



**Art Guard®**

*The standard in asset protection technology*

# Art Guard Q & A for brokers of fine art insurance?

## **How can Art Guard's MAP benefit my client?**

- Protects against financial and emotional loss of any valuable asset, not just art.
- Secures assets 24/7, no matter what, including failure or compromise of the main system or the homeowner just forgetting to turn it on.
- Prevents the most common loss – daytime theft by people already in or familiar with the home.
- Provides greater peace of mind.

## **How can MAP benefit me in retaining a client?**

- Demonstrates my concern for proper protection of assets and my clients' financial wellbeing.
- Ability to offer a manufacturer rebate available exclusively through brokers.  
Offers opportunity for contact with client in advance of policy renewal.

## **How can MAP give me a competitive edge in getting new clients?**

- Exhibits a broader knowledge of art and understanding of the market beyond just insurance.
- Postures me as an advisor.
- Opportunity to use rebate as an inducement.

## **How easy is MAP to deploy?**

- MAP sensors integrated into the main security by the home's security installer.
- Alternatively, sensors installed as part of a stand-alone, plug-and-play MAP System by the art handler or the client
- Any system or configuration can be managed from a cell phone

## **What's the cost?**

- Less expensive than any other comprehensive object specific security system
- With 15% rebate, a 10 sensor system less than \$1500.

## **What is MAP's track record among collectors? Galleries/museums?**

- Top collectors homes around the country are protected by MAP.
- Institutional clients include Gardner, Rubin and SF Asian Art Museums, MIA, Morgan Library, Gagosian Gallery.

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