

□ LANDMASS CONNECT

A new way to trade in the Art World





"Helping to facilitate the discreet Off-Market buying and selling of significant art works."

BACKGROUND

Please find herewith a new and unique approach to the high-end art market.

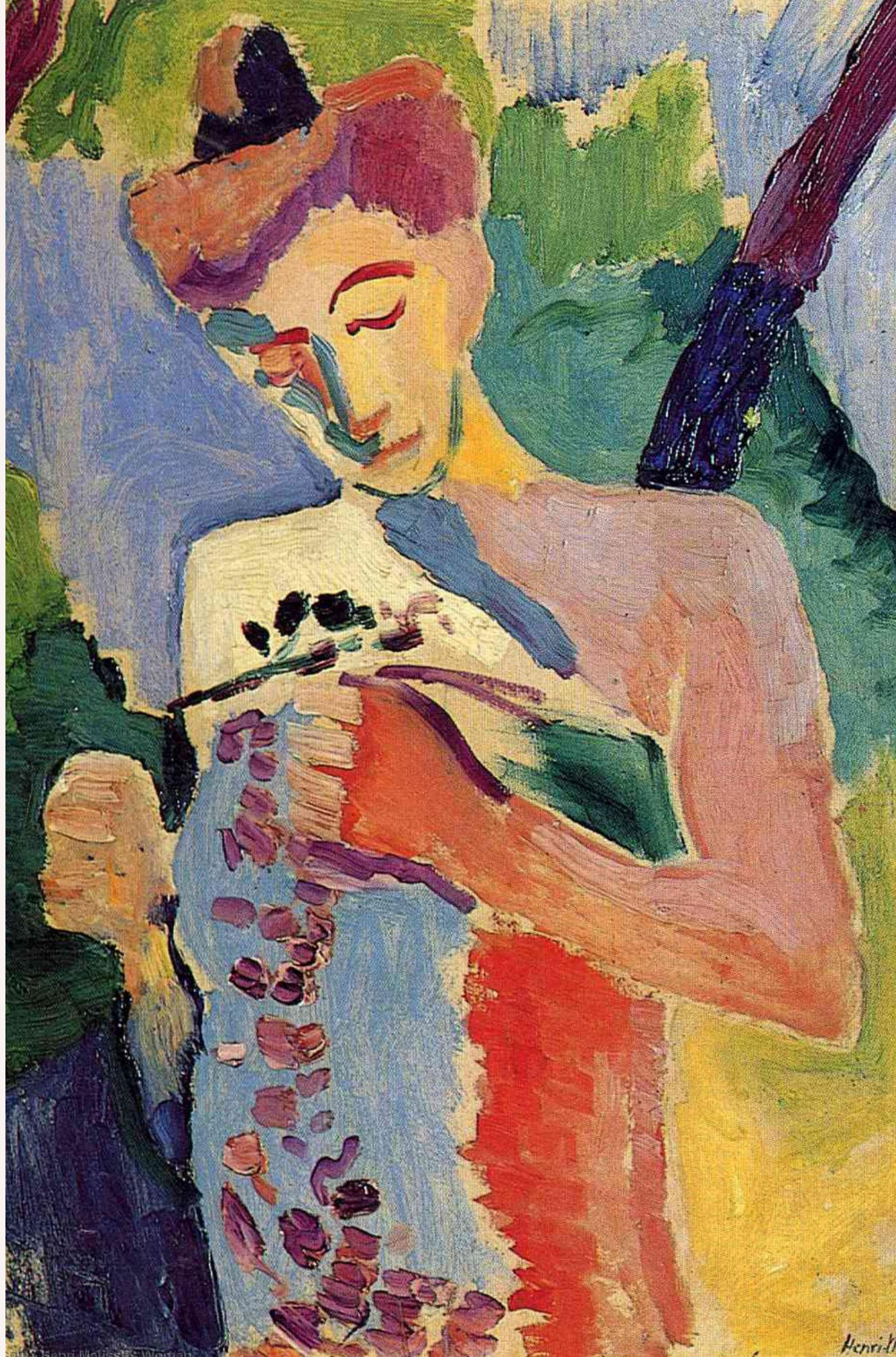
During the first lockdown back in April 2020, I started to assist various art advisors in sourcing particular works. As a result, I now have the privilege of working with a global network of about two hundred professional art advisors. These advisors specialise in Impressionist and Post-Impressionist art.

