

# Erik's super-easy guide to buying art

So you've fallen in love with a piece of art and can't decide whether you should buy it. If you follow my easy three-step approach, you can't go wrong!

**STEP 1 - Use the guide below to determine the star power of the artist.**

A **SUPERSTAR** must have 5 of these:

- Major museum solo exhibition(s)
- Representation by a top NY or London gallery
- Extensive auction history
- One or more books published on his or her work
- Artwork in many major museum collections
- A key figure in art history

A **STAR** must have 4 of these:

- A decent museum solo exhibition or inclusion in several major museum group shows
- Representation by a top NY or London gallery
- Substantial auction history
- One or more books published on his or her work
- Artwork in several major museum collections
- A noted figure in art history

A **POTENTIAL STAR** must be in the earlier half of his or her career and have 3 of these:

- Inclusion in several museum or art center group shows
- Representation by a decent NY or London gallery or by a top gallery in another city
- Artwork in at least three museum collections
- Reviews or articles in several national art magazines or inclusion in survey books
- A developing secondary market

A **NEW ARTIST** is an artist in the earlier half of his or her career who is not a Potential Star.

A **JOURNEYMAN** is an artist in the later half of his or her career who is not a Star.

**STEP 2 - Determine whether you are buying an original or a multiple. If the work is a multiple, determine how many were made.**

**STEP 3 - Determine the quality of the work. Reading every art magazine, seeing many examples of the artist's work, buying and repeatedly looking at hundreds of art books, going to every museum in the world and obsessively attending gallery exhibitions will help you train your eye to determine the quality level. Caution: dealers think all work is at least 3 star quality.**

 An extraordinary example of the artist's work. Should also be a seminal work of the era. Should be highly sought after by museums and collectors. A masterpiece.

 An excellent example of the artist's work. Should also be among the best works as compared to other artists working the particular genre. Should be museum quality.

 A very good example of the artist's work. Should hold up well against artworks by other artists in this genre.

 A good example of the artist's work.

 A fair or poor example of the artist's work

**That's It!** - Now just locate your piece of art on the chart at right and by using the keys to the chart's right, you can confidently determine what you should pay and the piece's investment potential!

Star Power	Edition Size	Quality				
		★★★★★	★★★★	★★★	★★	No Stars
Superstar	1 (Unique)					
	2-20					
	21-100					
	Over 100					
Star	1 (Unique)					
	2-20					
	21-100					
	Over 100					
Potential Star	1 (Unique)					
	2-20					
	21-100					
	Over 100					
New Artist	1 (Unique)					
	2-20					
	21-100					
	Over 100					
Journeyman	1 (Unique)					
	2-20					
	21-100					
	Over 100					

## What you should pay



Buy it even if you have to pay full price. You won't be sorry.



Buy it only if you can get a good deal (e.g. a 10-20% discount or buy very early in the edition when prices are lower.)



Buy it only if you can get a great deal (e.g. a 30% discount or buy very early in the edition when prices are lowest.)



Use the money for a fishing trip instead.

## Investment Potential



Excellent probability (95%) that you can sell the piece. Very good probability (75%) that you can sell at a profit.



Very good probability (75%) that you can sell the piece. Good probability (55%) that you can sell at a profit.



Good probability (55%) that you can sell the piece. Fair probability (35%) that you can sell at a profit.



Fair probability (35%) that you can sell the piece. Low probability (15%) that you can sell at a profit.



Low probability (15%) that you can sell the piece. Low probability (15%) that you can sell at a profit.