

"Innovative Artist"

Investing in PaletteArt & The Greater Good "LJL Galleries offers more than just an investment opportunity" by Martina Merelli, business manager

In recent news, auction houses are reporting record art sales. Art has become a new asset class for a well-diversified portfolio. The index of fine art sales, used by art advisors to sell art funds, is an average 10% annual return over the past four decades. So, investing in art has become attractive enough to catch anyone's eye.

You don't have to buy expensive art to make money. Collections built by people who have modest incomes and great taste, often soar in value. Art by great up-and-coming artists can increase as much as ten fold or at least double in value. The average price of PaletteArt has more than doubled in just a few short years.

Take into consideration, other artists at LJL's level, sell for 10's of thousands, which tends to be what attracts more serious investors. Lisa has resisted pressures to increase pricing from galleries & agents, wanting to keep her art at a level the average art buyer can afford. Yet she is still attracting the same critical acclaim and collectors, I think that says something.

Purchasing PaletteArt can better guarantee a financial return, but there is something more important to consider and that is her interest and ability to do social good with the profits. You're not just investing in art, you are investing in artists around the world. You're contributing to the compassion we all share for the PaletteArt organization and helping a social environmental art movement.

Lisa has already began networking with other artists to get them recycling paint, creating PaletteArt and teaching others. These artists are helping to raise awareness in caring for our environment, along with other social issues. They are doing good works within their own communities, directly helping others, teaching PaletteArt and/or raising money for charity.

I think what's most important is if you see an artwork you love, you can't go wrong. The art should sell itself, the hard part is artists are selling a piece of themselves and need to make a living to paint. Many talented artists never make it, we give 50% to help support them through scholarship funding and resources to develop their careers and also make a difference in the world.

Lisa appreciates those following her lead and feels it's the start of something far greater than the price of any painting, she wants her art to be worth something more than money.

Artists do need and appreciate all the support we offer!

Martina Merelli

JOIN AN ENVIRONMENTAL ART MOVEMENT

Discover PaletteArt™ <http://www.paletteart.org>
Learn PaletteArt™ <http://www.terracana.com/arts.php>
Sponsor PaletteArt™ <http://www.topcontemporaryartist.com/>



aletteart.org

"LJLevasseur Creator of PaletteArt"