Using my special skills, expertise and knowledge in Luxury Property, Architecture, Interior Design and Development, www.landmass.co.uk, I provide the desired direct approach to connect HNW clients interested in works of art with my unique contacts in the convoluted art market.

Two of the main challenges and obstacles with this market, are:

1. Too many people are in the chain.
2. The piece is over exposed to the market and gets burned.

Our process for the transaction looks to overcome both these issues.



PROCESS & SOLUTION

In order to participate, you must adhere to the following Terms and Conditions:

- LANDMASS CONNECT will be acting merely as a facilitator.
- Forward me only information on pieces that you are happy for me to share with other parties.
- It is paramount all round, that this information is very brief and must be limited. This is required to protect the sensitivity, integrity, and exclusiveness of the work of art. The information you provide me is a teaser; so, you should not include a photo of the piece, not even the title of the piece. This is to avoid it being “burned”.
- You must carry out your own due diligence process. LANDMASS CONNECT takes no responsibility, nor shall it be held liable for any damages arising from any such participation or involvement in a proposed transaction, or your engagement with another party from this platform.
- Whether you are acting for a buyer or a seller, you must act exclusively, mandated and/or formally instructed to act. Strictly no chains, no middleman.
- Whether you are looking to “buy” or “sell”, your contact details will be shared solely with the interested party and the interested party will contact you directly. I do not act as a middleman, broker or intermediary. The beauty of this is that the “direct” advisor to the buyer is dealing exclusively with the “direct” advisor to the seller.
- If there is a transaction pending, you MUST notify LANDMASS CONNECT and confirm the agreed and appropriate fee for the introduction. You shall execute a standard mutual NCNDA, to protect all parties’, once interest is confirmed by the “Purchaser” or “Seller”.

PROCESS & SOLUTION

- By submitting an introduction, you shall be deemed to have accepted the Aforementioned Terms.
- You acknowledge that LANDMASS CONNECT is under no obligation to accept your introduction, or facilitate your proposal, if it is deemed to be violating any of the above said terms.
- LANDMASS CONNECT reserves the full rights to remove any Party that does not strictly adhere to these Terms of Conduct.

FEES:

- There are no upfront fees for using LANDMASS CONNECT.
- Prior to any buy or sell requests, a percentage of the fees will be agreed and documented in advance, to be paid to LANDMASS CONNECT upon a successful conclusion of the transaction.

