of the marketplace. Either way, it sure isn't dull!