



Frequently asked questions

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1 What happens if my annual membership subscription expires?

You will have an option to renew your current subscription or to upgrade to a next level. We keep a schedule and we will alert you 90 days in advance that your annual subscription is due for renewal.

2 Can I upgrade my subscription at any time?

Yes. You can send us an email and we will provide you with a range of options to choose from.

3 What happens to the works I displayed on your gallery after my subscription expired?

Unless you ask us to remove your work, we will keep on displaying your work and send enquiries to you.

4 Do you remove work from the gallery after my work was sold?

No. We mark the work as "Sold" so that other buyers can judge how many of your works were sold compared to what you offered for sale. Some buyers want to see an "offer-to-sale" (OTS) ratio, in other words, the percentage of works sold compared to the percentage of works displayed, help buyers differentiate between emerging artists and established artists. We want to keep your OTS ratio as high as possible.

5 Must I send original works to you for display?

No. As an online gallery, we need high resolution images of your works so that we can build your exhibition pages for our galleries in South Africa and in California.

You remain in possession of your work and you are free to sell to whomever you want to.

The primary aim of our gallery is to give you as much exposure as possible.

6 What happens is someone contacts you to buy my work?

We will send all enquiries regarding your work directly to you so that you can interact with the buyer.

7 How do I price my work?

We will advise you about the prices of your work. Works are normally priced based on:

- Dimensions of the work (length, width, depth)
- Medium used (oil, acrylics, etc.)
- General style of the work

When we price works, we take in account factors such as:

- Your profit margin that you want to achieve,
- General cost of shipping, packaging and handling to be paid by the buyer
- Our commission based on the plan that you subscribed for

8 Can I advertise my work for a lower price?

All galleries will advise you that you should not advertise your works for a price that is lower than what the gallery advertised for your work. Galleries are there to help you set up the best possible margins for your work and it is not a good idea to create an impression that you compete against a gallery that represents you.

9 Must I pay for the shipping cost when someone buys my work?

No. It is standard practice that buyers pay for shipping and handling.

10 Must I ship my work to the buyer before I am paid?

We recommend that you do not ship any of your works to anyone unless the payment reflects in your bank account. Talk to your bank about using the SWIFT banking system.

We are not payment experts. Your bank should provide you with good advice – especially how to protect you against things such as:

- Money laundering
- Buyer fraud
- Any kind of risk where you could sell your work in good faith and not getting paid by buyers.

11 Who should I use to ship my works to buyers?

There are many reputable courier companies who specialise in the shipment of art. We recommend you find one in your area and build a relationship with that courier.

12 Can you guarantee me that my work will sell when I submit it to your gallery?

No gallery can give that guarantee. It depends on:

- The preferences of buyers
- The level of marketing that we will do for you based on how much you are willing to spend on marketing
- The target market that we will develop with your help

13 How much will you charge me to market my work?

We believe that we need to be sensitive to your budget. The minimum budget we recommend for a start-up campaign is 50 US dollars at a time.