

Art Business Academy



Art Career Courses from Xanadu Gallery

Live Q&A Session

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New broadcast time















Building Relationships with Collectors



The attached picture is "Ghost Ranch Morning" 40x50. It was sold to a collector from Denver last October through the Carmel Art Association. He had come into the gallery and seen my work but didn't see the right painting. The staff e-mailed him a photo of that one and he bought it.

At Christmas I sent him a small framed 6x6 study for that painting as a thank-you gift. He came back to Carmel in January and bought another of my paintings.

He came back to the gallery last month and said that he has a new lighting set-up in his home and finds the painting's varnish too glossy for the new light. The staff contacted me and I sent an e-mail suggesting possible remedies. I offered to send him some examples of re-varnished pieces so that he could decide on the right path. We are still in the middle of that.

While the varnish is a problem, I do see it as an opportunity to develop a further relationship.

--Andy Williams

I have a friend from college (who now lives in Washington D.C. area) who has purchased several pieces from me over the past few years, including commissioned pieces that she has purchased as gifts for some of her other friends.

What I have learned: Even though this collector is my friend, she is still a paying customer. I always make sure to include a packing slip, invoice, and thank you card or note with each shipment. I feel it is good practice to make sure you are treating every customer professionally, even those that would give you a lot of leeway to be informal.

Jennifer Love

I've been at this for just 2 years, so I haven't really had the opportunity to cultivate my collectors or even try really. Most of them have found me, either through the art center where I'm at, art shows, or through Fine Art America. (I joined FAA for the SEO kick it offered.) Usually, they've checked my site out pretty thoroughly before approaching me, so purchases happen quickly once they approach.

While my sampling is still maybe on the small side I do know a few things already.

Of my buyers in the last year: **100% have been men. 1/2 have been CEO/Founders, 25% have been lawyers, 25% executive types with a leaning towards computer engineering.** In the last week, Doctors have been approaching my husband about my work as well, asking to see some of it in person (because they found me through my twitter feed).

From my personal observations: Nearly all are in a committed relationship of 20+ years. Kids are usually between high-school and just out of college. The wives seem to all have their own professions... and are possibly the actual driver behind the purchase. As in, my art seems to be a gift for the lady of the house. These folks are not flashy, but you can see they surround themselves with good quality clothing and shoes. Their houses blend in with upper middle class. I would potentially put them in the category of the "millionaire next door". I'm not sure I would put them as type A or not, but they know if they want something or not and will come out and say it. Shrewd or discriminating might be a better word.

What I've learned from this group (if they are local) is that they really want to make sure the piece will fit in their home. If I am not willing to do the home visit with the piece before purchase, they are much less likely to buy. (Sigh. Note to self for next time.)

One thing I have changed so far after learning more about my collectors is my website. It is much more clean & streamlined to better fit this audience. My CV looks more professional and less "stay at home mom" like. Since making the changes, I've gotten many more clicks from each website visit.

While a work in progress, my target audience really has me thinking about the whole presentation + buying experience thing as well. I know they are looking for quality and value along with beautiful art. --- Rebecca Bangs







This is the painting that started the relationship with my best collector. I painted it in 1986....yeah, 30 years ago. What happened was I was going towards an MFA at Cal Arts and one day we were told that a law firm was looking to decorate their new offices at the new Crocker Center downtown (I think it's changed hands since then but it's one of the prominent office buildings in downtown LA). They were visiting all the local art schools looking for talent. I **sent them slides...and months went by. But I kept calling and calling**...and one day as I was asking whether they had ever made their decision from among all the art students they said, "why, yes, we chose you"! Anyway, I was thrilled...and as it came about, I wound up painting this 5 x 8 foot canvas from one of the offices that had yet to be designated for any other purpose. I would have stayed there forever if I could have...I was having that much fun. But I was offered a job at a bank and stupidly took it. Well, at least I had finished the commission. They paid me a couple thousand dollars at the time...and life went on. Anyway, about 25 years later, I got an email asking if I was the Carol Steinberg who had done this painting...and yes, I am! So they all said they had often wondered what had become of me. And, we all went out for lunch. I invited them over and sure enough, one of them scooped up another painting before he left. I continued my relationship with them...They even let me paint some more paintings from their new location which had similarly great views of downtown LA....and Bob, my main collector, bought several of those. And then he bought some more the following year and the year after that and so on. During that time he wound up retiring....and he bought out the firm for the painting from 30 years ago and you can see it hangs in a prominent location in his home. I found out during the last purchase of a dozen pieces that he had retired and moved a few hours away. When my brother died and I sent out a newsletter about it, he replied, sent his condolences and his appreciation of the piece (NFS) that I did in honor of my brother. All in all, he has helped me through the years...

