

PAINTING PRICE WORKSHEET

Use these formulas to build a consistent retail price chart for your paintings.

1 TWO WAYS TO CALCULATE A PAINTING PRICE

SQUARE-INCH METHOD	LINEAR-INCH METHOD
Height × Width × Rate	(Height + Width) × Rate
Example: 16 × 20 × \$2 = \$640	Example: (16 + 20) × \$20 = \$720

2 FIND YOUR OWN RATE

Choose a representative painting with an established, profitable retail price. Enter its dimensions and price.

Height: _____ in. Width: _____ in. Retail price: \$ _____

Square-inch rate = retail price ÷ (height × width) = \$ _____ / sq. in.

Linear-inch rate = retail price ÷ (height + width) = \$ _____ / linear in.

3 BUILD YOUR RETAIL PRICE CHART

Use your chosen method and rate. Test the results against your smallest and largest paintings.

Painting size (H × W)	Calculation	Retail price
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

4 QUOTE A COMMISSION

Start with the regular retail price, then consider adding approximately 20% for the extra work involved.

Regular retail price \$ _____ × 1.20 = Commission quote \$ _____

Example: \$1,080 × 1.20 = \$1,296. More complex projects may warrant a higher premium.

Remember: A formula makes pricing consistent; it does not guarantee profitability. Check your rate against materials, labor, overhead and the need to earn a profit when selling through galleries. Maintain consistent retail prices across sales channels.