

Dear Valued Customer,

As we look forward to the New Year, we are pleased to announce an important change at R.O. Schmitt Fine Arts LLC. As of February 19<sup>th</sup> we will become Schmitt Horan & Company. The name change is part of our rebranding effort designed to reflect our proud past and bright future.

In 2017, following a seven-year partnership working closely with Bob Schmitt, Daniel Horan assumed full ownership of R.O. Schmitt Fine Arts. We have always been a company where clients have had direct access to the proprietor and our new name will help reflect this.

Some of you may feel uncertain about the change. We understand this, and both the former and future names are very important to us. Schmitt will be placed first in the new name to reflect our roots, as Bob Schmitt founded our company 40 years ago. Through his hard work and dedication, he created an auction company that customers can depend on for high quality products and service along with extraordinary integrity. This has always set us apart and will continue to do so into the future. Customers over these many years have relied on our high quality printed and online catalogs and a competitive buyer's premium. We do not plan to change such a solid foundation, only to build further upon it.

Our new name also reflects the team of people that make our company so successful. Daniel Horan may be the face of the company but there are many other talented people working hard to ensure outstanding quality and a pleasant customer experience. We are proud of our team and they are the reason why we continue to grow. During the months of February and March we will begin to introduce some of this team to you through social media and our new website.

As part of our rebranding and growth you can expect...

- A new and improved mobile friendly website.
- EXCITING!!! Online only auctions with monthly offerings throughout the year.
- Integration of our new website and proprietary online bidding platform with updated user-friendly features.
- User friendly online searchable archive including upcoming and previously sold items.
- New "Favorite" feature to save items you like or frequently search for.
- New free and simple online auction appraisal process.
- Online access to information and guidance on trust and estate planning.

We will be sending out update notifications as we get closer to the launch of our new website, which will occur simultaneously with the start of our first online only auction on February 19<sup>th</sup>, 2019. Please do not hesitate to contact us if you have any questions.

Thank you for your continued support.

 Daniel Horan