

**The Baer Fagt announces The Baer Fagt Art Advisory:
a first-of-its-kind membership program that offers direct, on-
demand access to world-renowned art experts, as well as
educational programming and experiences**

The Baer Fagt Art Advisory offers bespoke art market concierge services for two main audiences: new and intermediate collectors who wish to elevate the focus and sophistication of their collecting, and seasoned collectors (including the former CEO of Sotheby's, Tad Smith) who recognize the value of on-demand professional access to experts of this caliber

"If you could call Tiger Woods about your golf swing, you would. That's how you should think about your ability to connect with The Baer Fagt Art Advisory. No one has better insight into quality, the market, and building long-term collections." –Dan Sallick, Chairman of Smithsonian's Hirshhorn Museum and Sculpture Garden

"The Baer Fagt Art Advisory will create clear paths for collectors to connect with galleries like Pace, who are similarly thinking outside the box for ways to engage new audiences. Built on Josh's decades-long experience in the art world, his advisory will provide tailored and strategic art acquisition services with a human touch." – Marc Glimcher, Pace Gallery CEO and President

New York, NY — SPRING 2022 — The Baer Fagt is pleased to announce The Baer Fagt Art Advisory: a first-of-its-kind membership program that provides highly personalized, on-demand services for art collecting, including real-time acquisition advice from a consortium of world-class art advisors from three continents whose collective specialization spans Contemporary, Impressionist and Modern, African, Latin American, American, and Chinese art, as well as photography.

Without The Baer Fagt Art Advisory, one's ability to access a world-class art advisor is not only highly selective, but also in the range of \$40,000 to \$500,000 annually (plus acquisition commission) for varying levels of collections advisory. The Baer Fagt Art Advisory, at just \$3,000 annually including members-only programming and events, offers the convenient flexibility of on-call consultation and an entirely separate commission structure for optional acquisition facilitation (an industry-standard 5-10%), making it appealing to not only new collectors but also to highly seasoned members of the art world who recognize the value of on-demand professional access to experts of this caliber. In the latter category, the program's Founding Members include Tad Smith (former president and CEO of Sotheby's) and Dan Sallick (Chairman of the Board of Smithsonian's Hirshhorn Museum and Sculpture Garden).

While The Baer Fagt Art Advisory's experts' diverse industry backgrounds inform myriad reasons for being involved in the program, all are all unified in their enthusiasm about its emphasis on education and

accessibility. Said Liz Sterling, who previously served as Sotheby's Director of Private Sales, Americas, and Chairman, American Art:

"One thing I would like to do as part of The Baer Faxe Art Advisory team is to make auction more accessible and easier to understand for collectors, because there are amazing opportunities through this venue if you are comfortable transacting that way, just as with galleries and through private dealers. Intelligent collecting requires a combination of market approaches, primary and secondary, auction and dealer. For me, the role of the art advisor is multifaceted and involves education, knowledge, and access. Central to all of this is the advisor's mastery of how, when, why, and with what pricing structure to buy or sell specific artworks."

"Buying art can be extraordinarily hazardous, and every expert I've recruited for The Baer Faxe Art Advisory takes genuine pleasure in helping collectors of all levels make intelligent decisions," said Josh Baer, the founder of The Baer Faxe Art Advisory. "We're looking at things that have historical value. Will they be in books with not just a financial future but a creative future? We are here to protect your interests—whether that's helping you conceptualize a high-quality collection from scratch, or leveraging our credibility with the world's top art dealers to get you access to exclusive artwork that would fit well in your collection, or making sure you're paying the right price for artwork you encounter on your own. And through our education and events programs, we are looking forward to building a community of intellectually curious individuals who are joined by their affinity for intelligent art collecting."

For members who desire further assistance in transacting, included in the program cost is a concierge service for on-demand facilitation of virtually any aspect of the art acquisition and selling process. As an extension of the concierge service, the program's Preferred Providers offer an exclusive level of direct assistance and often reduced rates for insurance, financing, shipping, logistics, and legal aspects of the art transaction process.

The Baer Faxe Art Advisory's panel of experts includes, in addition to veteran New York-based advisor Josh Baer: Kami Gahiga (based in London; specializes in a broad range of work including contemporary African art), Liz Sterling (based in New York; former Sotheby's Director of Private Sales, Americas, and Chairman, American Art; specializes in American, Contemporary, and Impressionist art), Rick Wester (based in New York; specializes in photography and Contemporary art, and is a certified art appraiser in addition to his work in advisory, sales, and collection management), and Xiaoming Zhang (based in Shanghai; specializes in Modern and Contemporary art with an extensive track record of bringing modern and Contemporary Asian art to Western audiences on behalf of major collections and institutions).

In line with the program's bespoke nature, new members are given the option of scheduling a personal intake discussion with Josh Baer to discuss their collecting objectives and to learn more about how they can best take advantage of all the program has to offer.

The Baer Faxe Art Advisory is part of The Baer Faxe's expanded product portfolio known as The Baer Faxe+ ("The Baer Faxe Plus"). The Advisory, along with additional The Baer Faxe + products that will continue to launch, innovatively expand upon The Baer Faxe's 27-year history as the art world's most trusted source for industry intelligence and insights. These new market- and education-driven initiatives from The Baer

Faxt leverage the extraordinary network, knowledge, and acumen Josh Baer has cultivated over the years, both as the proprietor of The Baer Faxt and as an art advisor who has facilitated over \$500M in art transactions.

The rollout of The Baer Faxt + follows the late-2020 announcement that LionTree and the family office of MoMA board member Glenn Fuhrman had invested in The Baer Faxt to allow it “to expand into new channels and pursue other growth opportunities that will further broaden its reach.”

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The Baer Faxt Testimonials

“Shortly after opening my gallery 20 years ago, Josh approached me with his idea for The Baer Faxt ... of course in those days it was still an actual “fax”. Since then I don’t think I’ve missed many, and The Baer Faxt has been our consistently reliable, must-read source for news, analysis, and up-to-the-minute auction reports.” –**David Zwirner**, art dealer & The Baer Faxt’s first-ever subscriber for its 7 November 1994 issue

“I love The Baer Faxt.” –**Larry Gagosian**, art dealer

“The Baer Faxt is the most dependable, transparent, and timely source of news about the art market” – **Marc Porter**, Christie’s (Chairman, Americas)

“When I see The Baer Faxt in my inbox, I immediately click to open what I know will be a brief but interesting show in the art about the art world’s comings and goings.” –**Michael Ovitz**, art collector

“I never miss it. Always matter-of-fact, interesting questions and invaluable source of information.” – **Dominique Lévy**, art dealer