

FOR IMMEDIATE RELEASE

**LEADER IN FINE ART CONSULTATION AND APPRAISAL
OPENS LOS ANGELES OFFICE**

**New York Fine Art Appraisers Adds LA Office, Regional Director To
Support Growing Portfolio of West Coast and Global Clients.**

LOS ANGELES, CA (March 15, 2012) – New York Fine Art Appraisers (NYFAA) announces the opening of a Los Angeles office and appointment of a regional director that will provide West Coast and global clients with the experience, service and respect that has made NYFAA a leader in the field. The new office is the first phase of a multi-stage plan to expand fine and decorative art consultation and appraisal services throughout the United States and overseas.

The Los Angeles office is located in Beverly Hills and will be headed by Nicole Voorhees, who will serve as Regional Director. She will be assisted by a team of experts in a wide range of specialties and will have all the resources of the partner office and company headquarters in Manhattan.

National and international demand for appraisals and art management services has steadily grown over the past 5 years. “Expansion to the West Coast was the next natural step for us,” says Danielle T. Rahm, Director of NYFAA. “As we have found ourselves developing relationships with clients throughout the United States and beyond, we recognized the necessity to form branch offices outside of Manhattan,” Rahm adds.

Voorhees will be serving the West Coast region in all areas of appraisal and consultation and is expected to continue providing exceptional service to the private and insurance sectors. Rahm says, “The addition of a Los Angeles office provides the opportunity to better serve our clients. We are extremely pleased with our success in recent years and have been working to create a strategy to expand that meets the needs of the client.”

ABOUT NYFAA:

Established in 1980 by Founder and President Jason L. Rahm, ASA, AAA, New York Fine Art Appraisers (NYFAA) is a respected leader in the field of independent appraisals of the fine and decorative arts. NYFAA provides a full range of professional valuation, consulting and collection management services tailored to meet the needs of public, private and corporate collectors and non-profit institutions in the United States and abroad. NYFAA is perhaps best known in recent years for having been retained to appraise the vast collection of works displayed at the world-famous Rockefeller Center in New York City.

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