**PRICING FORMULA (PAINTINGS)**

**Provided for Marcia R Wise**

**(Director at One Artist Road, Santa Fe, NM)**

I propose that you use this **formula** below. However, sit down and play with the numbers so that you are selling within range of those around you (begin with us since we represent your work here and remember Santa Fe is fast becoming one of the major art markets in the country). Also prices need to increase in time, watch the market(s) you are in for signals. Always keep pricing consistent across the board - most important. When it’s time to increase pricing, or if one gallery contacts you about price increases, contact all your gallery directors to be included in this discussion before raising prices. (Note & understand the terms of any contracts before you sign on.)

**Formula.** Using a formula provides simplicity at its best: height x width x a set amount. Your choice on that set amount. Use a calculator and try different amounts until you land on one that works for you. Generally, as the size goes up, the set amount goes up: more work, more materials, more framing costs, etc.

Examples:

9 x 12 x $3/sq inch = $324. Round up to $325.

12 x 16 x $3.50 sq inch = $672. Round up to $675.

18 x 24 x $4/sq inch = $1,728. Round up to $1750.