BTW, one other major collector of my work is Katherine Woodward Thomas. She is a best selling author and well known relationship guru. She's also one of the nicest women on the planet and owns a dozen of my pieces too--we met because I was seeing her for counseling...a long time ago...but we are still connected. She told me at one point that her husband (and they've since parted) had said "you know you can't fill our entire home with her work" to which we both responded: "Why not?!"

So those are some of my stories. It seems like when someone likes my work, they really, really like it...but I haven't quite figured out who these people are and why.

Carol Steinberg

I've had a couple collectors over the years. One gentleman I met at a regular meditation gathering. He had a collection of art in his home. I showed him some of my work, and he bought two paintings. He then called me four years later, when he purchased a new home, and bought four more paintings. He has bought work on two other occasions since then.

Another, person, bought one of my works, hanging in a restaurant. She later referred me to a friend, who commission me for a painting.

A friend of mine toured my studio, when I had it apart from my home. She bought a large triptych, of three figures. She later commissioned me for a painting.

My list isn't extensive, but, it seem **being open, conversation, and exhibiting work, all help.**

-- Donna Hasegawa

My best collectors is a couple who initially bought one of my glass platters from an art silent auction. Several years later they accidentally broke the piece and went back to the sponsor of the auction who passed on my contact information. I have participated in the auction for many years and I have gotten to know the sponsors well, considering some of them my friend.

The couple reached out to me and asked to see more of my glass work so I invited them to my home. In preparation I moved a number of pieces from storage to display shelves in our living room so they would be readily available for the couple to see. They hoped I could repair the piece so I had to explain how fused glass won't refuse properly and the break points would be very susceptible to another break. They reviewed my other platters and several of my sculptural pieces, which were my primary focus in fused glass. They ended up purchasing 4 large sculpture that day, which were higher end pieces. While writing up the sale I asked if they would be interested in my art newsletter and they signed up.

I also have my painting hanging in my entry way, so as they were leaving they asked about the paintings and said they would definitely be interested in purchasing some in the future.

We continued to cross paths at subsequent art auctions and always came over to see me to say hello. I normally volunteer at the event during the auction. They also sent me emails in response to some newsletters. After a couple years I decided it was time to start to initiate a painting sale. I had switch to focusing full time on painting and seldom create a new glass piece. I invited them to a Holiday Sale sponsored by the same group who holds the art auction and they came with measurements in hand for paintings and prints they wanted for their study and bedroom.

I did not have large paintings with me at the sale, so they looked through images I had with me so I could get an idea of what they might like and we made arrangements for me to go to their home to help facilitate their selection. I brought the painting they had commented on in my entry way and one other. I also brought small prints (about 3"X5") that I have of many of my paintings that I thought were the same subject matter and color scheme that they appeared to like.

I sent a few hours with them to see the space, discuss their ideas, and to take more measurements. They reviewed the images I had with me and selected 3 for prints and decided to buy the painting they had liked at my home. They wanted a different frame and asked me to select one that I thought would go with their décor. Because of the framing request I took some more photos of the room, photos, and they gave me a small piece of scrap carpeting for color. I told them the direction I was thinking for the mat and frame and they said they'd trust my selection. While there they gave me a tour of their home and showed me other art they had purchased. They also showed me where my glass was on display.

I wrote up and estimate, they agreed to the purchase, provided a 50% down payment, then I ordered the prints and obtained a frame. When ready I delivered the art to their home, installed it for them. I've seen them a few times since and they are always friendly and make a point to come talk to me. They made a point to email me to let me know that their sons had visited and had commented positively on my painting and prints.

I expect there will be future sales from this couple. She is a medical doctor and he works for Morgan Stanley. I believe he has recently retired, but I have not seen them to validate that change. Worst case I'll see them next March at the art auction and will be able to ask. Our relationship has become quite friendly over time.

April Rimpo

The first 2 collectors purchased from my new series. As yet they have not sent me a photo of the pieces in their homes. One of them owe me one more payment. The 2nd person has not sent me a picture yet. This collector bought one from my first series and one from the 2nd series. I have one other collector who I know will be collecting more. Again I have no photo from her, but I asked for it.

