

GOTHAM

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By The Editor

4 NYC Pros You Need To Know To Grow Your Portfolio This Year

Wealth management means so much more than merely managing the market these days. From financial advisers to curators for your collections, here are the pros you need to know now.



PHOTO COURTESY OF SFA ADVISORY

Founded by Lisa Schiff in 2002, SFA is an art advisory specializing in modern and contemporary art serving a select group of dedicated collectors around the world.

THE WHO

As one of the world's leading art advisers, NYC-based [SFA Advisory](#) founder Lisa Schiff specializes in contemporary and modern art. Today, with offices in New York, Los Angeles and London, Schiff and her team assist select collectors around the world build their collections, “by educating them on the aesthetic and critical value of the work, including its historical relevancy first and foremost and explaining that no art is liquid and that transactability windows are brief,” explains Schiff. “I don’t work with people who are investing to cash out. If they are investing as a long-term held asset, that is fine, but you never win if you are purely investing. You have to buy with passion. As such, collectors have power in creating value.”

THE WHY

Schiff says she works to make the art world more transparent “by explaining the above and by making sure that my clients understand that I work for them, not the galleries and not the artists. I can work to buffer them from too much contact or connect them for full contact— each collector is different. What I will try to do, however, is try to create a positive experience of the art world and so might leave out some unseemly details about waitlists and offensive demands and such unless they truly need to know or ask.”

THE TAKEAWAY

“Don’t invest—collect. If you think you might need to cash out at cost at the very least, don’t buy art,” advises Schiff. “It is highly illiquid. Buy for love and passion, and then you will create an investment in the long run. You can make money buying and selling art, but you can make a fortune holding.”