

How best to sell the image

and how to get the highest price for it

The ideal situation is, if it is a work of a well-known author (preferably no longer), the work has the name - the name, it is registered in the catalogs, it has proven origin and is not a copy - a forgery (is a document, a confirmation, an expert opinion); last but not least, it is a significant and valuable work of art (not a first-time interior decoration). The sales price will then move somewhere within the range of the usual sales prices of the author.

The artistic value of the painting (and of every work of art) is practically invaluable, it can not be expressed in money as well as the historical value of the work; in both cases it is only possible to speculate on the price and only on the theoretical level.

To determine the selling price, the state of the picture or its successful restaurant is very important. An insignificant role is also played by the story of the picture, its history, its circumstances and its context.



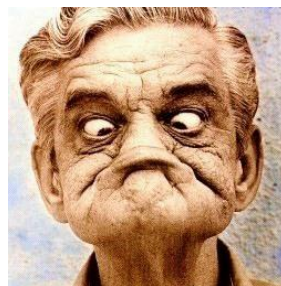
In the case of the work of an important author or an important work, the most advantageous way of selling the use of services is a renowned domestic or foreign auction house (the auction of valuable works is attended by solvent buyers - rich collectors, curators of major museums and galleries, traffickers, etc.) where the selling price can surprise high, as evidenced by frequent cases. The risk of such a sale is virtually nil, given the predetermined starting price of the work and the commission of the auction house, and the discretion and security of the sale is also important here.

In the case of a minor work, it is best to offer the image to reputable sales galleries or, in the case of works of historical value, to antiques who have their own circle of permanent clients (collectors, various wealthy and random solvent clients). The importance and quality of these institutions increases with the size and significance of the city in which they are located. However, there is a need for caution, and it is always necessary to try these sales agents more, because they are all practitioners and are only trying to maximize profit. Their professional erudition, education and practice are different (it is enough for the trade to be free) and therefore their evaluation of the work and the subsequent price offer will always be individual and therefore very different (from a very serious approach to abuse of ignorance or financial distress of the owner of the work).

And in the case of an insignificant work (although each work has its meaning because otherwise it would not work) or work from an unknown author, try a small test to determine the sale price (market price): Try to offer a piece of work to buy a few people (eg from your neighborhood, neighbors or in a job or a pub) and ask them how much they would buy from you. This way you will learn its current real market price - and you will be surprised. Sometimes the frame has a higher value than the image itself.

Owners and authors of paintings have "big eyes"

Their image is beautiful, it is definitely a great prize, it is like their child, and they always outweigh their sale. Agreed sales price is then a compromise. You will not be able to help with the expensive expert judgment. If you do not agree with the price offered for the image and you like the picture yourself, then it is better not to sell it and keep it hanging on the wall.



How to determine the price of an image when there is no evidence of its acquisition

You, and perhaps your parents (perhaps grandparents) can not know or suspect the original purchase price from which you could deduce at least the approximate present value of the work - there is no proof of their purchase from the merchant or gallery or order or other proof of payment author of the work. So what should we do?

In the best case, you have at least an inheritance or gift document from which you have to pay the relevant tax, which has been determined from a certain amount - that is, from the current financial value of the work determined by an expert or other, officially acceptable estimate. But even this does not have to be a guide for determining the real price.



The origin of the image is also important for determining the price

Wars, political and economic changes and other events gradually changed the owners of paintings and other works of art - war booty, confiscation, confiscation of Jews, nationalization of nobility, prevention of exiles, communist robbery, robbery - all without evidence of their legal acquisition and especially their price - the value. Less frequent was their legal purchase or sale - there are many variations of possibilities and stories as the works changed their owners - mostly complete laymen, ignorant of their true values.

The picture may have been hung on the parish or in a church where it was donated by a local rich farmer or was in a castle where he was stolen by a member of the National Guard or a nationalist after the war. He could also originally hang in a national reborn apartment as a gift from a painter and a Czech patriot, or he could have been for a mayor who had been given a bribe for something; he could also hang in the office as a gift to the cured patient, or for years to decorate a real grammar school as a gift to a former successful pupil, whose wife did not like the picture.

Missing signatures (signature of the author and year of origin of the work) may be below a frame that is wider than the original frame, or the canvas can be stretched later to a smaller frame (for example, after cutting from the original frame of a robbery, etc.). It may also be a version of a work (study, development phase, unfinished work, part of a larger unit such as triptych, altar, etc.) that was not intended for exhibition or sale, copy, possibilities are a lot.



How to determine the age - the time of the work and its author

Looking at the back of the picture, the frame and the canvas (or the wooden boards) - the originality of the frame, its design, machining, the state and age of the frame, various inscriptions on the frame and the canvas - dates, descriptions, signatures, owner's data, figures

- inventory, catalog and other data - traces of original painting (other than from the front), design and method of tensioning of canvas, whispering, glue, nails, clamps (how, original, hand forged, to find and estimate approximate age - the time of the work and its story.

It may be a very old or vice versa (a relatively new painting by ultrasound), painting another - a more valuable piece of work (revealing an X-ray), the style of the original frame will help determine the approximate time or place of the work. It can also be a lost and missing piece, the variation is a lot. If there is no clear and significant artistic value here, there may be historical value - like an antique.



The financial value of the work

An estimate of at least the approximate financial value of the work is therefore virtually impossible for any antiquarian, gallerist, expert, forensic expert, museum curator, or any professional and laic shopper without any further information and detailed exploration of the work.

In the absence of any information, arguments and specific, clear and verifiable evidence, and the reason why the proposed selling price for a work of a given amount is, then in this situation, the price (and thus the real market value of the work) the direct buyer or dealer will determine your offer and you can not oppose it (you have no - you have no papers, you have no arguments and proofs for and against), so you have nothing to do if you want to sell the piece.

*

There is also a certain risk that in the case of ownership of a lost, missing or otherwise unrecognizable piece of work, disclosure of its existence may occur during the sale process and consequently the original owners will claim their claims and the work will have to be returned, to whom it was originally proven.

Otakar Jaluvka

otacar@seznam.cz

www.jaluvka.com/author.htm

Copyright © 2018 Otakar Jaluvka. All rights reserved. Všechna práva vyhrazena.