ArtCap

THINKING OF INVESTING IN ART?

READ THIS BEFORE YOU ACQUIRE.

A Private Guide to Direct Art Acquisition

PRIVATE AND CONFIDENTIAL

01 / THE ACQUISITION PRINCIPLE

The quality of an acquisition is shaped at the point of entry.

A compelling work may still be a poor acquisition if its authorship, authority to sell, provenance, condition, edition status or total cost is unclear.

Where an appropriate direct route exists, acquiring from the artist, authorised studio or estate can provide a clearer source, fewer avoidable commercial layers and a more disciplined entry price.

The best price is a properly evidenced price at source.

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02 / THREE DIRECT-ACQUISITION ADVANTAGES

Direct access should create clarity - not shortcuts.

01 / CERTAINTY OF SOURCE

The clearest route for confirming authorship and authority to sell.

02 / DISCIPLINED ENTRY

Fewer avoidable commercial layers between collector and source.

03 / CONTINUED SUPPORT

Possible ongoing access or resale support, only where expressly offered.

None of these advantages should be assumed. Every work, seller and set of terms must be considered on its own evidence.

03 / CERTAINTY OF SOURCE

Begin with the object. Then establish the authority.

01 IDENTIFY

Artist, exact title, date, medium, dimensions and edition status.

02 VERIFY

The seller's identity, ownership or authority, and the evidence of authenticity.

03 RECORD

Invoice, certificate, studio or estate reference, marks, labels and identifying photographs.

04 ALIGN

The work described in every document should be the same work being acquired.

04 / PROVENANCE, CONDITION AND CARE

A direct route can be short. The record should still be complete.

PROVENANCE

A coherent ownership and custody history, supported by consistent documents and references.

CONDITION

Disclosure of restoration, repair, relining, reframing, material alteration or installation needs.

FUTURE CARE

Handling, display, environmental, insurance and conservation requirements appropriate to the work.

INDEPENDENT ADVICE

Use a conservator, lawyer, tax adviser or valuer where value, complexity or circumstances warrant it.

05 / THE DISCIPLINED ENTRY PRICE

Fewer layers do not prove that a price is fair.

A direct acquisition may reduce avoidable brokerage, agency or gallery layers and place more of the purchase price with the artist or estate. The price must still be tested in the correct market context.

COMPARE LIKE WITH LIKE

- Unique work versus edition or print
- Completed sale price versus asking price
- Scale, medium, date, condition and provenance
- Buyer's premium, tax, framing, transport and installation
- Services or access included in the direct price

Entry discipline is evidence, context and total cost - not a promised discount.

06 / MORE THAN THE TRANSACTION

A relationship can begin where a sale usually ends.

A direct acquisition can make the collector known to the people responsible for the artist's work and career. That relationship may create informed access beyond the initial transaction.

- NEW WORKS
- PRIVATE RELEASES
- EXHIBITIONS
- SOURCE INFORMATION
- COMMISSIONS
- FUTURE OPPORTUNITIES

Availability and access remain subject to the relevant artist, studio or estate. A continuing relationship is possible, never automatic.

07 / POSSIBLE RESALE SUPPORT

Support may continue. It should never be assumed.

Some artists, studios and estates maintain their own collector ecosystems and may help place an acquired work with suitable collectors, galleries or agents if the owner later wishes to sell.

Before acquiring, confirm in writing whether any support is offered, who provides it, whether a holding period is expected, what fees may apply, how a resale price would be agreed and whether the support is discretionary.

> *ArtCap does not guarantee a buyer, sale date, resale price, value retention or capital growth.*

08 / THE ACQUISITION SEQUENCE

From interest to informed decision.

01
IDENTIFY
Define the work precisely.

02
VERIFY
Authority, authenticity, provenance and condition.

03
COMPARE
Test price in the correct market context.

04
DOCUMENT
Record terms, payment, delivery, risk and paperwork.

05
DECIDE
Proceed only when the evidence, terms and work are satisfactory.

09 / HOW ARTCAP WORKS

ArtCap identifies. ArtCap qualifies. ArtCap connects.

ArtCap introduces qualified collectors to selected artists, authorised studios and estates. We create an informed route to the source, with clear context and appropriate documentation, so the collector can consider the work and the entry price without avoidable commercial layers.

ArtCap acts as an introducer. It is not the seller, does not take custody of the collector's purchase money and does not charge the collector an acquisition fee. Any acquisition is contracted and paid directly with the relevant artist, studio, estate or authorised seller.

Availability, authentication, studio visits, commissions and other opportunities remain subject to confirmation by the relevant source.

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REQUEST PRIVATE ACCESS

Direct relationships.
Selected opportunities.
Qualified access.

ARTCAP.CO.UK/PRIVATE-ACCESS

GENERAL ACQUISITION INFORMATION ONLY

NO FINANCIAL ADVICE, VALUATION, FORECAST OR GUARANTEE OF FUTURE VALUE