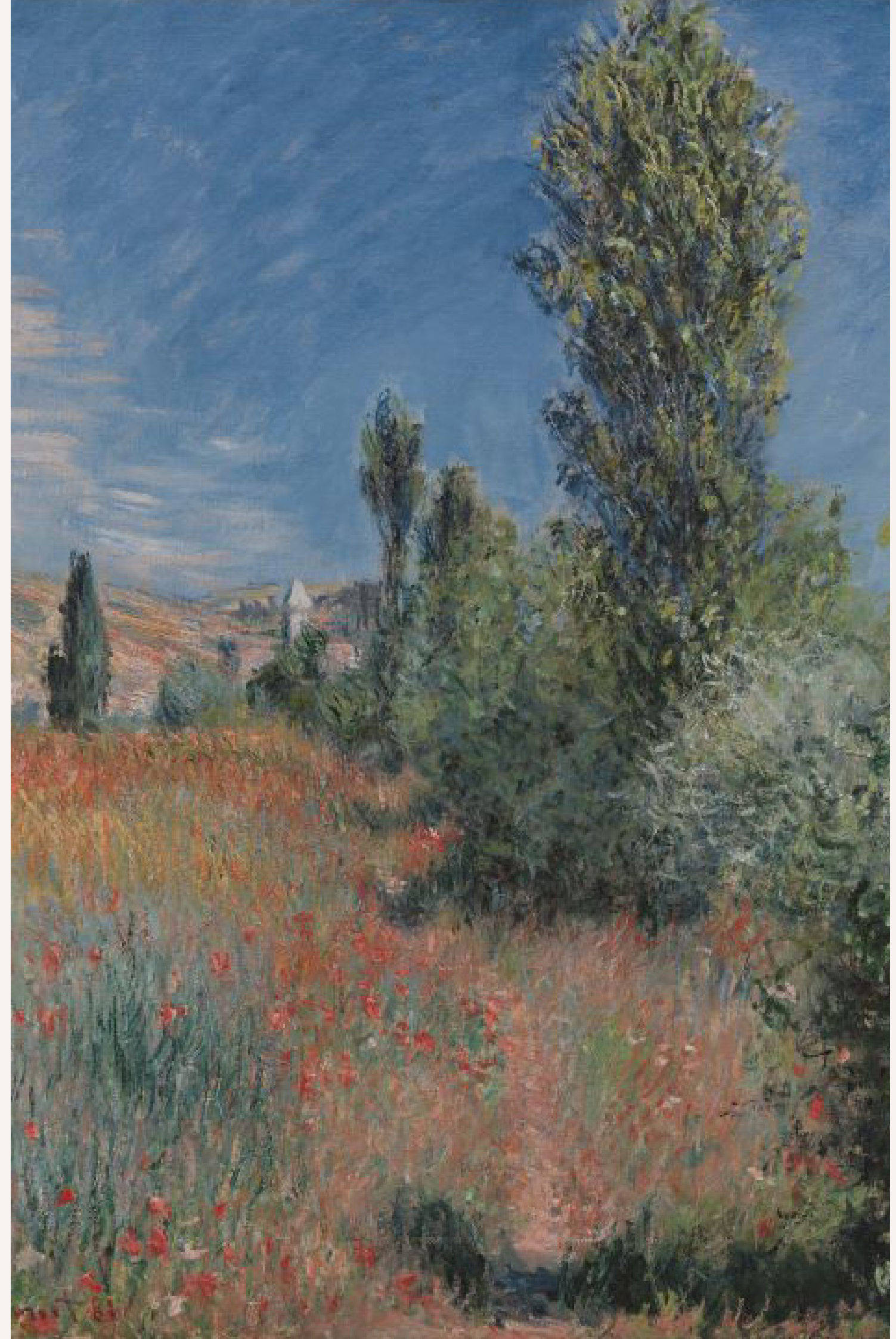
TERMS:

Prior to a piece being offered for sale or a request to purchase, a contract will be in place to cover the following:

- Determine fee split
- Non circumnavigation

To only offer future pieces via the platform and not to deal directly with any fellow members, unless it is expressly notified and agreed in advance

- Failure to do so will result in:
- Actions to recover the fees
- Notification to other members of the platform of your behaviour and untrustworthiness





SUMMARY

To progress with a sale, you must complete the following steps:

1. Forward a copy of your sales mandate.
2. Confirm authenticity of the piece.
3. Discuss and agree a fee amount and split.
4. Provide a “teaser” email that I can forward individually to the advisors around the world. In the event they are interested in hearing more, they will contact you directly.

