



EVERGREEN PICTURE FRAMER'S GUILD

N E W S L E T T E R SEPTEMBER 1994

PRICING SURVEY RESULTS

Frank Larson, CPF

Here it is... the 1994 Pricing Survey that you all have been waiting for so patiently. I hope it was worth the wait.

The response to the survey was not as good this year as last. We had 35 people who took the time to fill out the form. I wish to thank you for your effort. This is still a good enough sample to get meaningful numbers.

You'll notice that I'm giving you the results in a little different format than last year. I have put together an entire spread sheet for your inspection that will be available at the September meeting. The final results are published here in the newsletter.

It is interesting the differences in the pricing structures of the various shops. One shop's mat or glass prices may seem very low until you notice the fitting price is twice what yours is.

Although, I have to admit some of the prices are just low, too low sometimes. \$3.90 for a 16x20 mat? \$7.50 to stretch a 24x30 needlework? Come on, get a life! Sure, you're beating everybody's prices but what is the point? Most of us are in this game to make a living. We've got rent to pay, taxes to pay, utilities to pay, pay and pay some more. Undercutting everybody else's prices isn't doing anybody any favors. Especially yourself. Just look how much

(Continued on page 2)

inside...

Pricing Survey Results
Customer Psychology
Framing Jeopardy
Classified Ads

page 1 - 3
page 1
page 6
page 9

SEPTEMBER MEETING

TUESDAY, SEPTEMBER 13TH

7:30 P.M.

STUDIO MOULDING

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KENT, WA

(206)656-2940

***"FRAMING WITH
FABRICS"***

CUSTOMER PSYCHOLOGY

The successful professional framer and respected business recognizes the importance of serving the customer, and continues to practice the basic principles of psychology that keeps them coming back year after year. Here are some principles of what your customers want:

1. **Quick and Courteous Service.** Greet all customers and let them know you are available to help when they are ready.
2. **Ample Stock.** Never advertise products and services you can't deliver. Also, if your stock is arranged carelessly, its value in the prospect's mind is cheapened and your image reduced.

(Continued on page 4)

(Continued from page 1)

more money you would make just by raising your prices 20% under average. You could double your take home pay and your customers would still be getting a "good deal". Sure your customers will bitch. They always do that anyway, at least you'd be paid to listen to them!

Enough preaching for one column. (Sorry for picking on just one person...there were some other low numbers but yours were the lowest.) I have included the Average, Minimum, Maximum and Median in the totals. Most people use the average but a few like to know the median value so I've included it. The median by the way is the number in the middle of the range. ie: if you have 3,4,5,7,8 the median is 5, the average is 5.4. I have also included last year's average for comparison. I wouldn't put too much stock in any large differences between the averages. With such small samplings just a few high or low numbers can skew the average quite a bit. You might notice that last year's numbers are slightly different than those published. This is due to a couple of late responses last year that got added in after publishing.

There were some minor problems with the survey again. Not as bad as last year however. There is still some confusion on the Conservation Mat and Mount. In several surveys the Archival Mat price was the same or more than the Conservation Mat and Mount fee. Since the CM&M included an archival mat, backing board and conservation hinging this is obviously wrong, so I deleted those answers. In rereading the survey I could see where that could be misread. I'll fix it for next year.

Several people asked why I included an archival mat when doing a dry mount in the frame package. The implication being that you should only use conservation mats when doing conservation framing, not on things that you would dry mount. I did this because last year a large number of those surveyed said they never used regular mat board anymore and priced the package with a conserva-

tion mat. There is a growing trend in the industry to prefer conservation grade mats even around posters. They have much cleaner colors, nice white bevels and are very much more fade resistant than regular board. Let me stress that point; they are MUCH more fade resistant. For the small difference in the price they can make a big difference in the quality level of your framing. Customers can and do notice the difference.

Finally, I asked the question "How do you figure the amount to charge on special carving or cutouts on mats?" Some of the answers:

"subjective decision - range from \$5 -\$40."

"Priced using Don Gottfredson and Brian Wolf suggestions: Hand cuts are estimated at a price per square inch; other machine cut outs are priced accordingly and are less expensive. This is based on united inches"

"Estimate time and charge per hour, 1/2 hour minimum."

"I use multiples of fitting charge, based on the degree of difficulty."

I also asked "how do you handle this with your customer?" All the answers boiled down to the same: Give the customer an estimate at time of order after explaining it is a special design just for them and explaining all the extra work it involves. Several people said they make it a point to estimate high.

