

SALES AGENCY

MAXIMIZING VALUE AND EFFICIENCY THROUGH
COMPREHENSIVE SALES STRATEGIES

The Fine Art Group

ENSURING HIGHEST REVENUE

As an agent, we are solely and exclusively engaged to maximize the financial return and impact of an artwork or collection on the market.

Due to our expertise and reputation in the art market, The Fine Art Group's dedicated Sales Agency team can add significant value through seamless sales management, financial reporting, and marketing optimization.

The client remains well informed and in control, but we take care of every aspect, including commercial negotiation, marketing strategies, legal procedure, deal execution, press, exhibitions, tours, events, logistics, and reporting.

Agency Deliverables

- **Global & Independent:** With our in-house Art, Legal, and Finance teams we can efficiently and discreetly serve as the best independent advisor to guide our clients in the often opaque art market.
- **First In, Last Out:** Through our in-house services, we manage every detail of the sales process and ensure dedicated and constant contact throughout.
- **Creative Solutions:** We've worked with a wide array of magnificent collections and objects, and know how important marketing, exhibition, and staging can be when bringing objects to market.
- **We Excel in Complexity:** We work across categories, locations, and sales channels to ensure the property is offered at the optimal price and platform.
- **Dynamic Planning:** Whether it be with auction houses, major dealers, or directly with the world's most prominent collectors on private treaty sales, we know that our considered strategy will reflect the most dynamic and successful approach.
- **Transparency & Methodology:** Transparent fee structures and methodologies are the foundation of The Fine Art Group and have ensured that our reputation, and our clients' experience, are best-in-class.
- **Financial Terms:** We have secured hundreds of millions of dollars of guarantees on behalf of our clients and investment funds, and remain uniquely positioned to guide our clients and consignments through complex consignment plans and enhanced financial terms.
- **Reduced Selling Fees:** Due to our market pricing expertise and established industry relationships, we can successfully negotiate optimal and reduced fees associated with the selling of an artwork.
- **Track Record & Market Connectivity:** Our established relationships with leading auction houses, dealers, galleries, collectors, and other service providers allow us to present comprehensive and innovative selling strategies.

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THE SALES AGENCY PROCESS

Phase 1

VALUATION OF COLLECTION & DETAILED STRATEGY

Once we have had the opportunity to review the pieces a client is thinking of selling, we then present a comprehensive menu of strategies for the property with the objective of maximising results. Our Sales Agency team then proceeds to explain how each selling plan differs in terms of timing, profitability, and exposure.

Phase 2

PRE-SALE POSITIONING & MARKETING

For any Sales Agency process with The Fine Art Group, our services constantly evolve around the client and the demands of the market. Our long track-record and independence in the art market mean that our strategies and tactics will look at the depth and breadth of the market, and the various sales channels and platforms that can be utilised.

Phase 3

SALES MANAGEMENT

We know the key players in this market and, in turn, our sales strategy will look at creative, innovative, and profitable methods including all the major auction houses, private dealers, and private clients. Our unique position allows us to negotiate and manage all agreed sales, including maximizing profits through best-in-market consignment terms and broad market reach.

Phase 4

POST-SALE MANAGEMENT

Crucially, our role as Sales Agent is to serve as both an advocate for the collection or specific piece on the market, as well as a continual advisor to all key stakeholders throughout the process. With Philip Hoffman and our Senior Commercial Team overseeing each Sales Agency client, we can tap into strategic market resources and secure the most favorable financial terms for our clients.

VALUATION

DETAILED STRATEGY

IN-PERSON REVIEW

AUCTION SALES

PRIVATE TREATY

OTHER OPPORTUNITIES