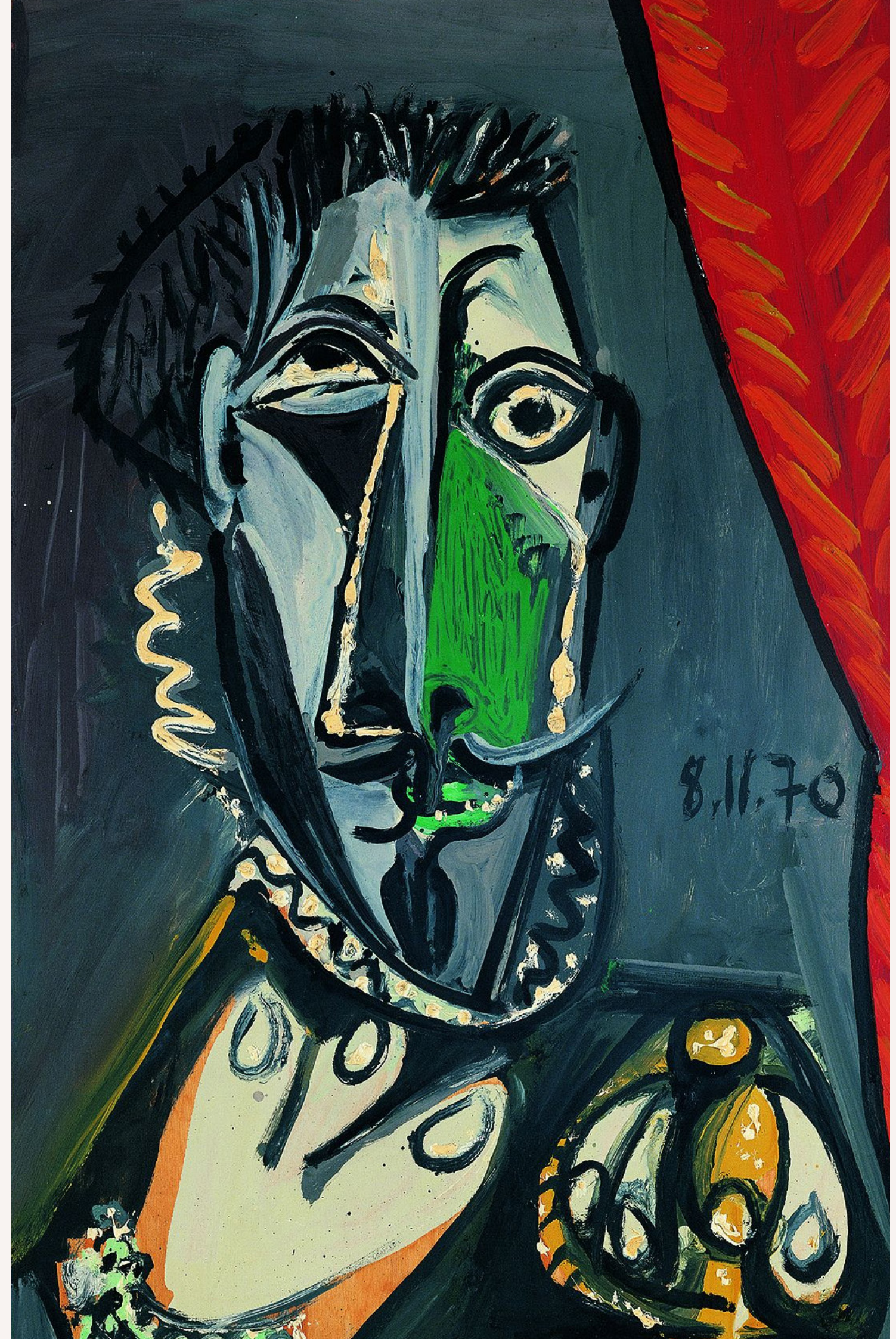
To progress with a request to buy:

1. Forward a copy of your purchase mandate.
2. Discuss and agree a fee amount and split.
3. You are to provide a detailed email that I can forward separately to the Art Advisors. If they have access to what you are looking for, they will contact you directly.

CONCLUSION

This is a very simple process to enable buyers and sellers, their agents/mandates to trade in a seamless manner with greater transparency. It's unusual to be transparent with the contact details of the buyer or seller's representative/mandate, as there is always the chance of being cut out of the deal.

This is why I call this process "honour amongst thieves" and go back to old fashioned trust and keeping the process as simple and transparent as possible. In turn, this gives us all a much better chance of doing more transactions successfully together. Nevertheless, the integrity of the piece of art is always being respected while the transactions is dealt with in a discreet and professional manner.





SPECIALIST SERVICES FOR THE ART COLECTOR

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