One other little observation you might find interesting. In the Discount section; several people wrote "never" (in big letters) to the question "Do you normally give discounts to the following:" There were two who gave discounts but amended it with the comment that they were considering dropping all discounts and just charging full retail all the time.

I thank you one and all of you for the time you spent filling out this survey. I hope this can be a real help to you in your business. Good Luck!

PRICING 1994 (2) excel 3

	AVERAGE	MEDIAN	MAX	MIN	COUNT	1993 AVERAGE
Reg Glass 16X20	\$8.17	\$7.96	\$15.50	\$4.09	34	\$7.41
Reg Glass 24X30	\$16.81	\$16.60	\$24.00	\$9.75	34	\$15.67
Reg Glass 30X40	\$26.57	\$26.25	\$48.20	\$15.25	34	\$25.69
Cons Glass 16X20	\$17.37	\$15.00	\$57.60	\$10.00	32	\$17.54
Cons Glass 24X30	\$35.87	\$31.23	\$111.00	\$20.00	32	\$35.04
Cons Glass 30X40	\$53.99	\$50.40	\$146.00	\$32.00	32	\$56.78
Plexi 16X20	\$15.93	\$15.10	\$28.10	\$8.00	27	\$14.48
Plexi 24X30	\$33.90	\$32.50	\$56.25	\$18.50	27	\$30.80
Plexi 30X40	\$54.82	\$53.28	\$95.60	\$31.00	28	\$49.49
Denglas 16X20	\$54.35	\$42.42	\$175.00	\$30.00	16	\$10.87
Denglas 24X30	\$107.48	\$90.75	\$262.98	\$75.00	16	\$16.32
Denglas 32X40	\$160.25	\$134.95	\$340.90	\$108.00	16	\$21.32
Fitting 16X20	\$11.65	\$10.80	\$27.00	\$6.48	31	\$16.35
Fitting 24X30	\$17.09	\$16.20	\$34.00	\$9.50	31	\$25.19
Fitting 30X40	\$22.99	\$21.00	\$59.30	\$12.00	31	\$34.50
Arch Mat 16X20	\$15.74	\$14.82	\$30.00	\$6.35	32	\$9.45
Arch Mat 24X30	\$23.73	\$22.31	\$46.00	\$13.65	32	\$14.46
Arch Mat 30X40	\$31.09	\$29.71	\$57.00	\$15.50	31	\$20.14
Reg Mat 16X20	\$9.02	\$8.58	\$15.00	\$3.90	28	\$11.86
Reg Mat 24X30	\$13.63	\$13.10	\$23.00	\$6.40	28	\$18.03
Reg Mat 30X40	\$18.18	\$18.10	\$28.50	\$8.00	27	\$24.21
Dry Mnt 16X20	\$11.20	\$10.30	\$19.08	\$5.50	17	\$10.10
Dry Mnt 24X30	\$17.31	\$15.50	\$30.00	\$10.04	17	\$15.12
Dry Mnt 30X40	\$24.13	\$22.29	\$51.10	\$13.80	17	\$20.27
Spray Mnt 16X20	\$9.82	\$9.50	\$19.00	\$6.00	26	\$10.37
Spray Mnt 24X30	\$14.86	\$13.70	\$30.00	\$9.00	26	\$15.75
Spray Mnt 30X40	\$19.79	\$17.85	\$38.00	\$10.50	26	\$21.15
Wet Mnt 16X20	\$11.05	\$10.45	\$27.30	\$6.48	19	\$17.92
Wet Mnt 24X30	\$16.52	\$16.45	\$37.44	\$9.72	19	\$27.64
Wet Mnt 30X40	\$22.13	\$20.02	\$66.40	\$12.60	19	\$38.09
Cons M&M 16X20	\$26.46	\$24.28	\$43.00	\$12.60	26	
Cons M&M 24X30	\$40.24	\$35.60	\$65.00	\$18.90	26	
Cons M&M 30X40	\$53.87	\$46.15	\$90.00	\$24.50	26	
Stretch Oil 16X20	\$27.25	\$23.88	\$64.86	\$11.50	30	\$22.74
Stretch Oil 24X30	\$39.74	\$36.83	\$79.80	\$14.50	30	\$33.01
Stretch Oil 30X40	\$52.94	\$49.35	\$125.30	\$20.00	30	\$45.28
Needle 16X20	\$25.07	\$20.35	\$82.44	\$5.00	26	\$19.90
Needle 24X30	\$35.27	\$30.70	\$96.18	\$7.50	26	\$29.65
Needle 30X40	\$49.70	\$41.25	\$213.50	\$15.00	26	\$40.95
Multi Open	\$3.19	\$3.00	\$5.00	\$1.00	33	\$3.25
Labor Rate	\$31.84	\$30.00	\$55.00	\$8.00	34	\$33.69
Discounts					0	
Decorators (%)	18%	15%	35%	10%	22	20%
Corporations (%)	16%	20%	20%	10%	11	16%
Public (%)	14%	10%	25%	10%	11	16%
Artists (%)						
Qnt. Orders (%)						
Other Shops (%)						
Total Price	\$75.82	\$75.63	\$111.50	\$42.00	34	\$65.58

