

For love ^{not} ~~or~~ money

When it comes to collecting, it's **passion** over profit

Who's collecting

25% of **wealthy investors**

Why they collect

57% collect for **passion** vs. 13% collect for **profit**

What they're collecting

49% Precious metals or coins

36% Art

26% Jewelry

22% Stamps

16% Antiques

15% Cars

12% Wine

Do collectors know what they have?



51% **haven't had** their collection appraised

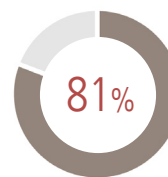


44% **haven't insured** collection



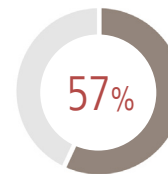
39% **can't estimate** the value of their collection

Passing on the collection, but not the knowledge



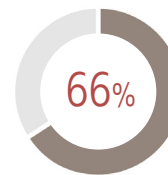
81% plan to **leave collection** to heirs

But...



57% **haven't educated** their heirs about collections

Even though...



66% know it's easy to get **taken advantage of** when buying or selling

Heirs are conflicted

35% are interested in the collection and plan to keep it

39% aren't interested but feel obligated to keep it

26% aren't interested and plan to sell it

Are you—and your heirs—set to get the most value out of your passion? Talk to your UBS Financial Advisor.

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