

For the love of art

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

A recent survey of art collectors reveals that they are motivated by an appreciation for beauty, and a desire to follow their passions and nurture artists. Profit is rarely a driving factor.

Art is forever



2/3 of art collectors have yet to sell works from their collection

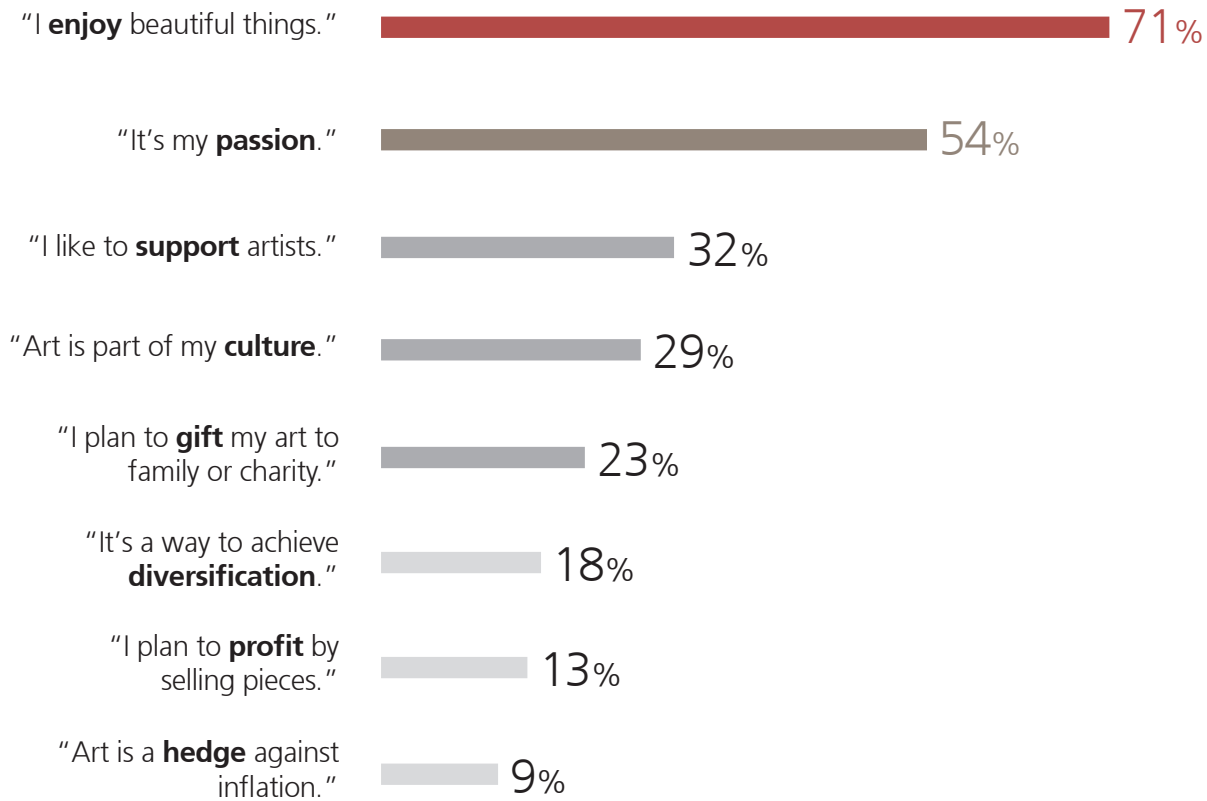
Collectors view art not as an investment, but as a way to pursue their passion. This may explain why two out of three collectors have never sold a work of art, or why 41% have never appraised their collection.

While adding to their collection, most collectors follow their own counsel, primarily relying on online research, galleries and art magazines. In fact, one in four collectors have purchased art online, sight unseen.

