



VEBLEN WINE
FINE WINE MERCHANT

Selling fine wine:
an investors guide

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This guide walks you through the process of selling your fine wine. It highlights common mistakes and things to look out for when choosing a broker.

Whether you are selling your wine because you have had a bad experience with your wine broker, are disappointed about the return of your investment so far, or just want to realise your investment, this guide will help you get the best price for your wine.



How selling fine wine works

Learn about what you need to do to
acquire the best return for your
investment.



Valuation

1



Transportation

2



The sale

3



Realise or reinvest

4

1 Get a valuation of your wine

It's worth shopping around, but make sure your valuation is based on the current market price and you know all other costs that might eat into your profit. You can use tools like cellar-watch.com to get an idea about your wine's value.



Our valuations are based on the current market price on Liv-ex, the market benchmark.

2 Moving your wine

- Your wine will be collected and moved to your broker's government bonded warehouse.
- All reputable brokers will, for a fee, produce a condition report of your wine to confirm its pristine condition and provenance.
- Your broker will provide you with proof of ownership, so you can be sure you are the benefactory owner of the wine at all times.
- Your wine needs to be insured, during transit and in storage.



We use Vine, a subsidiary of Liv-ex, where your wine is issued with a SIB passport to prove its condition & provenance. If you sell your wine with us, your first year's storage and insurance are FREE.

3 Making the sale

Your broker will advise you on the best time and price to sell your investment and execute sale.



We have the ability to act on the best deals immediately as all our wines have the SIB passport, which allows for immediate deal execution.

4 Realise your profit or reinvest

Your broker will pay your profit and take any outstanding fees. If you want to reinvest, they'll advise you on which wines to buy next.

Choosing a reliable broker

Here we look at six typical questions you might ask a potential broker and the responses you may receive.

If a broker answers any of these questions negatively, we would advise caution.

How long will it take to sell?



Once your wine has been moved and undergone quality control, it's ready for sale. You have full control over when to sell your wine but we can advise on the best time to sell, to maximise your return.



It depends.



Through Liv-ex and our network we have access to in excess of 90% of the market's liquidity. This means we are well placed to get your wine sold quickly at a good price. In order to achieve your goals, we will discuss your requirements regarding time frames and prices that can be obtained. We will advise if we think it is right to sell immediately to the market or if it will be in your best interests to sell at a different time.

What are your wine valuations based on?



The current Liv-ex market price.



We have a lot of experience, so we just know what wines are worth.



Liv-ex compiles data from reputable trade members i.e. merchants and wine brokers throughout the world. The market price is based on a comprehensive view of the stock lists of all these merchants. The Liv-ex market price is indicative of the lowest you would expect to pay for perfect condition stock in the open market, in our experience this offers the fairest indicative value for your wines.

Does it matter what condition my wine is in?



Yes, very much so. We'll produce a condition report for your wine, to make sure if it is in pristine condition. If it is not, it could greatly affect the price your wine will fetch.



No, don't worry. We can sell your wine, no matter what the condition.



When selling wine it is paramount that we are aware of the condition as this can dramatically affect the sale value. Upon inspection of your wines at Vine International we will advise as to whether there are any defects in condition. If they are perfect, great. If not, we will have a discussion with you about what price we think can be obtained and also the best route to market.

Where will my wine be stored?



At our chosen government bonded warehouse, Vine International.



We'll keep your wine where it is now and then just move it once it's sold.



For risk management it is paramount that: 1. You always know where your wine is stored (and that you still have title of ownership), and 2. The conditions in which your wine is kept. At Vine International we will manage your portfolio whilst you retain ownership and full control of your asset at all times. The conditions at Vine are the best in the market – perfect temperature, perfect humidity and a team of professionals will ensure the safekeeping of your wines.

If I choose you, what happens next?



We will arrange for your wine to be collected, moved to a government bonded warehouse and produce a condition report for you. Your wine will be insured throughout the entire process.



We'll arrange a sale and then collect your wine once the sale has been agreed.