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customer psychology

(Continued from page 1)

3. **Price integrity.** Plainly mark prices and stick by your displayed or advertised price to build integrity instead of shaving a price for a sale. It builds image too.
4. **Convenience.** This does not necessarily mean convenient location or parking. It means paying attention to your customer's habits and adjusting, i.e.: staying open longer some nights or ensuring sufficient staff during busy lunch hours.
5. **Refund Policy.** Choose to make refunds or exchanges in a cheerful manner or choose not to refund at all. Remember what image you are trying to project.
6. **The Whole Truth.** Know your products and be able to explain the differences between them but never exaggerate the value of your merchandise.
7. **Customer Comfort.** Make sure your shop is warm and inviting starting from the parking lot to your front door.
8. **Thank You.** Always say thank you, then follow up with a thank you note in the mail. Don't underestimate the selling power of these two words.

Quickly, here is what turns customers off: High pressure selling techniques, failing to keep promises, apathetic sales people, sloppiness, poor packaging and waiting.

*"Without the proper frame,
the artist loses 100 percent."*

Edouard Manet

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FRAMING JEOPARDY

Remember to phrase your answer in the form of a question.

"I'll take **Silly things customers say** for \$100.00 Alex."

The answer is *"you must make a great deal of money in this business"*

"What is...why does framing cost so much?"

"I'll take **Suppliers and their wares** for \$300.00"

The answer is *"I'm sorry but we're out of stock."*

"What is...I need to place an order"

"I'll take **fitting** for \$200.00"

The answer is *"Oh, that's supposed be there"*

"What is...what's that big blob under the glass?"

"I'll take **Color and design** for \$400.00

The answer is *"you've got to be kidding"*

"What is...will this Modern Abstract print go in my antique country living room?"

Last category...Framing by Phone for \$500.00

The answer is *"between 9 and 995 dollars"*

"What is...how much will it cost to frame a standard size picture?"

And now it is time for final jeopardy

The final category is **All of the above.**

The answer is *"Why?"*

**LaLaLaLa LaLaLa LaLaLaLaLA
LaLaLaLaLa**

"What is...Because?"

It's a question of education, it's a question of planning, it's a question of talent and it's a question of patience in this crazy and popular game of retail picture framing.

Some days you're the contestant, struggling to answer questions correctly and win a prize. Cautiously calculating purchases of new merchandise, second-guessing the likes and dislikes of buying public: choose the right items and you win sales. "Yeah, Good Answer!" But, make the wrong choice and have a sidewalk sale.

Now on other days you might be the game show host, carefully leading the contestant through choices and options that lay ahead. If you are considerate and patient you'll have a winner on your hands. "Oh, I'm sooo happy!" Be suriy and short and you'll be a loser.

And then there are times that you might be Vanna White. Point, Smile and Clap...Point, Smile and Clap. This job may not seem like much, but it serves an important role in the game. You need to be the hostess, the spokesperson, the cheerleader. Demonstrating the game, and it's trick questions can bring you a loyal following. Being the same smiling face that greets players and sponsors each time they tune in creates a feeling of security and confidence. Encouragement is always a welcome trait in any venture. Whether you are trying to inspire a client or applauding a colleague this is a reward that we all deserve and can appreciate.

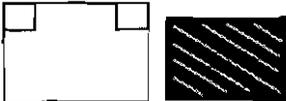
(Continued on page 8)

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framing jeopardy

(Continued from page 6)

Somedays I don't know if I'm winning or losing in this game, but I tune in everyday, ready to choose door number three, block with the center square, spin the wheel, solve the puzzle, guess the price. Even though I know it's not really a game, I know there are always some lovely parting gifts waiting for me.

