



Royal Academy of Arts  
**Summer  
Exhibition  
2018**

## Guide to Selling

The Summer Exhibition 2017 generated more than £5 million in artwork sales, many of which were made online. So far, only printmakers have been able to sell artworks online, but for the first time in 2018 all exhibitors will have the opportunity to make their works available for sale via the Summer Exhibition Explorer – the online fully illustrated list of works.

### Sale of your artwork

You are the seller of your artwork; the RA introduces you to the buyer via the Summer Exhibition and receives a commission for providing this service. All arrangements for the payment of the balance of the purchase price and collection or delivery of the artwork are made between you and the buyer.

### Deposit

The buyer makes an offer to buy your artwork and pays a deposit to the RA in person, over the phone or via the RA website (if you've opted to sell your work online). Where the buyer is not present (i.e. is purchasing over the phone or online) the transaction is known as a **distance sale** and additional rules and regulations apply (please refer to the Terms and Conditions for entry into the Summer Exhibition for full details). If the sale of your artwork is completed, this deposit becomes the RA's commission.

### Responding to the buyer

When the RA informs you that an offer to purchase your artwork has been made, you should contact the buyer immediately to accept and give them the following key information:

- Your business name and contact details
- A description of the work
- The total price of the work, including all taxes
- Details of how to pay
- Details of the buyer's right to cancel (distance sales only)
- Delivery arrangements, including cost of delivery (if outside the UK)
- The timeframe for delivery/collection
- Your terms and conditions of sale
- Details of who pays the cost of return (distance sales only)

You should set out your agreement with the buyer in writing, by letter or email. If you are selling prints or casts from an edition that have not already been produced, or foresee that fulfilment will be delayed for any other reason (for example because your work is still exhibited in the Summer Exhibition), you must inform the buyer accordingly and obtain their agreement to the timeframe for delivery.

### Invoice

You should supply an invoice to the buyer. On your invoice, you should show the total price of the work, the amount owing, the cost of postage and packaging if the buyer lives abroad and, if you are registered for VAT, your VAT number, the price net of VAT and the amount of VAT being charged.

### Right to withdraw

Before you have contacted the buyer and agreed to the sale, the buyer has a right to withdraw from the purchase.

### Right to cancel (distance sales only)

- In addition, if the buyer has purchased your artwork by distance sale (by telephone or online), they have a right to cancel their purchase at any time for up to fourteen days after receiving the artwork.
- Once you have been informed that the buyer wishes to cancel the purchase, they have a further fourteen days to return the work to you.
- You must tell the buyer about this right to cancel: if you do not, you could extend the period in which they can cancel their purchase for up to 12 months.
- You must also tell the buyer if they will be responsible for paying for the return of your artwork if they cancel. If you do not, you are liable for this cost.
- Once the artwork has been returned and you are satisfied that it is in good condition, you should refund the buyer and notify the RA, so that we can contact the buyer and return the deposit.

### Refunds

- Please notify us straight away when you have agreed to refund a buyer.
- If a buyer contacts us regarding a refund, we will check that you have released them from the sale before taking any action and refunding their deposit. You should refund them within 14 days of their request.

### Collection and delivery

You will receive a Removal Order for any work on display in the Summer Exhibition. If you sell a work that is on display, you should forward the signed Removal Order to the buyer once you have been paid, as they will need it to be able to collect the work at the end of the

---

Exhibition (dates are shown on the card). You may wish to make separate arrangements with the buyer, or they may send someone to collect the work on their behalf, but we will only release the work in exchange for the signed Removal Order.

### **Shipping, Postage and Packaging**

- For UK sales of unframed prints, you should have included postage and packaging in the retail price of the prints. For UK sales of any other work or, if the work is to be sent outside the UK, the delivery costs will be variable and you should reach an agreement with the buyer.
- You are responsible for the work until it is received by the buyer and, unless otherwise agreed, should deliver it within 30 days of accepting their offer to purchase your artwork.
- If you do not, or delivery is later than any agreed period, the buyer is entitled to cancel their order and ask for a refund.
- It is recommended that you use a service which will track the delivery of your artwork.

### **Wrapping for prints**

We advise you to wrap your print with acid-free tissue paper, placing one sheet below and one on top of the work, before folding in the edges. Secure the tissue paper with masking tape so that the print does not slip or crumple. Use robust packaging and if the work is large, attach place holders to the packaging at the mid-way point of the edges. Secure the print to the inside of the packaging, ensuring that it does not move.

### **Certificate of Authenticity and Further Information**

It is a good idea to include a certificate of authenticity with your work when you send it to the buyer. We suggest including the following:

**Artist name:**

**Title of work:**

**Medium:**

**Dimensions:**

**Edition number:**

**Price:**

**Date of sale:**

**Packing details:**

**Display:** It is recommended that the print be displayed out of direct sunlight