Two of the women attend my congregation. The 3rd one is my physical therapist. Our transaction took place through bartering. Her services are not covered by medicare, so we both saw the advantage of doing the barter. This person also bought from series 1 and 2.

Stacey bought her first painting from me due to the title of the painting, "English Country Garden." As a child she used to play on her piano "English Country Garden." She will hang the painting above her piano.

All these people know about my art and 2 of them see my work on FaceBook.

If I can fit it in, I will watch the session.

Mary Exline

I remember early in my art career, an acquaintance had contacted me with interest in my landscapes. He was a younger man — maybe in his late 20s, and soon to get married. We exchanged several emails, with me sending him images. In the end he didn't buy anything, overwhelmed as he was with his upcoming nuptials, and I remember thinking "so much for that sale."

Lo and behold a couple of years later he contacted me again, and bought most expensive painting to date. As I shipped it off to him, I remember thinking, "Okay, now he's got his "Dawn Chandler painting"; I won't be hearing from him again.

Three or four years later, he and his wife contacted me to commission a huge landscape painting for their dining room.

This is not the first time I made this mistake of assuming I lost a sale just because someone didn't buy anything at the time of first interest, nor is it the first time I wrongfully assumed I wouldn't sell again later to someone buying a first painting. Indeed, when I was younger, I assumed that once someone owned one of my paintings, that they were set — DONE — and that I wouldn't hear from them again.

But quite the opposite has proven true: With many people, once they own one, they eventually come back for more. HOORAY!

