

RUG HOOKING GUILD OF NEWFOUNDLAND AND LABRADOR
TEACHER'S BRANCH

SUGGESTED VALUE OF RUGS FOR SELLING
General Guideline: 2012-13

100% Wool YARN: \$0.90 per sq. in., Briggs & Little as is with no or little shading.
\$1.25 per sq. in. for hand-dyed/painted/specialty or home spun with more shading and intricate design.

100% Wool Fabric: \$0.90 per sq. inch with minimal shading, ie. Hit & miss
\$1.50 per sq. inch with intricate design, shading, hand dyed fabric, fine cut, etc.

PANTYHOSE: \$0.90 - \$1.25 pr/sq. inch. Higher end for the amount of dyeing and shading involved. Also depends on pattern.

T-SHIRTS: \$.75 - \$1.00 pr/sq. inch. Higher end for scenes and lower end for geometrics.

RAG A JACK: \$0.60 - \$0.75 pr/sq. inch. Depending on the materials and style.

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This is a guideline ONLY; it is for your personal use to help you in pricing rugs if you wish to sell.

The prices will fluctuate according to the following factors:

- Unique design/originality
- Finishing
- Backing
- Quality of materials/type of medium
- Venue
- Market demand
- Execution/prep time
- Most definitely the WOW factor

Please note once again those suggested prices are only a guideline for your work and are not meant to be set in stone as a definite price to put on your hooked pieces.

Prepared by the Teacher Group RHGNL
Updated August 2012

Other things to consider, based on individual rug hooker experience:

NOTE: Retail vs. Wholesale & Consignment Selling:

The Guidelines above set by the Teacher's Branch are for setting the retail price of hooked pieces. If you wish to produce to sell, you will have to determine retail, wholesale and/or consignment rates depending on how you sell your work.

Retail: You are selling directly to the consumer. The rates above would apply.
eg: Mat 10" x 10" hooked with hosiery = 100 sq. in. x \$1.00 = \$100 retail price.

Consignment: You are placing your work in a craft shop and are paid if/when the work sells. If it does not sell, the work is returned to you. There are different ways of determining consignment price and shops set their own markup rate (usually 30% up to 100%).

Example 1: **Craft Council** - you set the retail price, they pay you 60% of it as your consignment price.

Eg: 10" x 10" hooked with hosiery = 100 sq. in. x \$1.00 = \$100 retail price. You would receive 60% of \$100 or \$60 when it sells.

Example 2: **Local Craft Shop** - Set consignment price (which is about 3/4 of retail price) and shop adds their %. (maybe 30%)

Eg: 10" x 10" hooked with hosiery priced at \$75. Shop calculates $\$75 \times 30\% = 22.50$, adds this to \$75 to get a retail price of \$99.50. Once sold, you receive \$75.00

Wholesale: You are selling your work directly to a craft shop and are paid whether it sells or not. Wholesale rate is generally half retail rate; however, the shop can use whatever markup they wish once they have bought from you.

Example: Mat 10" x 10" hooked with hosiery = 100 sq. in. x \$1.00 = \$100 retail price should sell for \$50 wholesale to craft shop. Once they've purchased from you, they can raise or lower the price from the \$100 price point.

Most important of all is that you never undersell yourself or your work. This is unfair to you and to other rug hookers offering work for sale.

Selling your work below value can also have an opposite effect. Even though your work is beyond reproach, if it is priced too low, the discerning consumer will sometimes feel there's something wrong with the piece and purchase one of higher price even though it is not of equal value in its construction.

Please be mindful.

