

Build Wealth *with Art*

Learn how to
Invest in Art and
Make a Profit





Build Wealth with Investment Art

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Introduction

Until the past decade, art investments were not considered mainstream assets, but since there are fewer investments with which to diversify in and slower market growth in the mainstream indexes, it is becoming more popular with the wealthy. So what is considered art? For the purpose of this guide, we are focusing our discussion on paintings; but art can be any object that is collected and that has a market value such as sculptures, paintings, antiques, etc. The reason for this guide is to educate the new investor on the basics of investing in art. This is not the definitive guide to investing in art, but rather a broad overview for the novice art investor. We do not want to lose sight of the big picture; the main reason for this guide is to discover the potential investment opportunity *to make money from investing in art*.

Art has been a path to obtaining wealth for numerous investors over many years. As opposed to a paper instruments like stocks and bonds, art is a physical manifestation of an asset. Some of the wealthiest people in this country and around the world have made a fortune investing in art. With so many choices that offer little return, art is becoming a preferable way for investors to diversify their financial portfolios. Plus, it includes the prestige of displaying the masterpiece during the investment holding period.

When investing in art, original artwork is much more lucrative than replicas or copies, also known as “prints”. One of the most difficult aspects for collectors is knowing what makes an art piece original. An original art piece is not a reproduction; it is a unique image created once from the artist.



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As with most investments, it is best to remove all emotion from the purchase. The best investments are based on numbers and research. If the investor is purchasing artwork for viewing pleasure alone without any plans to resell it for profit, then by all means purchase the most appealing art piece. As an investment vehicle, it is not wise to invest in an art piece just because it is attractive. Take the time to research the current value and demand for the piece. Then research the likelihood of its value increasing over time. Make the decision to purchase it based on the research, not based on emotion.

The following sections of this book will discuss the basics of investing in art including the most frequently asked questions as well as helpful tips and hints to begin the process of investing in art.

Investment Hunters has been investing in diverse markets for years and has learned the “how-to” of the business first-hand. New investors do not need to learn the investment process on their own. We want to help investors learn from our positive experiences so that investors can jump start their art investments portfolio.



Authors Experiences

Investment Hunters has been investing successfully in alternative investments with multiple companies for years with an average ROI of over 20%. These types of investments are not for everyone due to certain risks; however, with the right balance of research and planning, alternative investment opportunities can be lucrative. As with any investment, the more information an investor has at hand, the more informed that investor will be and the better decisions that investor can make.

One of the keys to our success has been investing in multiple industries with various investment holdings. This is important because it has greatly minimized any potential losses because essentially, we hedged our investments. Each investment holdings is located in various parts of the world. It is our requirement that we not invest in one single type of investment with one single investment holding. Instead, we split our invested amount among multiple types of investments. By following these strategies, we have been able to reduce our exposure to risk while still remaining profitable.