



# Sound Investments

A Guitarist's Guide to Curating a Valuable Collection

Paul Heumiller

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## Introduction

In a world of traditional investments, I invite guitar enthusiasts to explore building a valuable guitar collection. Beyond the financial benefits, this ebook delves into the unique joy and creativity that guitars bring to players' lives, making them a monetary asset that will also bring you joy daily.



1930 Martin 000-45 Deluxe

Guitars, over the course of history, have proven to be more than just musical instruments; they have been solid investments that appreciate in value over time. Vintage Martin guitars, renowned for their craftsmanship and tonal excellence, have consistently demonstrated an upward trajectory in market value. Fender Stratocasters, iconic in the world of electric guitars, have become sought-after collector's items, with certain models fetching impressive prices on the market. *In 2023 we sold a 1930 Martin OM-45 Deluxe for well over \$500,000 that originally sold for \$225 in the Martin Catalog. And it will likely continue to grow in value.*



## Sound Investments: A Guitarist's Guide to Curating a Valuable Collection

Furthermore, the emergence of modern boutique guitar makers has added a fascinating dimension to the market. These artisans create unique, handcrafted instruments that not only sound exceptional but also have the potential to appreciate significantly. The intersection of craftsmanship, scarcity, and sonic excellence makes guitars a compelling addition to any investment portfolio. ***In 2023 we sold a 2001 Olson Custom Presentation SJ for \$55,000 that sold new in 2001 for under \$20,000.***

Ken Parker Archtop



Ervin Somogyi



## Claim Your Free 15 Minute Consultation

We will review your current collection and goals and make a plan for you to curate a valuable collection over time

**Book Now!**

## Boutique Guitars, Modern Collectibles

The boutique acoustic guitar market emerged in the mid-20th century as a response to the growing demand for high-quality, handcrafted instruments. In the wake of the post-World War II era, music was evolving, and musicians sought instruments that could deliver exceptional sound and playability. This demand for unique, artisanal guitars led to the establishment of small, independent luthier workshops in the 1960s and 1970s, notably in the United States. These skilled craftsmen and women began experimenting with traditional and innovative designs, using select tonewoods and precise construction techniques. The boutique acoustic guitar market flourished as these artisans gained recognition for their exceptional craftsmanship and dedication to producing instruments that resonated with superior tone and character. Today, the boutique acoustic guitar market continues to thrive, attracting musicians who appreciate the authenticity, individuality, and outstanding sonic qualities of these handcrafted instruments.

From pioneers such as Gurian, Larrivee and Somogyi have sprung a field of amazing luthiers that are not only inspiring players but building guitars that are indeed modern collectibles. In recent years we have seen prices rise at a rapid pace. As I write this we have for sale the first ever Ervin Somogyi steel string guitar that sold for \$300 in 1974 listed at \$75,000. Jordan McConnell has quietly become so highly sought after that instruments which were \$12,000-\$15,000 a few years ago are now commanding over \$30,000 per instrument, *if* we can find one. These are just a few examples. Our expert staff regularly guides our investor clients to makers with promise.

## Case Studies

### **Somogyi Steel String #1**

\$300 in 1974... Now in 2023 \$75,000+

*That's approximately 11.93% annual  
return for 49 years!*



### **2020 James Olson SJ**

\$25,000 in 2020... Sold in 2022 for \$55,000

*That's approximately 48.32% annual return  
over two years!*

*\*\*These are extreme examples to expand your vision*

## The Case for Guitars in Your Investment Portfolio

A diverse investment portfolio is crucial for achieving financial stability, and a well-rounded guitar collection serves as a unique and valuable asset. Guitars, akin to fine art, vintage watches, or wine, have emerged as an investment vehicle that not only adds diversity to an overall portfolio but also presents an opportunity for substantial appreciation. The market for collectible guitars has shown a consistent upward trend, mirroring the dynamics seen in other alternative investments.



