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FEATURES OF NON-TRADITIONAL TYPES OF INVESTMENT

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Each investor is interested in maximum income at all stages of the investment process in a short-term or long-term period. However, building a stable investment strategy for the long investment period is quite a difficult task today.

It is known that only a small proportion of popular traditional investment assets on the market can increase their value in perspective. On the other hand, a lot of shares of companies lose their value every year. This is due to the principle of the long-term development of companies, which states that any company, no matter how successfully it performs on the market today, still goes bankrupt in the long-term and new companies take over the industry.

In order to diversify the investment portfolio, a certain group of non-traditional (alternative) assets can be used.

The term "alternative investments" defines non-traditional investment instruments – investments in investment funds which are not limited to traditional assets (hedge funds, futures, venture capital) and certain investment assets (real estate, art) [1, p. 15]. Involvement of such assets in the process of forming an investment portfolio leads to an increase in its profitability and level of diversification. The presence of non-traditional assets creates a unique structure of the investment portfolio, qualitatively different from the traditional one.

Considering non-traditional areas of investment, we will firstly pay attention to direct (real) assets as one of the main categories of alternative investments.

This category includes any material asset which allows you to generate profit or increase your own value and does not depend on any changes in the stock market [2]:

- art and antiques;
- precious stones and metals;
- real estate;
- innovative projects and enterprises that have a high level of technology and knowledge;
- resources (investments in the production or processing of natural resources: oil, gas, wood, coal and others);
- various rare collections and rare items.

Alternative investments have been used since ancient times, but the most widespread alternative investments became widespread in the West since the beginning of the XXI century, when the market was highly volatile and there was a clear decline in the trend [2]. The profitability of such instruments is not related to the profitability of the market or is weakly correlated with it.

Alternative investments, which are represented by certain assets in the overall investment portfolio, bring additional diversification in case of skillful use of the feature of weak or negative correlation with the market. This also allows to obtain a return on alternative investments in any market conditions regardless of its rise or fall. The traditional portfolio consisting only of stocks and (or) bonds will always be more sensitive to changes in market conditions rather than a portfolio, which consists of alternative investments.

Today, along with the most popular alternative investments in gold, silver, works of art and various collections, there is also a wide range of other non-traditional investments. The latter are not as common as SWAG investments, but also bring significant returns.

Forbes has created a ranking of the most extraordinary investments, which include [4]:

- rent of a cow;
- financing the search for treasures;
- bets on death rates;
- bets on rates of states defaults.

Investments in various unusual breeds of animals are becoming widespread. For example, the income from investing in cats ranges from 3 to 23 thousand dollars per month.

Investments in art objects in 2016 turned out to be almost three times more profitable than investing in the stock market of stocks and bonds. For comparison, we can take the indicators of the Mei Moses All Art Index and S&P 500 [5]. Yields on them in 2016 were at the level of 7.8% and 2.7%, respectively. This happens due to the behavior of investors that invest in the least risky assets – gold and art objects in times of crisis.

Making alternative investments means investing in such non-traditional non-financial instruments, which are based primarily on the possibility of obtaining a high rate of return compared to traditional investment markets over a long investment period (up to 15 years) [6, p. 25].

Table 1 shows the profitability of alternative investment objects depending on the term of investment. This dynamics of growth in the yield of non-traditional investment instruments differs sharply from the situation, which is typical, for example, for the bond market. The yield on securities for up to 10 years decreases against the growth of inflation and other market factors. In the case of non-financial assets, their profitability is not related to inflation and exchange rate fluctuations in the world.

Table 1 – Comparative profit of objects of alternative investment in 2016, % [7]

Object	Investment term up to 1 year	Investment term up to 5 years	Investment term up to 10 years
Works of art	5	17	226
Wine collections	3	45	226
Precious stones and jewelry	0	39	163
Retro cars	25	111	469

Thus, investing in unconventional assets can not only reduce the risk of the investor's portfolio and protect investments from inflation, but also bring income in the form of consumption, increase the status of the investor, satisfaction with the owning of art objects. Evaluation of such assets is linked to the difficulty in obtaining data and a significant degree of subjectivity.

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