SEATTLE ABC SHOW IS GREAT SUCCESS

The weekend of August 20-21 was busy with activity, much of which was taking place at the Washington State Trade and Convention Center, site of the ABC show. With over 100 vendors participating, education available and the CPF exam administered, the reaction to the show was very positive. The Evergreen Picture Framers' Guild manned a table at the front entrance to the trade show in order to acquaint people with the chapter and it's activities. We were able to present interested parties with our new brochure and copies of the newsletter. There were a lot of new faces and of course familiar ones as well stopping by the table to chat.

The chapter hosted a hospitality suite on Saturday evening after the show and it was a great chance to meet new people and relax after spending a day on the show floor. The highlight of the evening was having Kaye Evans, CPF speak to the group. Evans, a national speaker was able to give us some insight on the framing industry along with some valuable tips on running a frame shop.

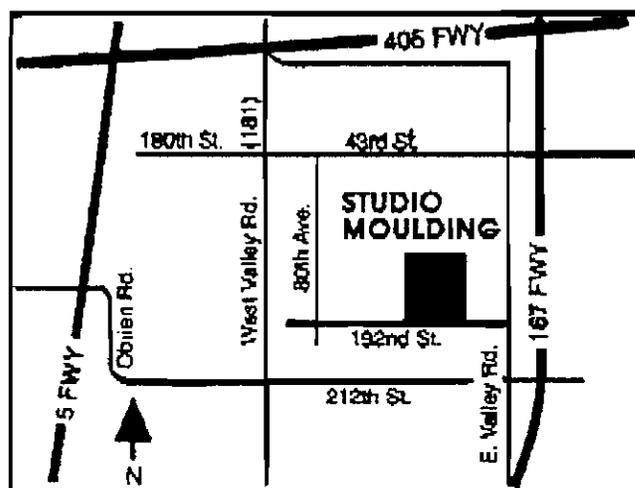
Our appreciation goes out to Joe Garitone, CPF for his work in putting together the evening and to Jeff Schuffman for procuring space for our chapter table at the show.

We are looking forward to the upcoming shows in the near future.

STUDIO MOULDING TO HOST SEPTEMBER MEETING

Our next meeting on Tuesday, September 12th will be held at the newly opened Studio Moulding in Kent. Jeff Schuffman and Marty Kohl will be our hosts, showing us around their new facility. This new warehouse was opened on August 1st with over 12,500 square feet available. This is an exciting addition for Studio Moulding and they are looking forward to serving the framing community.

We are as equally pleased that they have offered their space for the September meeting. Our program for the evening will be Framing with Fabrics. This is always a popular topic and one that is worth repeating. We will be reviewing techniques and different methods of working with fabric. Bring your creative ideas to share and exchange along with your tips on using fabric.



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MEETING LOCATIONS

The board is currently looking for new locations for our monthly meetings.

If you have any suggestion or would consider hosting a program at your gallery/store, please call Ron Norton at Frame Design Northwest.
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Your input is important to us and we will take all suggestions into consideration.

Carl Swanson, CPF of VanGo Custom Framing wins Chapter Framing Competition

Carl Swanson of VanGo Custom Framing in LaConner was the first place and popular choice winner in the Evergreen Picture Framers' Guild/Columbia River Chapter Open Framing Competition. Carl's piece was an intricate design for a black and white photograph of a flamenco dancer. Swanson used a variety of techniques including a fabric wrapped dome mat with embossing and a painted wood fillet on the inside opening. Added attention was paid to the frame with extended corners that drew great praise and many comments. A wonderful touch to the piece was to subtly acknowledge the rose the dancer was holding by adding small decorative roses on the inside "ledge" of the fillet. Good Job!

PPFA ANNOUNCES CARTOON CONTEST

If you love to draw or sketch, you should consider entering PPFA's 1994 Cartoon Contest, open to PPFA members only. Artwork can be submitted individually or by groups and must be related to art and picture framing. Contestants must verify the originality of their art and cartoons may not exceed 4 x 6 inches. So put your thinking caps on and get creative! Winners will receive prizes and their cartoons will be published in PPFA's 1995 calendar. For more information, contact PPFA's Communications Department at (800) 832-7732

Artwork must be submitted to PPFA no later than October 7, 1994



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author of

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1994

January	February	March	April
May	June	July	August
September SEPTEMBER 13 - EPFG GENERAL MEETING AT STUDIO MOULDING *FRAMING WITH FABRICS SEPTEMBER 27 - EPFG BOARD MEETING	October	November	December

EVERGREEN PICTURE FRAMER'S GUILD
C/O JODI NORTON, CPF
FRAME DESIGN NORTHWEST
1420 N.W. GILMAN BLVD.

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