



Pricing your Art Work Realistically

A few tips to help you price your work

It's very hard to assess how much your art is worth. Here are a few tips to help you price your art realistically. It is important to understand how the art market works and how collectors buy.

Objectivity

Be objective and evaluate the significance and quality of your work in relation to similar art. Have a look in galleries that you aspire to sell in and talk to gallery owners and agents to get a feel for the market.

Assess your achievements and compare how they position you in relation to other artists – building your reputation as a serious artist will be a key driver in the success of your career.

An awareness of the bigger picture, what other artists are creating, how it's being priced and marketed, and who's buying what, for how much and why, will prepare you to price your art realistically at the start of your career.

You think you're good, but....

Unfortunately your personal opinion about how good your art is has little to do with what collectors will pay.

Collectors rarely see themselves as having only one choice when selecting art, no matter how "unique" that art happens to be. Not only are they cost-conscious, but they will compare work from artist to artist and gallery to gallery before they buy.

You should do research with several galleries as to how they would price your work and then take

an average – but also bear in mind what percentage commission they will charge too.

Pricing realistically

Fundamentally, you need to be able to make a fact-based case for what your art is worth. You know how to explain what your art means from a personal standpoint, but if a collector asks, can you explain it equally well from a financial standpoint?

Convincing people that your art is worth what it's priced is an essential part of making sales. This is especially true when buyers are not familiar with your work.

The basics

If you're just starting out don't forget some real basics – such as how much it costs for materials and the time it has taken you to create your work.

Also remember those market comparisons to give you a benchmark with other artists that have similar credentials to your own....finally reputation is everything....start building that now!

What does ArtGrad.net do?

Artgrad.net is a global marketplace for all art graduates to exhibit and sell their work in a professional environment.

The ArtGrad.net virtual gallery has some of the most dynamic, new talent on board – having just graduated from Universities across the country.

Buyers are looking to test their powers of observation and skill to invest in some of the future art world's rising stars at www.artgrad.net – might it be you?