

# Would you buy any of these investments without understanding their stability?

Untitled (Red, Blue, Orange),  
Mark Rothko, 1955



\$56 million

European castle \$20 million

3 square miles of  
American farmland  
\$8 million



Learjet  
\$17 million



200' mega yacht  
\$10 million

Luxury car collection \$1 million

Total \$56 million

Investors in land, aircraft, yachts, classic motorcars and securities would never consider handing over a substantial amount of cash without condition surveys, cash flow projections, title searches and ratings, yet investors buy art everyday simply on the premise it is authentic, and without regard to the enormous risk of long-term stability.

Art Preservation Index / APIx, the rating system for art based on projected longevity of art materials, informs investors and reduces risk.

Investment  
in art is  
**GROWING**

Be sure your art is a stable asset

This image is a digital drawing, it is not an image of Rothko Untitled (Red, Blue, Orange)