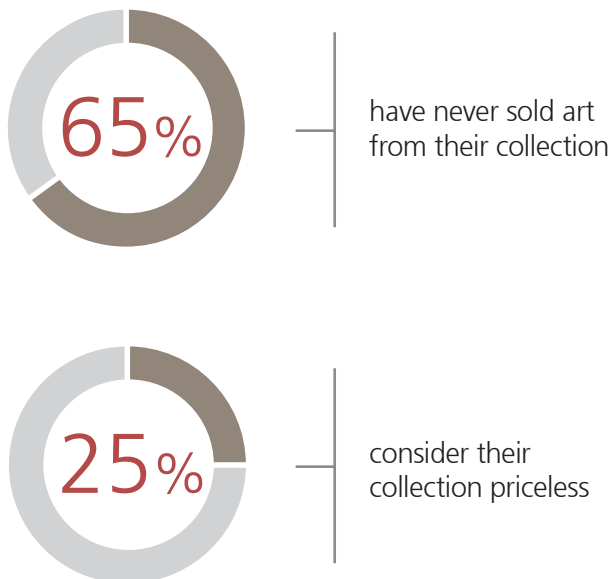
Overwhelmingly, collectors plan to leave their art to heirs rather than sell it. While heirs feel honored to receive the collection, collectors are not preparing them for ownership. Fewer than half of collectors have educated their heirs on how to manage, appraise or sell works from the collection.

Collectors may need to start earlier to instill their love—and knowledge—of art.

What drives art collectors?



Can't put a price on passion



Do collectors know the value of their art?



46%

have increased how much they're spending on art over time



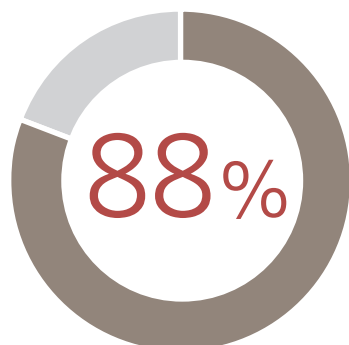
Yet...

41%

have never appraised their collection

How much value is hiding in your collection? Talk to your UBS Financial Advisor.

Collectors enjoy the pursuit



do not have
an art advisor

Where do art collectors **find guidance**?



62%
galleries



60%
online → **26%**
have purchased art
online, sight unseen



50%
museums



44%
magazines



26%
art events

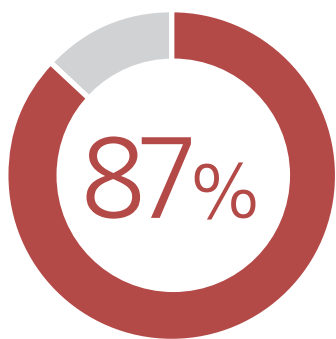
Top 5 most attended **art events**



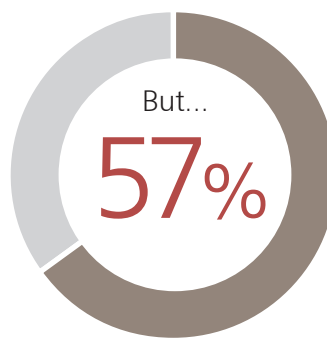
- 1. Art Basel**
2. The Armory
3. TEFAF
4. Frieze
5. Venice Biennale

Where do you seek advice? Talk to your UBS Financial Advisor.

Passing on the collection, but not the knowledge



plan to **leave collection** to heirs



haven't educated their heirs about collecting

Heirs hope to carry on the tradition

90%

"I'm **honored**
to have the
collection."

81%

"I **plan to keep**
the collection."

34%

"I have become
an **avid collector**
myself."

Is your collection a part of your legacy? Talk to your UBS Financial Advisor.

About the survey: For this twenty-first edition of *UBS Investor Watch*, we surveyed 2,475 high net worth investors with at least \$1M in investable assets from September 15 – 25, 2017, including 608 with at least \$5M. 1,017 survey respondents are collectors. Of those, 363 collect fine art. For more insights, visit ubs.com/investorwatch.

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