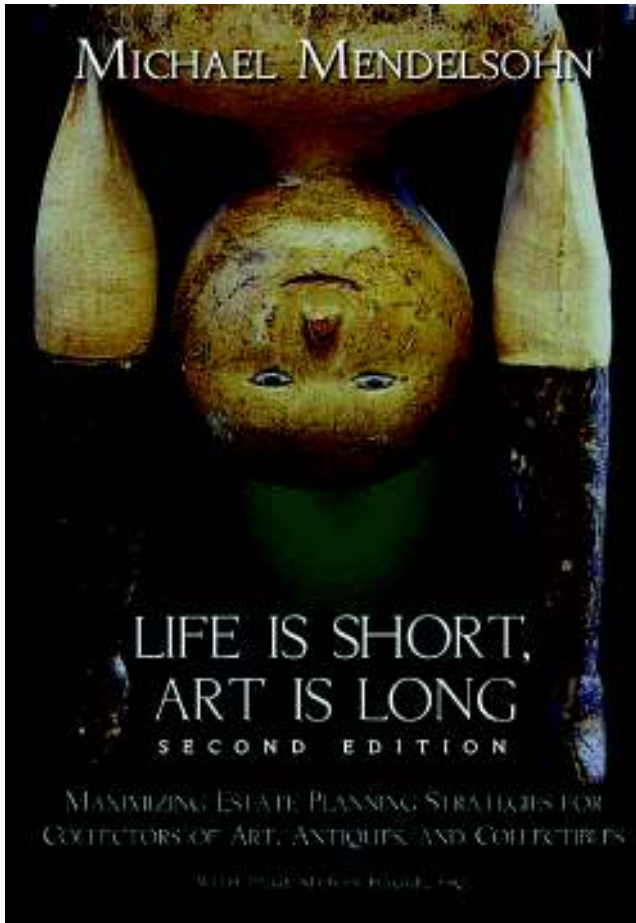


About Life Is Short, Art Is Long

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Art Succession Planning



Title: *Life is Short, Art is Long—Maximizing Estate Planning Strategies for Collectors of Art, Antiques and Collectibles—Second Edition*

Author: Michael Mendelsohn, with Paige Stover Hague, Esq.

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450 pages, softcover, color photos and illustrations

\$24.95

This book is the definitive resource for professional advisors planning for the disposition of art, antiques, and collectibles assets. Michael Mendelsohn describes innovative approaches that involve layering and phasing of conventional estate planning tools that offer advisors and collectors an array of creative alternatives to accomplish the collector's intentions. The strategies and techniques detailed in this book will show collectors and advisors how to optimize the value of art and antique assets, reclaiming as much as 70% of the asset value over conventional planning approaches. Mendelsohn has assembled a team of expert contributors from the legal, financial, insurance, and art worlds who offer a broad range of lifetime and postmortem planning options using the techniques that professional advisors work with every day.

When should financial advisors reach for this book? Whenever a case lands on their desk with over \$1 million in art or antique assets:

During the estate planning process. Create an art succession plan that mitigates estate, capital gains, and income taxes.

When structuring a gift to a museum or other charitable organization. Work more effectively with the museum curator and the planned giving department.

When liquidating some of the pieces to raise cash. Find the right dealer for a private sale or negotiate a consignment agreement with a major auction house.

When creating income for collectors. Create income through a bargain sale, a charitable remainder trust, or by borrowing and using the art as collateral.

When a collection has greatly appreciated in value or new items have been acquired. Evaluate the existing estate plan and identify new solutions to mitigate the tax liability.



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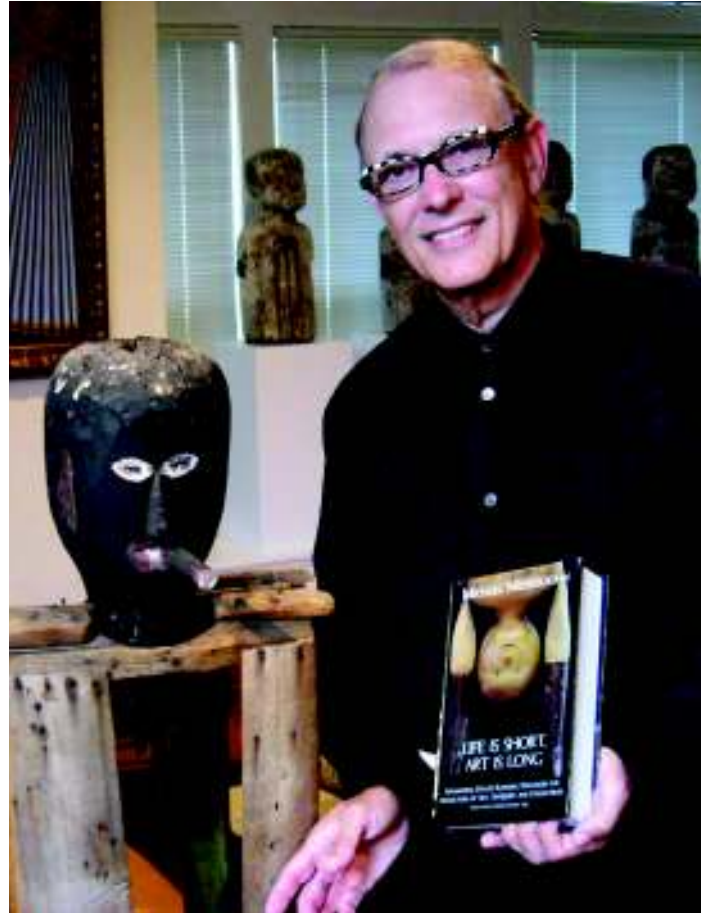
About Life Is Short, Art Is Long cont'd

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Art Succession Planning

When fashioning a post-mortem strategy. Even when the collector has failed to plan during his or her lifetime there are still things that can be done to preserve the value of the collection and optimize the transfer of wealth to the heirs.

Mendelsohn shares his incredible insight into the mindset of world-class collectors (and everyday people who simply find something beautiful) through entertaining stories from his own experiences and the headlines that demonstrate the passion, the joy, and the obsession of collecting. This book gives collectors and advisors everything they need to plan for the disposition of art and antiques assets.



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