When dealing with your wine and your money, you will always be informed as to what is happening. Using Liv-ex and Vine International allows us to provide you with unrivalled access to a service that is otherwise only available to trade members, this means that your wines will be dealt with by the best in the industry.

What are your fees?



We (Veblen) charge either 10% of the sale price if you just wish to sell your wine (reserve account) or 5% of the sale price if you wish to re-invest with us (dual account).



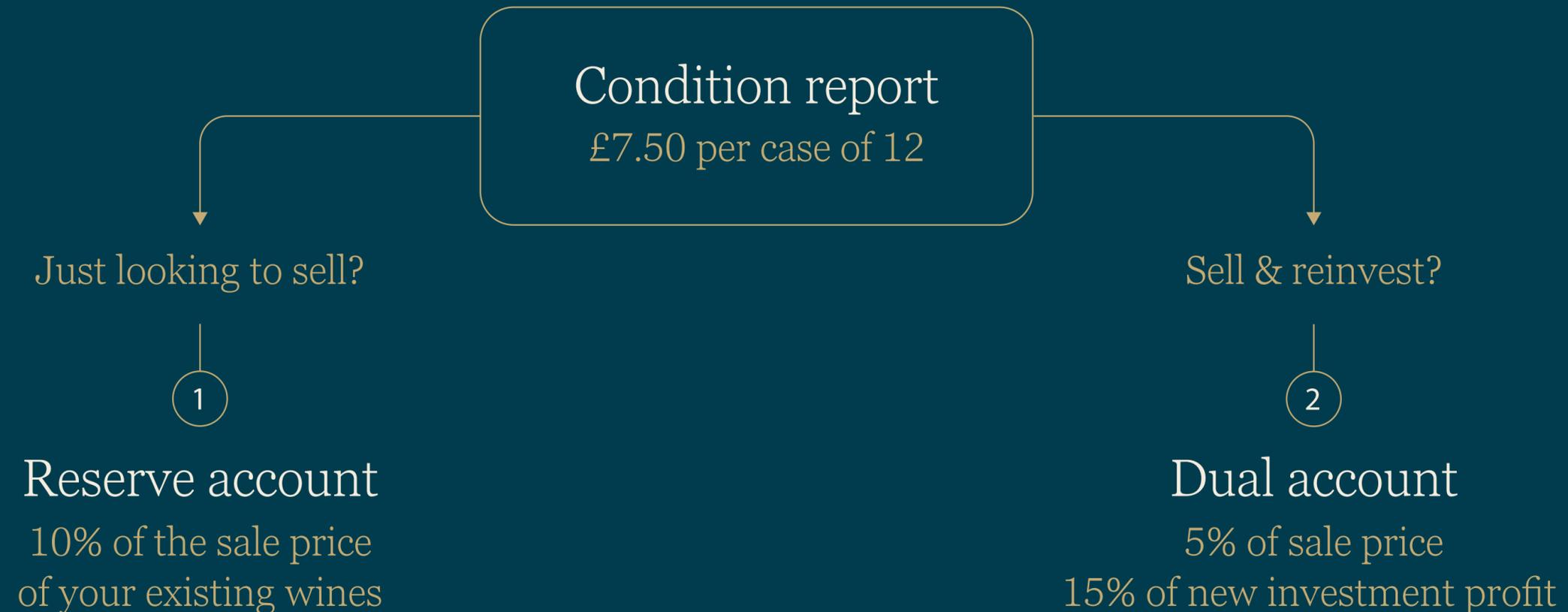
It depends on your wine. Let me send you our terms and conditions, which has our fees outlined.



We feel that a fee structure should be transparent and based on performance. This way we are aligned with your goals and it is in both our interests to achieve the best result possible. The better the price we get for you, the more money we make!

Selling your wine with Veblen

After ascertaining the condition of your wine there are two routes you can take with Veblen.



Looking for advice?

If you have questions about selling your wine give us a call on **01622 672314**. We'd be happy to help and can provide you with a free, no-obligation valuation.



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