Dawn Chandler

Consistency Review

5 Criteria for Consistency

Subject Matter

Theme

Style

Palette

Medium

+Presentation







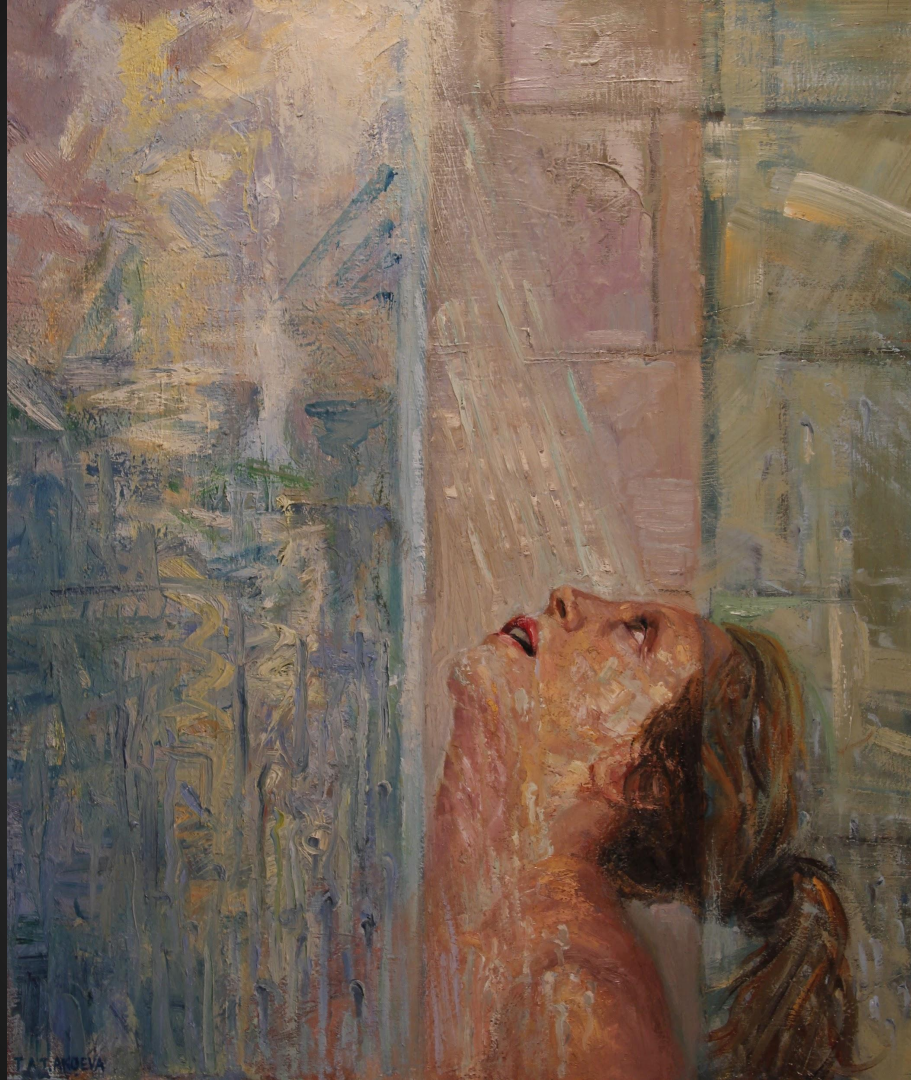






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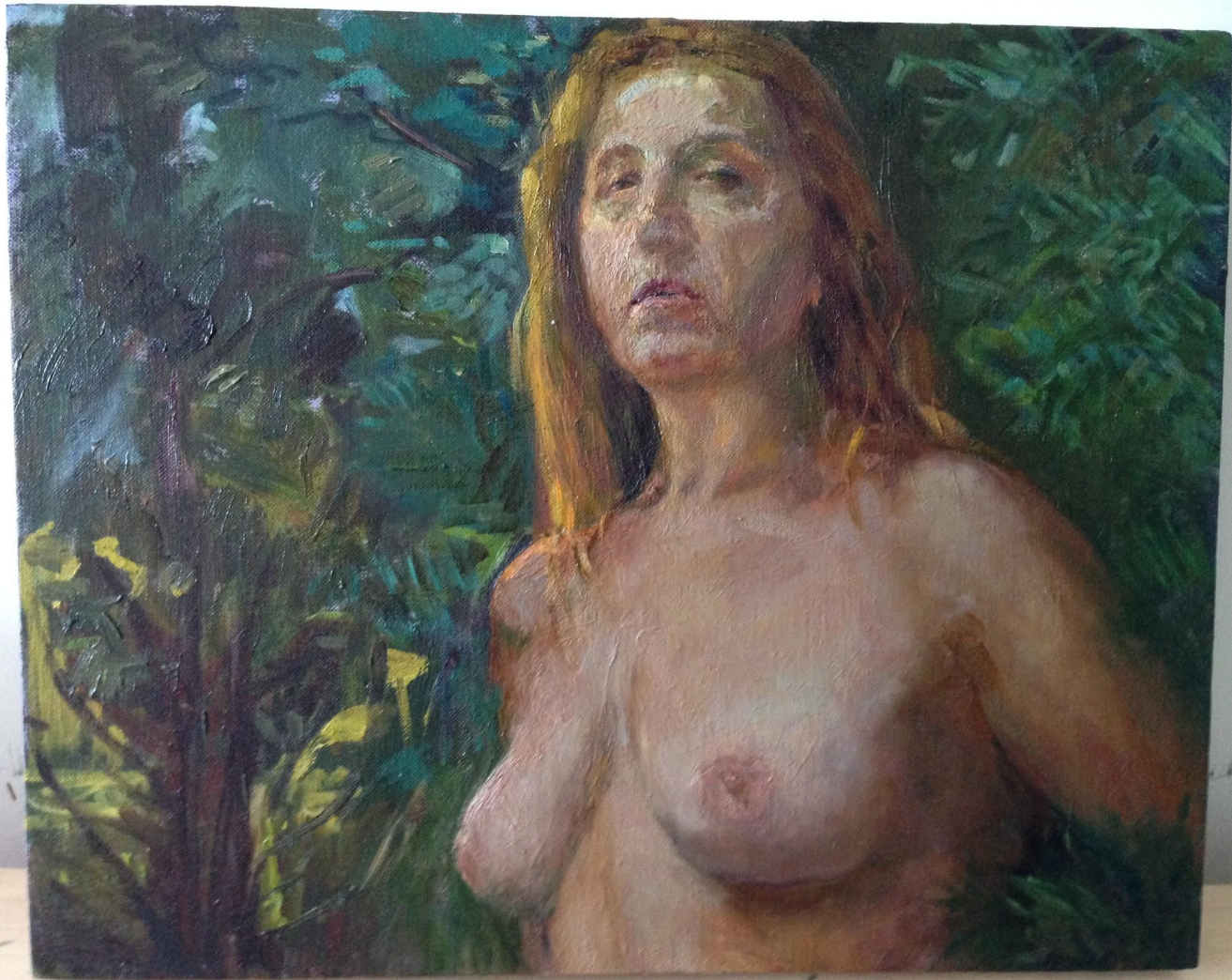




TAT. AKOEVA 2013











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Questions

Congratulations

