



# Certificates of Authenticity for Artworks

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Providing a Certificate of Authenticity to your customers when you sell artworks makes sense. Why? Here are six reasons for using them.

## 1. Credibility.

Providing a Certificate of Authenticity when you sell artworks gives credibility to you and the artwork. This is true whether you are the artist, gallery owner or art dealer - Providing a Certificate of Authenticity implies you take your art business seriously enough to record each artwork and that you are professional enough to go the extra mile for your customer. Not only will this small addition elevate your credibility, but it will give confidence to the buyer.

## 2. Valuable Addition.

Art buyers will view the Certificates of Authenticity as a valuable addition to their purchase - something a little extra. They will view it as an important archival document so will file it away carefully. Although many artworks are not "investment" pieces, many customers view original art in this way. Therefore the Certificate of Authenticity will add additional perceived value to their purchase and validate their "investment".

### **3. Recording Information.**

On a more practical side, a Certificate of Authenticity records useful information about the artwork such as the artists name, artwork title, medium and size, and the date the artwork was completed - More importantly, many Certificates of Authenticity have a unique reference number inserted, this reference number is duplicated onto the back of the artwork, onto the sales documents or receipts, and into archival logbooks belonging to the artist and the art dealer. Having a Certificate of Authenticity with a unique reference number adds further professionalism and value.

### **4. Marketing Tool.**

Certificates of Authenticity can be an effective marketing tool if used correctly. By marketing your artworks with this additional document it may just be the motivation your customer needs to purchase the art. I am not suggesting the artwork will increase in value! However the Certificate of Authenticity can help to sell the artwork more quickly - It is all about providing a complete, professional package when marketing your art business and artworks.

### **5. The X-Factor.**

Having professional Certificates of Authenticity gives the artwork a sense of importance, and gives the x-factor to your art business. Producing computer printed Certificates of Authenticity is better than no certificate at all - but having professionally printed Certificates of Authenticity adds value! This is particularly true if the information is written in by hand, and has been signed. Certificates of Authenticity completed in the artists' own handwriting are even more special. In years to come the hand-written documents and markings can become a valuable addition to the customers "investment".

### **6. Inexpensive.**

If any of the above reasons do not provide you with enough motivation to start using Certificates of Authenticity, well here is one final incentive. In comparison to the benefits, professionally printed Certificates of Authenticity are inexpensive to purchase! This means you can increase the credibility and professionalism of your art business, add value and marketability to the customers' purchase, and record artist and artwork information all at a comparatively small cost. That alone has to be incentive enough to start using Certificates of Authenticity!