

# INVESTING IN NON-TRADITIONAL ASSETS

## CRYPTOCURRENCY

Cryptocurrency” is such a cryptic concept, isn’t it? Many people have difficulty understanding the technology that powers cryptocurrency, let alone how it works as an investment. Over the past decade, the worth of cryptocurrency has skyrocketed beyond many investor’s expectations. We intend to help our clients understand this and take advantage of these new extremely profitable markets.



Now you might be asking yourself,

“Is cryptocurrency a good investment?”

Cryptocurrency is a high-risk investment because, as mentioned earlier, it's a volatile asset. When everyone starts buying the cryptocurrency, the value of each crypto unit increases sharply. But remember: crypto is a volatile asset, and the value may fall as quickly as it rises.

Investing in cryptocurrency is popular because it provides several advantages, such as diversification, return potential, and utility. Investors like to diversify portfolio as a way to spread risk, but also to increase the odds of striking gold. Crypto is a popular option for diversification because it has offered strong returns, as especially the number of crypto uses and applications increase. Finally, it's an investment that you can actually use.

## ARTWORK AND COLLECTIBLES

Investing in art sounds like a very alien concept to new investors. However, this idea has been gaining momentum in recent years such that it has become one of the essential components in modern age investing. Art plays several roles within an investor's portfolio. [Diversification](#) is key when it comes to investing, and adding art can help you achieve that goal. Art is a unique asset class with a low correlation to stocks, bonds and other traditional investments. When stock prices dip, art tends to hold its value. Artwork and collectibles market has consistently outperformed the Global Index funds in last 5 years



For investors looking to preserve their wealth during a volatile economy, art can also act as a hedge against inflation. Because it's a tangible asset, art can perform well during periods of high inflation, and it's not as susceptible to market fluctuations.

While the rise of digital art and NFTs is a relatively new development, the physical art market is more established. Unlike [equities](#), which are more sensitive to market changes, the demand for art has grown steadily, and physical fine art pieces tend to maintain or increase their value over time.