



**IN Tech**

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# Surreal McCoy? New tool promises to put ROI of art into perspective

Analytics service opens up whole new world for fiduciaries interested in paintings, sculpture **By [Davis D. Janowski](#)**

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Advisers who would like to view art as an asset class rather than mere decoration or an insurance headache for clients can rejoice.

Artnet Worldwide Corp. today launched what it is calling the world's most comprehensive modern and contemporary art indices.

"The art world has always been an opaque place for the financial adviser and we think this will break down those barriers," said Thomas Galbraith, director of artnet Analytics in an interview Wednesday.

For those who are unaware artnet (yes, they lowercase the name) is an online portal that, in a nutshell allows works of art to be viewed from a financial rather than aesthetic perspective.

With creation of their indices the artnet Analytics team has begun benchmarking the performance of art as a viable asset class and one that can be measured against leading financial benchmarks.

This includes both modern and contemporary art (paintings and sculpture) but not prints --- volatility in that market is seen as a bit too erratic.

"These are conversations that most advisers are currently unable to have with clients," said Mr. Galbraith, adding that now with the tools provided the adviser would be able to more predictably tell whether a client might, for example be over-leveraged in art and steer them away from additional purchases.

Started in 1983, artnet today collects data from a network of 200 art galleries and 700 auction houses around the world using an online tracking platform, the database for which tracks 8 million sold lots.

While the total art market and works in the database is \$60 billion, only half of that, the half bought and sold through auction sales can be actively tracked on the platform.

Much as private companies seldom share data, private art sales often also remain quiet.

Using the artnet tools an adviser can even create a custom index tailored to the collection of a particular client.

The artnet Indices provide quantitative market reports on the performance of artists ranging from Andy Warhol to Damien Hirst, and allows advisers to track the performance of their works in a fashion similar to the way they might track a Fortune 500 company.

The following customizable artnet Analytics Reports are now available:

- Single Artist Reports, which provide data related to an artist's market performance.
- Selected Sets Reports, which track the performance of a specific series from an artist's career. The sets of artworks can be combined into one index, or compared against one another.
- Multiple Artists Reports, which provide the option of either comparing artists' indices against one another, or combining them into one single index.
- Analytics Prepared Reports, which provide custom reports on recent topics, trends and market segments — prepared for you by artnet analysts.

Visit [artnet Analytics](#) online for more information or to generate your own reports.