

## Judy Knott's Simple Pricing Analysis Sheet (April 2017)



| Artist Name / Venue                                   | Image   | Approx \$/sq. inch                  |
|---|---|-------------------------------------|
| Samantha Buller – Elliot Fouts Gallery Sacramento, CA |   | 36" x 36" \$1800 \$1.40 per sq. in. |
| Samantha Buller – Elliot Fouts Gallery Sacramento, CA |  | 10" x 10" \$450 \$4.50 per sq. in.  |

Timothy Mulligan - Elliot Fouts Gallery Sacramento, CA



48" x 36" \$5143 \$2.90 per sq. in.

Pat Doherty – Marin MOCA Marin California. She told me she doesn't charge by the sq. in. but tries to keep her prices consistent across the board.



8" x 8" \$395 \$6.20 per sq. in.

Mary Kercher – website price Sacramento, CA



8" x 8" \$125 \$1.95 per sq. in.

Mary Kercher – website price Sacramento, CA I feel her pricing is very low for this size



12" x 12" \$195 \$1.35 per sq. in.

Anthony Mastrmatteo – Elliot Fouts Gallery, Sacramento. I feel his artwork is way overpriced, but in some ways is similar to my style. He is skewing the numbers so I think the average is about right without him.



4" x 4" \$475 \$29.70 per. Sq. in.

Randall LaGro at Lanning Gallery Sedona



28" x 25" \$4200 Mixed media and oil \$6.00 per sq. in.

Kaethe Bealer's web site



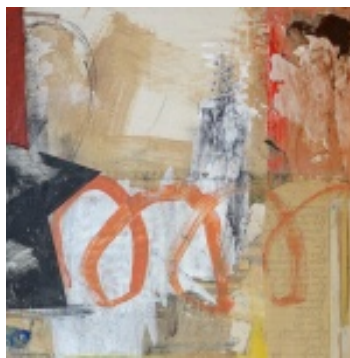
10" x 10" \$350 oil \$3.50 per sq. in

Kaethe Bealer's web site



16 " x 12" \$560 oil \$2.92 per sq. in.

Mark Eanes



24 x 24 \$ 2000 - \$2500 (he says it depends on how much he likes the piece. Mixed media. Calculation is based on \$2250. \$3.90 per sq. in. He did say he charges less for smaller pieces.

The two mixed media pieces are where some of my work is heading. But I still feel that my mixed media should be less than my oils. I would like your opinion on that.

Small Avg \$3.40 per sq. in. (removing the ringer of Anthony at over \$29. Per sq. in.

Medium Avg \$4.95 per sq. in.

Large Avg. 2.18 per sq. in.