



# Protect Yourself in an Escalating Art Market

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Safeguard your investment by insuring your collection to value.

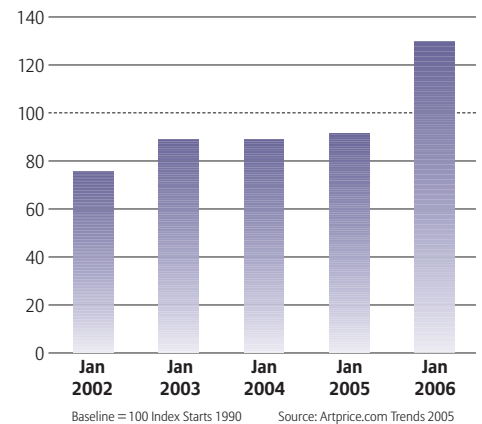
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Over the past five years, fine art prices in the United States have climbed 65 percent, gaining 32 percent from July 2005 to July 2006 alone (source: Artprice.com).

As the art market soars, the worth of your collection is increasing. Experts see this upward trend continuing, as increased wealth in countries like Russia, India and China generate new entries into the market.

## Five-Year Artprice U.S. Index

65 percent increase



Baseline = 100 Index Starts 1990 Source: Artprice.com Trends 2005

## Recommended: Update Your Appraisals

Given today's hot market, the higher the value of a piece or collection, the more often updates are needed. If it's been three or more years since your last appraisal, we recommend that you have your collection appraised as soon as possible so that your most valued objects – and assets – are protected.



Fireman's Fund  
Insurance Company



### When 150% of Agreed-Upon Value Isn't Enough

Piece (Contemporary Art)	Auction Price	Auction Date	Auction Date	Auction Price	% of Prior Auction Value
Frank Stella "Pratfall"	\$615,000	2003	2006	\$1.7 million	276%
Christopher Wool "Run Dog Eat Dog"	\$265,000	2002	2006	\$1.1 million	415%
Damien Hirst "Away From the Rock Divided"	\$75,000	1996	2006	\$3.4 million	4500%

Fireman's Fund® safeguards our customers from escalating markets by paying up to 150 percent of the agreed-upon value of a lost or damaged piece. However, as prices rise, this percentage may not be enough (see chart at right).

### Appraise High-Value Work

Fireman's Fund recommends appraisals for individual works at \$50,000 or more, but higher value works are even more vulnerable. The market is extremely strong for work in the following categories:

- Original paintings, works on paper and sculptures, from the late 1880s to the present (Impressionist, modern, and contemporary works), as well as Asian art, Indian art and fine art photography
- Pieces by any big-name artist, such as Picasso, de Kooning, Klimt, Lichtenstein, Warhol, Basquiat, and Steichen; good examples of these artists's works are becoming more difficult to find on the market.

### Preferred Appraisal Rates

Through Fireman's Fund, you can access several nationally recognized appraisal firms at preferred rates: Roger Ponn Associated Appraisers, Gurr Johns Masterson and Asset Archives. These companies are industry leaders with a nationwide clientele of top fine art collectors. Visit [www.firemansfund.com/art](http://www.firemansfund.com/art) for more information on these service providers.

Contact your Fireman's Fund agent to see how you can obtain discounts on these first-rate services. Of course, if you prefer, you can choose your own appraiser.

### The Fireman's Fund Difference

By working with Fireman's Fund to have your collection appraised, you:

- Increase your protection against escalating market values
- Gain access to discounted appraisals through our service providers
- May qualify for new premium credits.

### Our Heritage

Our company was founded in 1863 with a mission to donate a portion of our profits to support the families of firefighters. We're continuing that tradition today through our Fireman's Fund Heritage<sup>SM</sup> Program, a national, community-based effort that provides equipment, fire prevention tools and training, and community fire safety education. To learn more, visit our Web site at [www.firemansfund.com/heritage](http://www.firemansfund.com/heritage).

[www.firemansfund.com](http://www.firemansfund.com)

The insurance policy, not this brochure, forms the contract between the insured and the insurance company. The policy may contain limits, exclusions, and limitations that are not detailed in this brochure. Coverages may differ by state.

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60367-C-12-06



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