A Vintage Gibson Les Paul Gold Top

*"I have seen clients put their children through college by selling a few guitars each year of school; I have helped clients sell guitars to buy their children homes or retire overseas. Done properly, guitars can be an exciting and valuable part of an investment portfolio. We all know diversity is key, and true diversity often includes tangible assets." - Paul Heumiller*

## The Joyful Investment: Guitars as a Source of Happiness

Beyond their financial allure, guitars offer a unique investment proposition by becoming a source of enduring joy throughout the years. Unlike traditional investments that may only yield returns on paper, a guitar collection provides tangible and intangible rewards, ensuring that your investment transcends monetary gains.

In the midst of a financial downturn, the wisdom of owning tangible assets comes to the forefront, and guitars emerge as resilient investments that can weather the storm, whether in the stock market or in currency fluctuations. Past downturns in the economy have shown that while instruments, like all investments, may move lower during a challenging time, they may rebound quickly and remain highly liquid at all times.



Michi Matsuda



## Expert Guidance: Dream Guitars and Paul Heumiller

Paul Heumiller is the visionary behind Dream Guitars, whose expertise spans over 25 years of facilitating investments in thousands of the world's finest guitars. As the founder of Dream Guitars, Paul has been at the forefront of guiding enthusiasts through the intricate world of guitar investments, witnessing firsthand how clients have experienced significant gains over time.

Importantly, Paul Heumiller emphasizes the temporal nature of investment gains, underscoring the wisdom that, like all investments, substantial returns from guitars require patience. His seasoned advice recommends holding onto instruments for a minimum of 5-10 years to witness the fullest potential of appreciation. This measured approach aligns with the long-term nature of tangible assets, allowing for market cycles to unfold and intrinsic values to rise.

*"imagine the joy of passing down your love for guitars to future generations, creating a legacy that extends beyond financial assets."* - Paul Heumiller

Beuaregard Facet Archtop



## Start Now with a Free 15 Minute Call

We will review your current collection and goals and make a plan for you to curate a valuable collection over time

**Start Now!**



Vintage Fender Stratocaster

# Go From Player To Collector Today!

Get a Free Evaluation of your Current Collection and a Plan To  
Move Forward

Act Now!

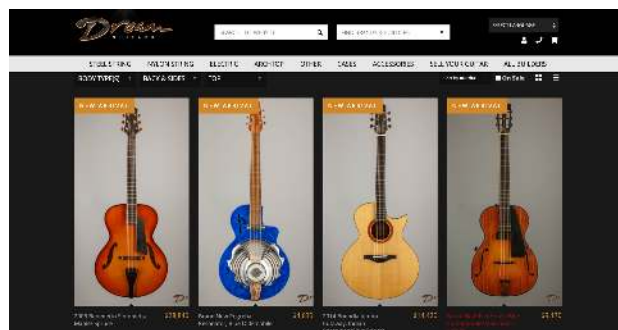
## Free Tools & Information: Learn More and Contact Us

Our website, [Dreamguitars.com](https://dreamguitars.com), offers all the tools you need on your journey to moving from player to collector and our staff is available to guide you all along the way. [Contact us](#) today with any questions.



[Watch a Video About Approaches To Collecting Guitars](#)

[Explore Thousands of Guitars on Our YouTube Channel](#)



[View Our Complete Website](#)

[Ready to grow your collection? Book a free live demo](#)





# Conclusion

As we conclude our journey into the world of guitar investments, we emphasize the historical value appreciation of guitars. From vintage Martin guitars to iconic Fender Stratocasters and the offerings of modern boutique guitar makers, the potential for growth in this market is vast. Now, more than ever, seize the opportunity to explore the incredible selection of guitars at Dream Guitars. Visit [dreamguitars.com](http://dreamguitars.com) to embark on your journey towards building a valuable and diversified guitar collection. There has never been a more crucial time to invest in both your passion and your financial future.