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## Sports Biz Notebook: Local advisory firm launches sports practice: 'Atlanta is the L.A. of the southeast'



By Eric Jackson

It's a new day.

Sports-related companies and agencies are reexamining how they allocate their resources during this age of uncertainty. While the COVID-19 pandemic has been financially devastating, new opportunities are becoming apparent.

One business making a pivot is Pall Mall Art Advisors, an international appraisal and advisory firm that has offices in Atlanta and other cities across the nation. Pall Mall recently launched its sports and entertainment practice to assist athletes, celebrities and others with tangible assets.

This includes artwork, jewelry, classic cars and firearms. Shane David Hall, who runs the practice, said there's a hole in the market for these valuation and management services. He hopes the division can build on his network of private clients.

"Atlanta is the L.A. of the southeast," said Hall, who is based in Charleston, S.C. "Many of our high-profile clients in the southeast are generated out of Atlanta... It just makes good sense, that's where business is conducted. It's an environment and community that we want to be a part of and have a footprint in."

Pall Mall, which claims to manage about \$6 billion worth of assets, might be the nation's only tangible assets advisory firm with a specialized practice in sports and entertainment. As the pandemic continues and revenues decline, it'll be interesting to see how many millionaires look to capitalize on these kinds of services, especially with uncertainty across the industry.

"We regularly hear horror stories about a high-profile client who works with a trusted source and ends up overspending on a particular object," Hall said. "They go through the appraisal process and learn they overpaid by 30 or 40%. We're here to prohibit that from happening."