



***For Immediate Release***

**New Online Art Wealth Management Course Accepted by the CFP Board for CERTIFIED FINANCIAL PLANNER™ Certification**

**New York, NY (Oct 27, 2018) - Tang Art Advisory**, the New-York based art advisory firm and **One Art Nation**, the online international art community educating art collectors and professionals, **launch their new Art Wealth Management Online Program** accepted for **3 CFP Board CE Hours for CERTIFIED FINANCIAL PLANNER™ certification** and created to be a primer **for wealth managers and financial advisors**.

Having launched a successful online program to educate aspiring art advisors in November 2017, Art Advisory 101, their new program **Art Wealth Management** provides wealth managers, private bankers, family office professionals and other financial advisors with a **primer of the art market**, viewed from an investment perspective. A **better understanding of the basic tenets of the art market as compared to the financial markets** makes it easier for financial advisors to provide **hands-on advice to their art-collecting clients**.

Along with program lead **Annelien Bruins, CEO of Tang Art Advisory**, experienced art and finance professionals from **Bonhams Auctioneers, U.S. Trust, ARIS Title Insurance Corporation and Schindler, Cohen & Hochman LLP** lecture on the following topics:

**Understanding the Art Market**

**Understanding Pricing and Appraisals in Art**

**Legal Aspects of Art Transactions and Risk Factors in Art**

**Art Investment - Passion Asset vs. Equities and Fixed Income**

**Art Finance Solutions in Wealth Management and Estate Planning**

According to **Deloitte's Art & Finance Report 2017**, a well-respected publication in the art & finance community, **88% of wealth managers interviewed for the report feel that art-related services should be a part of their firm's overall wealth management offering**. Most private banks and wealth management firms however, **don't have the in-house expertise to deal with the art-related requests from their clients** but they also find it difficult to outsource these services, due to the opacity and unregulated nature of the art market.

*"Even with the increased transparency of the art market, many misconceptions about art as an investment continue to exist" says program lead, Annelien Bruins, "and our program provides financial advisors with practical answers to often-asked questions. We are delighted to have a highly knowledgeable and experienced team of art experts and art finance professionals on board, sharing their knowledge with our participants".*

Participants will learn to **recognize the idiosyncrasies of the art market**, why these **set the art market apart from the mainstream financial markets**, presenting **challenges and opportunities for collectors and investors** alike. Participants will be introduced to the **pros and cons of art as an investment** in comparison to more traditional assets such as stocks or bonds. Participants will receive an **introduction to transactional risks in art**, such as overpaying for an artwork and **potential conflicts of interest**, as well as **asset-specific risks** related to title and authenticity. Art finance is a rapidly-growing industry and participants will find the module discussing art & finance solutions helpful in determining if and when such solutions will be appropriate for their clients.



**About One Art Nation (1AN)**

*One Art Nation (1AN) is an online international art network connecting collectors, enthusiasts, professionals and experts through a focused, fresh and interactive education, marketing and events platform. The online art industry is experiencing rapid growth due to new collectors and enthusiasts who are more tech savvy and pragmatic. Through modern technology, 1AN is eliminating borders and, along with its network, aims to be the single most influential source of information for this new generation of art collectors, the most desirable yet difficult to reach art buyer today.*

[www.oneartnation.com](http://www.oneartnation.com) | @OneArtNation (Instagram, Twitter) | @OneArtNationInt (Facebook)

**About Tang Art Advisory (TANG)**

Tang Art Advisory enables art collectors to find top art advisors and trusted art consultants in New York City, East Hampton, Philadelphia, Miami and beyond.

[www.tangartadvisory.com](http://www.tangartadvisory.com) | @TangArtAdvisory (Instagram, Facebook and LinkedIn)

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