

ART ADVISORY 101 - MODULE 1

BEST PRACTICE MANIFESTO FOR ART ADVISORS

Instructor: Annelien Bruins

1. TRANSPARENCY

Disclosure is a powerful tool to avoid misunderstanding and disagreement. Always disclose your remuneration and potential conflicts of interest.

2. INDEPENDENCE

Act independently from galleries and auction houses by not accepting referral fees. You can pass such referral fees on to your client.

3. FIDUCIARY

Acting as your client's fiduciary means that you have to put your client's interests before yours. Don't operate on two sides of one transaction.